

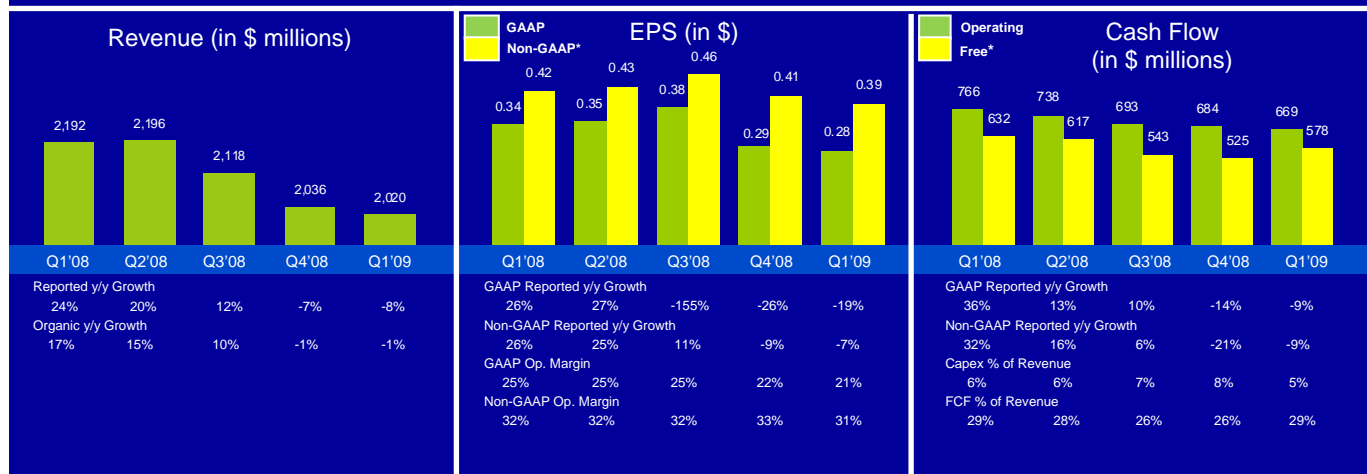
# eBay Inc. Corporate Fact Sheet: Q1 2009

## eBay Inc.

Founded in 1995, eBay Inc. connects hundreds of millions of people around the world every day, empowering them to explore new opportunities and innovate together. eBay Inc. does this by providing the Internet platforms of choice for global commerce, payments and communications. Since its inception, eBay Inc. has expanded to include some of the strongest brands in the world, including eBay, PayPal, Skype, StubHub, Shopping.com, and others. eBay Inc. is headquartered in San Jose, California.

## Q1 2009 Overview

eBay Inc. posted a first quarter decline in revenue caused primarily by the impact of the stronger dollar and the decline of the Marketplaces business in a difficult macroeconomic climate. However, Q1 revenue and EPS was slightly above the quarterly guidance we set. During an extremely challenging economic climate the company managed its business with a prudent mix of operating discipline and competitiveness, growing its increasingly diversified portfolio of businesses. PayPal, Classifieds and Skype performed well, growing revenue on a year-over-year basis, while text and graphical advertising remained flat.



## Quarterly Highlights

**eBay Inc.** unveiled its three-year strategic road map at its analyst day on March 11 and was named to Fortune's "100 Best Companies to Work For" list.

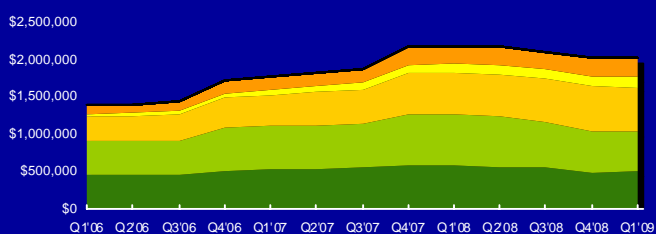
**PayPal** continued to extend its online leadership on merchant sites including Match.com (U.S.), LaSenza.com (Canada), Emirates Airlines (U.K.), EDEKA.com (Germany), EMP (Germany), Rue du Commerce (France), Tom Tom (Netherlands), Medio Tiempo (Mexico) and Elstotano (Mexico). Also, PayPal partnered with Zuora on its new subscription service for Facebook application developers, which helps developers monetize their Facebook applications by accepting payments with PayPal.

**Marketplaces** Based on its success, eBay made its Daily Deals program permanent and expanded the number of deals offered.

**Skype** launched the final version of an "all new Skype" for Windows 4.0 Gold with enhancements to video calling, voice call quality and ease of use. Also, Skype expanded its mobile strategy by extending its presence to Google's Android operating system, Apple's iPhone; and also announced plans to enable Skype on select Nokia devices and on RIM's BlackBerry. And, Skype introduced Skype for SIP (Session Initiation Protocol), a major milestone for penetrating the business market.

**Emerging Businesses:** During the quarter, eBay's Classifieds businesses averaged 84.6 million unique visitors per month, representing an increase of 21% year over year.

## Revenue Diversification



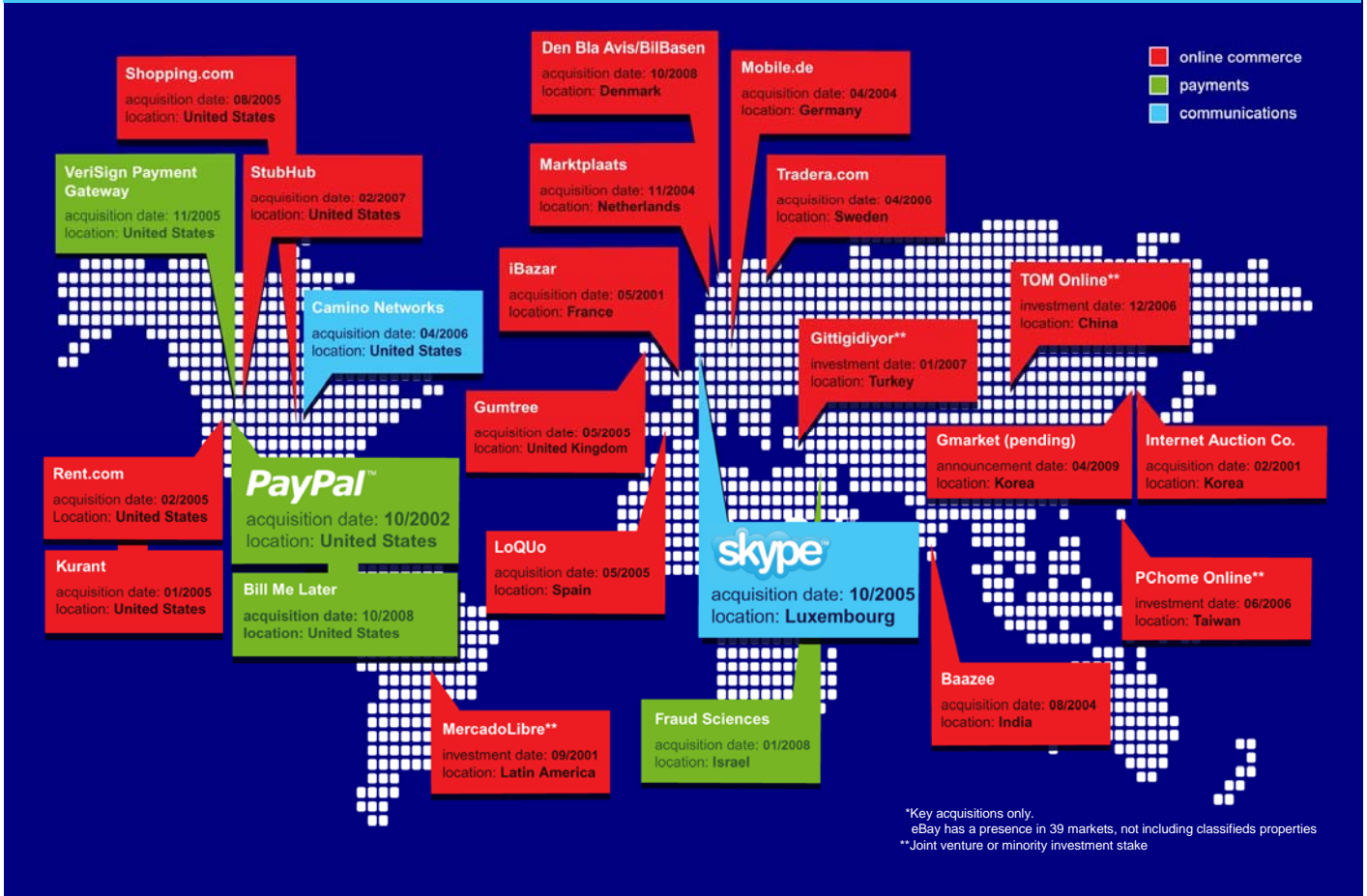
eBay Inc. has an increasingly diversified revenue model. In only three years, the company's revenue from all sources other than Marketplaces transactions has jumped from 33% to 49% of eBay Inc.'s total revenue as of Q1'09.



\*For reconciliation to the nearest GAAP figure, please go to [news.ebay.com/fastfacts.cfm](http://news.ebay.com/fastfacts.cfm)

For more information, contact Jose Mallabo at [jmallabo@ebay.com](mailto:jmallabo@ebay.com) or call eBay's media hotline at 408.376.7458. For the latest eBay Inc. news, go to [ebayinkblog.com](http://ebayinkblog.com).

# HOW THE PORTFOLIO\* WAS BUILT: 2001–PRESENT



## Strong Company ... Getting Stronger

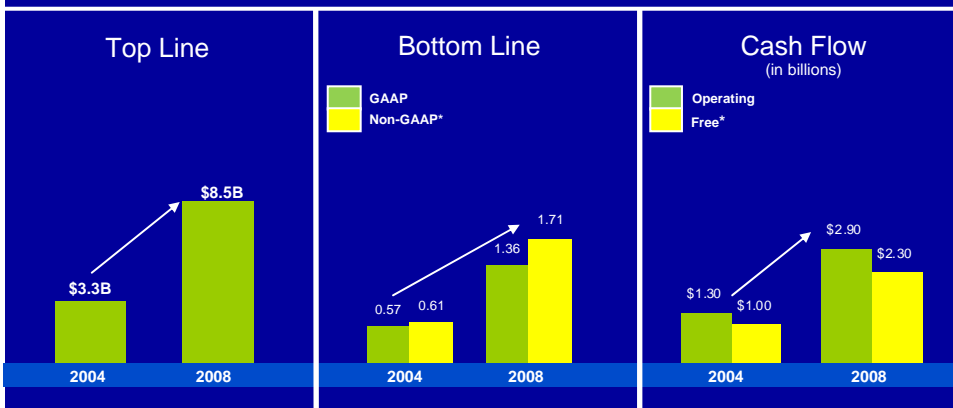
We have the financial flexibility to pursue attractive opportunities:

**\$3.1 billion** in cash and cash equivalents on balance sheet in Q1 2009

**\$668.5 million** in operating cash flow in Q1 2009

**\$577.6 million** in free cash flow in Q1 2009

### A Powerful Business Model



### We've built 3 of the web's best businesses/brands

- **\$13B Total GMV** in Q109 for eBay
- **88M active users** on eBay
- **9% of global ecommerce** paid via PayPal
- **73M active users** on PayPal
- **\$16B Net TPV** in Q109 for PayPal
- **443 million** registered Skype users



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Updated: Q1 2009