

INVESTOR
DAY
2022

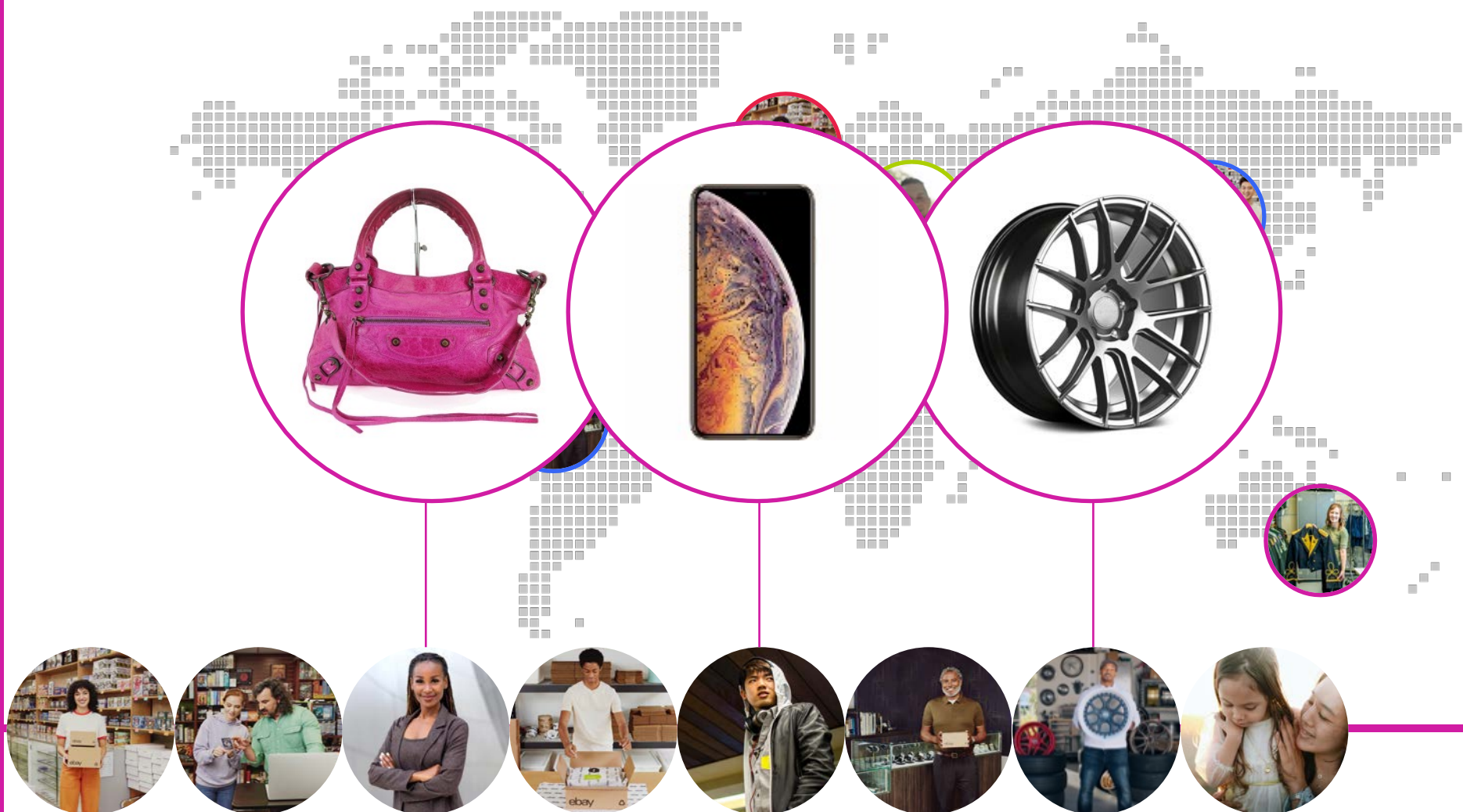
Enthusiast Buyers & the eBay Multiplier Effect

Stefanie Jay

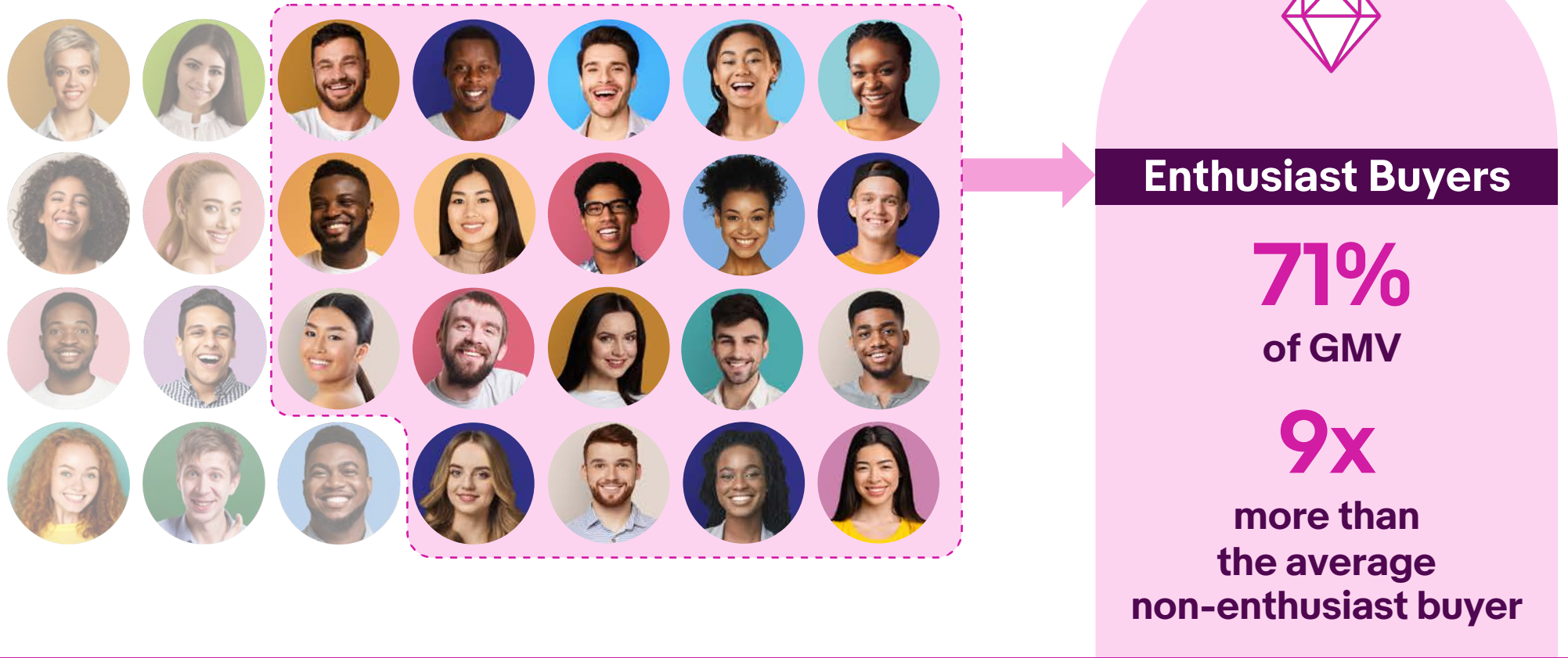
SVP, Chief Business and Strategy Officer



Inspiration Discovery Adventure



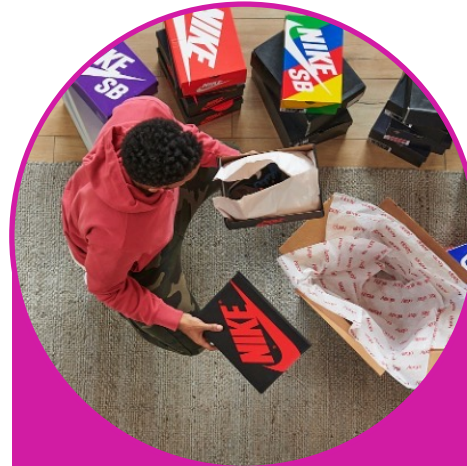
28 Million+ High Value Buyers



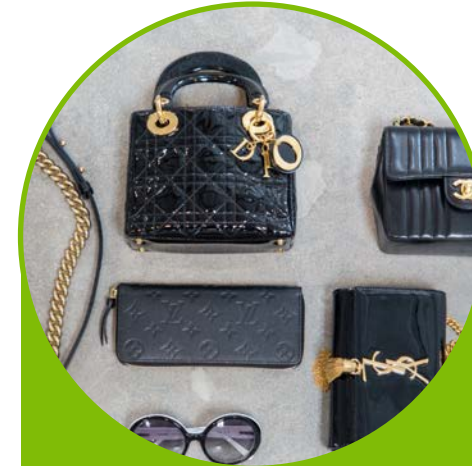
19 Million Enthusiast Buyers



30
days a year



\$3K
average spend



50%
increase spend &
purchase days
after year one

The Enthusiast Buyer



Passionate

Engaged

Loyal



Sneaker lover

**Accidental
entrepreneur**

eBay Buyer/Seller: **Yinka Ogunsunlade**
eBay Store: **Fashionably-Legal**

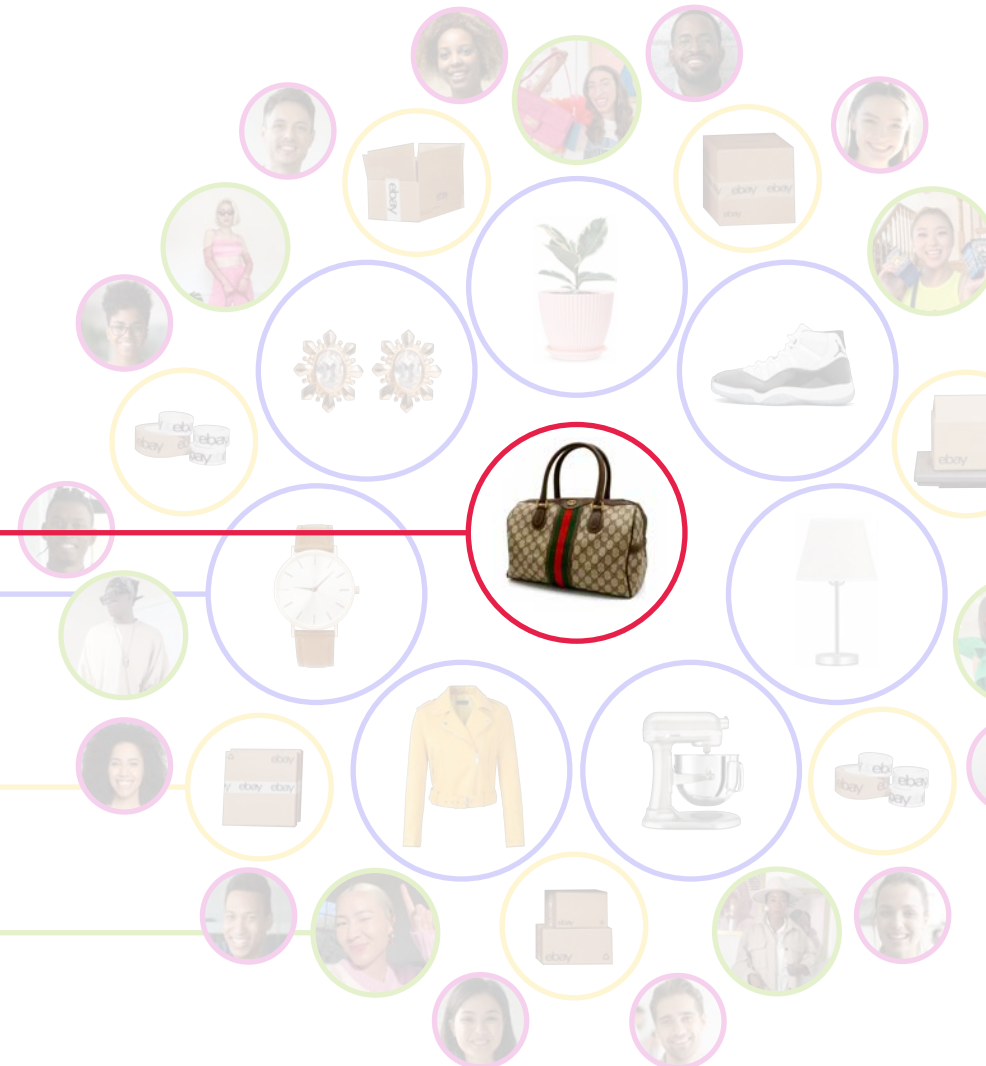
eBay Enthusiast Multiplier Model

Initial introduction / Entry

**Cross category
and global buying**

Selling

Engagement and loyalty

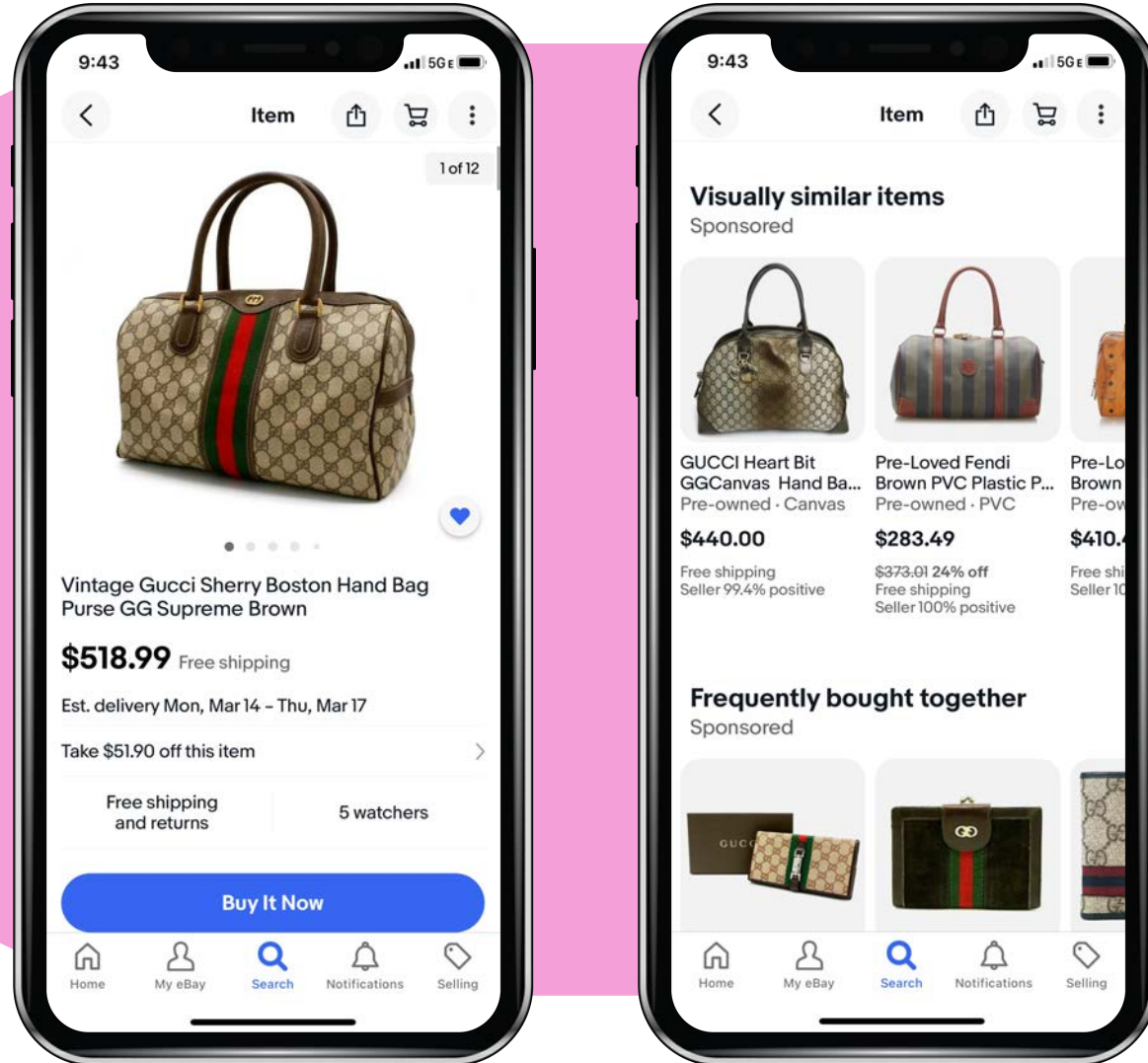


**Focus Categories
and trusted
experiences**

**Full funnel
marketing**

Social marketing

Driving Cross-Category Shopping With AI



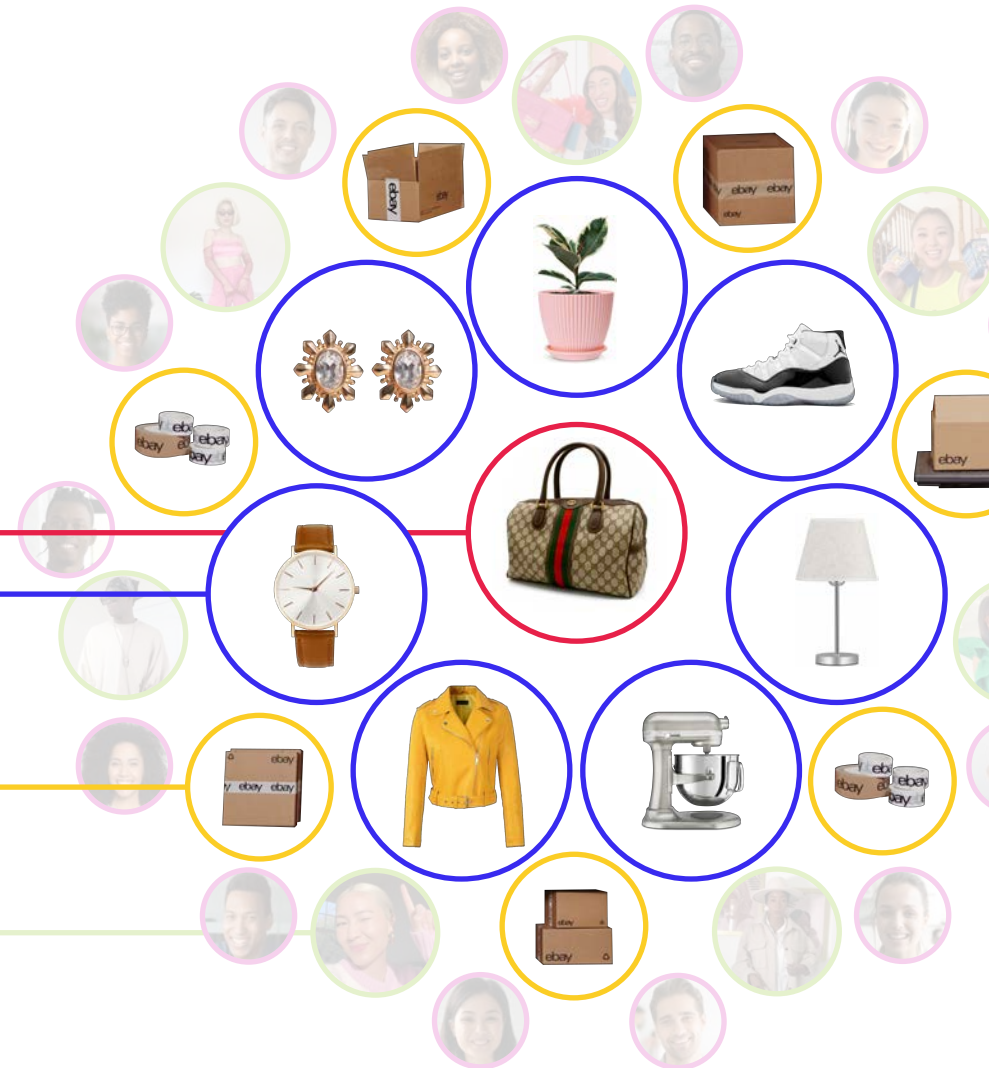
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Enthusiasts who
buy and sell are
2x as valuable

1 in 4
enthusiast
buyers also sell

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