




## eBay Marketplaces Fast Facts At-A-Glance\*

(as of September 30, 2009)

- Founded in September 1995, eBay is a global online marketplace where practically anyone can trade practically anything
- In **Q3-09**, eBay Marketplaces reported **89 million** active users worldwide

### Lifestyles Categories

	Clothing, Shoes & Accessories	(Consumer) Electronics	Home & Garden
<b>GMV</b>	In <b>Q3-09</b> , the worldwide annualized Gross Merchandise Volume for the Clothing, Shoes and Accessories category was approximately <b>\$ 5.4 billion</b>	In <b>Q3-09</b> , the worldwide annualized Gross Merchandise Volume for the (Consumer) Electronics category was approximately <b>\$ 6.3 billion</b>	In <b>Q3-09</b> , the worldwide annualized Gross Merchandise Volume for the Home & Garden category was approximately <b>\$ 4.2 billion</b>
<b>Average Daily Live Listings</b>	There were approximately <b>10 million</b> average daily live listings in the CSA category in <b>Q3-09</b>	There were approximately <b>1.7 million</b> average daily live listings in the CE category in <b>Q3-09</b>	There were approximately <b>4.4 million</b> average daily live listings in the H&G category in <b>Q3-09</b>
<b>Top Searches</b>	<b>Boots, Anthropologie, Juicy Couture, Uggs, handbags, Ed Hardy, Nike, bebe, Hollister and Ralph Lauren</b> are among the top searches in the CSA category	<b>iPhone, PSP, McIntosh, Laptop, iPod Nano, cell phones, GPS, Nintendo DS, xBox 360, Flat Screen and Wii</b> are among the top searches in the (Consumer) Electronics category	<b>Anthropologie, Pottery Barn, bedding, rugs, All Clad, Urban Outfitters, Ralph Lauren, IKEA, heaters and chandeliers</b> are among the top searches in the H&G category
<b>Velocity Statistics</b>	In <b>Q3-09</b> , on eBay.com (U.S.): <ul style="list-style-type: none"> <li>▪ A women's dress sold every <b>16 seconds</b></li> <li>▪ A pair of women's jeans sold every <b>23 seconds</b></li> <li>▪ A pair of men's sunglasses sold every <b>34 seconds</b></li> <li>▪ A men's necktie sold every <b>minute</b></li> <li>▪ A pair of shoes sold every <b>4 seconds</b></li> </ul>	In <b>Q3-09</b> , on eBay.com (U.S.): <ul style="list-style-type: none"> <li>▪ An LCD Flat-Panel TV sold every <b>4 minutes</b></li> <li>▪ An MP3 Player sold every <b>17 seconds</b>, including Apple iPod, Creative Zen, and others</li> <li>▪ A cell phone sold every <b>5seconds</b></li> <li>▪ A GPS Device sold every <b>55 seconds</b></li> <li>▪ Every <b>21 seconds</b>, a Video Game System is sold</li> </ul>	In <b>Q3-09</b> , on eBay.com (U.S.): <ul style="list-style-type: none"> <li>▪ A baby gear item is sold every <b>3 minutes</b></li> <li>▪ A bath item is sold every <b>31 seconds</b></li> <li>▪ A bedding item is sold every <b>27 seconds</b></li> <li>▪ A major appliance is sold every <b>minute</b></li> <li>▪ An item in the home décor category is sold every <b>11 seconds</b></li> </ul>
<b>Other</b>	eBay Clothing, Shoes & Accessories category received <b>5.1 million</b> monthly unique visitors according to Nielsen//NetRatings (September 2009)	eBay (Consumer) Electronics category received <b>4.5 million</b> monthly unique visitors according to Nielsen//NetRatings (September 2009)	eBay Home & Garden category received <b>4 million</b> monthly unique visitors according to Nielsen//NetRatings (September 2009)

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



	<b>Clothing, Shoes &amp; Accessories</b>	<b>(Consumer) Electronics</b>	<b>Home &amp; Garden</b>
<b>Hot Trends*</b>	<ul style="list-style-type: none"> <li>— Plaid for women &amp; men</li> <li>— Military inspired fashions for women &amp; men, think Michael Jackson or Eisenhower</li> <li>— Anything with shine, especially in sequins, stones, brocades or bright silks for clothing, shoes or handbags</li> <li>— Fabulous dramatic cuffs or statement necklaces</li> <li>— African inspired prints</li> <li>— Skinny or wide belts</li> <li>— Leather jackets and pants for both women &amp; men</li> <li>— Beautiful, decorative, embellished clutches</li> <li>— Black as a wardrobe staple or accent color</li> <li>— High boots: over the knee, riding, or military style</li> <li>— Anything Twilight related</li> </ul>	<ul style="list-style-type: none"> <li>— eReaders: Kindle 2, Sony</li> <li>— Home Entertainment Tech: Panasonic HDTV, PS3, Wii &amp; Wii Fit Plus, xBox 360, Apple TV</li> <li>— Popular Video Games: Star Wars Clone Wars "The New Republic", Halo 3, Call of Duty, Modern Warfare 2, Super Mario Bros.</li> <li>— Netbooks: Ultra portable and affordable at less than 4500 from popular brands like Dell, HP, Asus</li> <li>— Smart Phones: iPhone 3GS; LG Envy Touch, Versa or Dare; Palm Pre; Samsung Impression &amp; Alias</li> <li>— Smaller DSRL cameras and digital camcorders: Samsung, Nikon, Olympus, Flip Cams</li> <li>— Handheld gaming systems: new PSP-3000, Nintendo DSi, iPod Touch</li> <li>— Portable Tech: even smaller or handheld versions of PC's, Smart Phones, DVD players, Gaming devices</li> <li>— Convergent Tech: Two technologies merging into one with the Verizon HUB, Dell Studio One, HP Touchsmart</li> </ul>	<ul style="list-style-type: none"> <li>— Organic, comfort living</li> <li>— Neutral colors with vibrant accents (turquoise, yellow and green)</li> <li>— Turquoise lamps, vases, accent tables, even chandeliers</li> <li>— White furniture, lamps</li> <li>— Nature elements: insects, animals incorporated into design</li> <li>— Metallics are brushed, matte and textured, softer, not shiny</li> <li>— Coral as freestanding sculptures; candlestick holders, pillow motifs – particularly white</li> <li>— Buddha heads in silver leaf or gold leaf</li> <li>— Indian inspired vintage throws</li> <li>— Amethyst incorporated into frames, bookends, lamps, votives and tabletop sculpture</li> </ul>

\*Based on Q4-09 eBay Style Squad picks