




eBay Marketplaces Fast Facts At-A-Glance*

(as of June 30, 2009)

- Founded in September 1995, eBay is a global online marketplace where practically anyone can trade practically anything
- In **Q2-09**, eBay Marketplaces reported **88.4 million** active users worldwide

Lifestyles Categories

	Clothing, Shoes & Accessories	(Consumer) Electronics	Home & Garden
GMV	In Q2-09 , the worldwide annualized Gross Merchandise Volume for the Clothing, Shoes and Accessories category was approximately \$4.8 billion	In Q2-09 , the worldwide annualized Gross Merchandise Volume for the (Consumer) Electronics category was approximately \$5.8 billion	In Q2-09 , the worldwide annualized Gross Merchandise Volume for the Home & Garden category was approximately \$3.9 billion
Average Daily Live Listings	There were approximately 9.4 million average daily live listings in the CSA category in Q2-09	There were approximately 1.7 million average daily live listings in the CE category in Q2-09	There were approximately 4.1 million average daily live listings in the H&G category in Q2-09
Top Searches	True Religion, Ed Hardy, Hollister, bebe, handbags, Abercrombie, shoes, Guess, Harley Davidson and Free People are among the top searches in the CSA category	iPod Touch, LCD TV, Mac, Wii, iPod Touch, PSP, Bose, cell phones, GPS, Nintendo DS and Xbox 360 are among the top searches in the (Consumer) Electronics category	Anthropologie, Pottery Barn, solar lights, gazebo, Urban Outfitters, patio furniture, home security, Craftsman, Makita and Pampered Chef are among the top searches in the H&G category
Velocity Statistics	In Q2-09 , on eBay.com (U.S.): <ul style="list-style-type: none"> ▪ A women's dress sold every 14 seconds ▪ A pair of women's jeans sold every 22 seconds ▪ A pair of men's sunglasses sold every 33 seconds ▪ A men's necktie sold every minute ▪ A pair of shoes sold every 4 seconds 	In Q2-09 , on eBay.com (U.S.): <ul style="list-style-type: none"> ▪ An LCD Flat-Panel TV sold every 35 minutes ▪ An MP3 Player sold every 18 seconds, including Apple iPod, Creative Zen, and others ▪ A cell phone sold every 6 seconds ▪ A GPS Device sold every 54 seconds ▪ Every 22 seconds, a Video Game System is sold 	In Q2-09 , on eBay.com (U.S.): <ul style="list-style-type: none"> ▪ A baby gear item is sold every 3 minutes ▪ A bath item is sold every 30 seconds ▪ A bedding item is sold every 29 seconds ▪ A major appliance is sold every minute ▪ An item in the home décor category is sold every 12 seconds
Other	eBay Clothing, Shoes & Accessories category received 4.5 million monthly unique visitors according to Nielsen//NetRatings (June 2009)	eBay (Consumer) Electronics category received 4.9 million monthly unique visitors according to Nielsen//NetRatings (June 2009)	eBay Home & Garden category received 4.2 million monthly unique visitors according to Nielsen//NetRatings (June 2009)

*Rent.com, Shopping.com, and eBay's classifieds web sites are not included in these metrics



	Clothing, Shoes & Accessories	(Consumer) Electronics	Home & Garden
Hot Trends*	<ul style="list-style-type: none"> Brightly colored fur jackets 40s and 80s style lady-like dressing Sexy body conscious pieces from dresses to pants Adorned or jeweled accents on clothing Sheath dresses Little cardigans Menswear androgynous looks - tweeds, trousers, tuxedo styles Origami and ruffles lend surface interest to fabrics A range of deep hues from black to blue The full spectrum of reds from deep purple to magenta 	<ul style="list-style-type: none"> Home entertainment tech – Panasonic HDTV, PS3, Wii, Xbox 360, Apple TV Convergent Tech (two technologies merge into one) – Verizon HUB, LG Watch Phone Ultra portable and affordable Netbooks Smart Phones – New iPhone 3GS, Palm Pre, LG Envy Touch, Blackberry Bold Smaller DSRL cameras – Samsung, Nikon, Olympus Handheld gaming systems – new PSP-3000, Nintendo DSi, iPod Touch Budget Friendly Tech Eco Friendly Tech Portable Tech – even smaller versions of PC's, Smart Phones, DVD players, Gaming devices 	<ul style="list-style-type: none"> Exotic accents – Moroccan hanging candle lanterns, Safari-inspired/animal print pillows Organic bedding Vintage trunks as coffee tables Monogrammed towels Textured wallpaper Lucite nesting tables CFC light bulbs Hot Colors – Saffron, hot pink, orange and jewel tones like sapphire and indigo Eclectic Design – Classic chair with bold and bright pattern upholstery Colored appliances

*Based on Q3-09 eBay Style Squad picks