

INVESTOR
DAY
2022

Expanding Our Focus Category Playbook

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SVP and General Manager, North America

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SVP, Head of eBay Europe





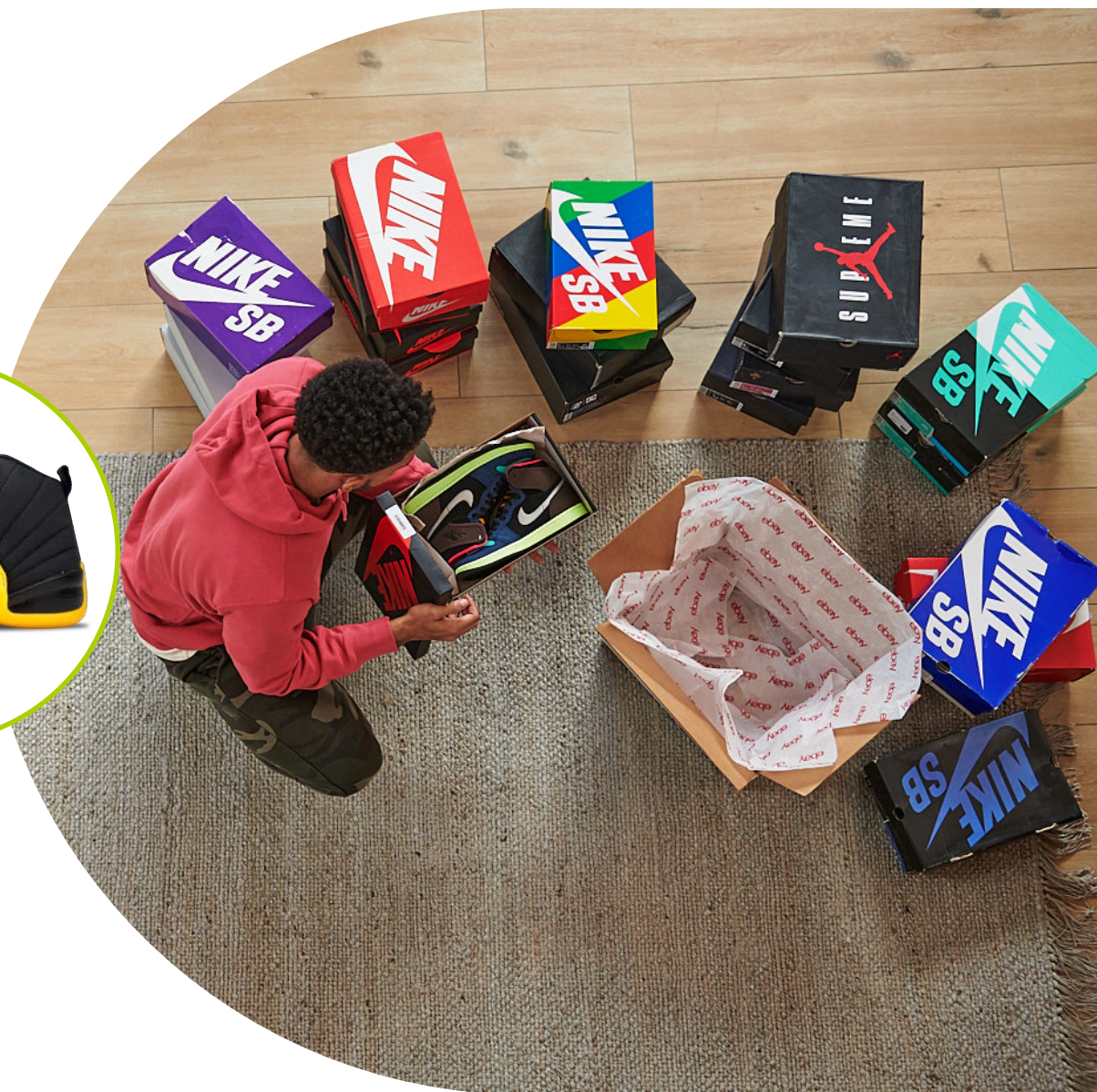
Connecting Buyers and Sellers



The Number One Driver is **Trust.**



Keeley Wamback: eBay Buyer/Seller
eBay Seller: **Keeks Boutique**



Trust



Authenticity



Fitment



Condition



The Playbook



Understand the customer
and their needs

Build experiences
they will love – at scale

Tell our story
in new and different ways

Adewumi Akinyotu, Seller
eBay Store: **Fashion Flair**



**No fakes.
No fraud.
No doubt.**

The eBay Authenticity Guarantee.
Meticulous inspection
by independent experts.

[Get authenticated →](#)

 Authenticity Guarantee



Launching Authenticity



Trae Young: eBay Buyer
NBA Star

Why Watches & Sneakers?

Fast growing categories

Younger audiences

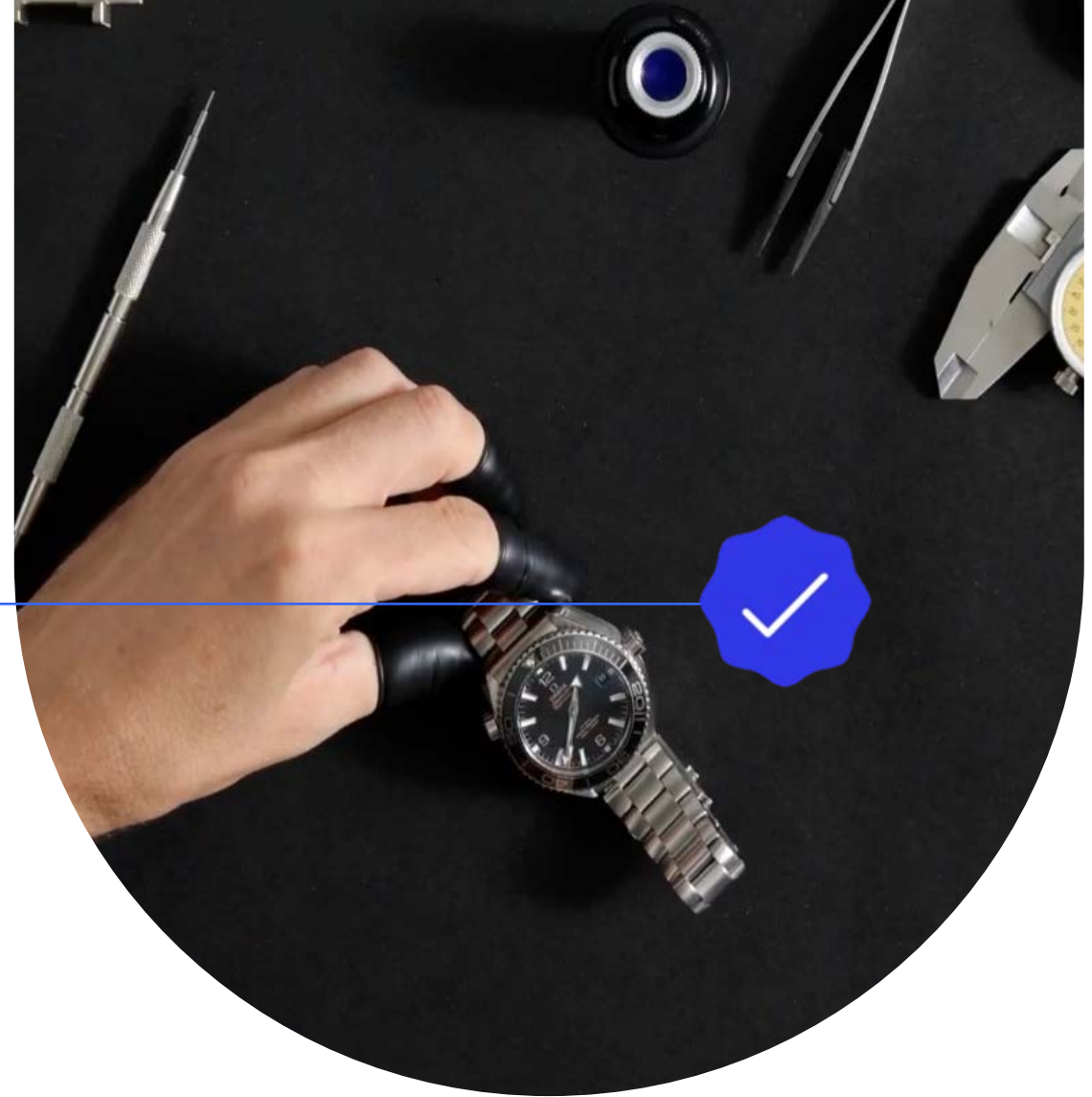
Cross-shoppers

How Authenticity Guarantee Works

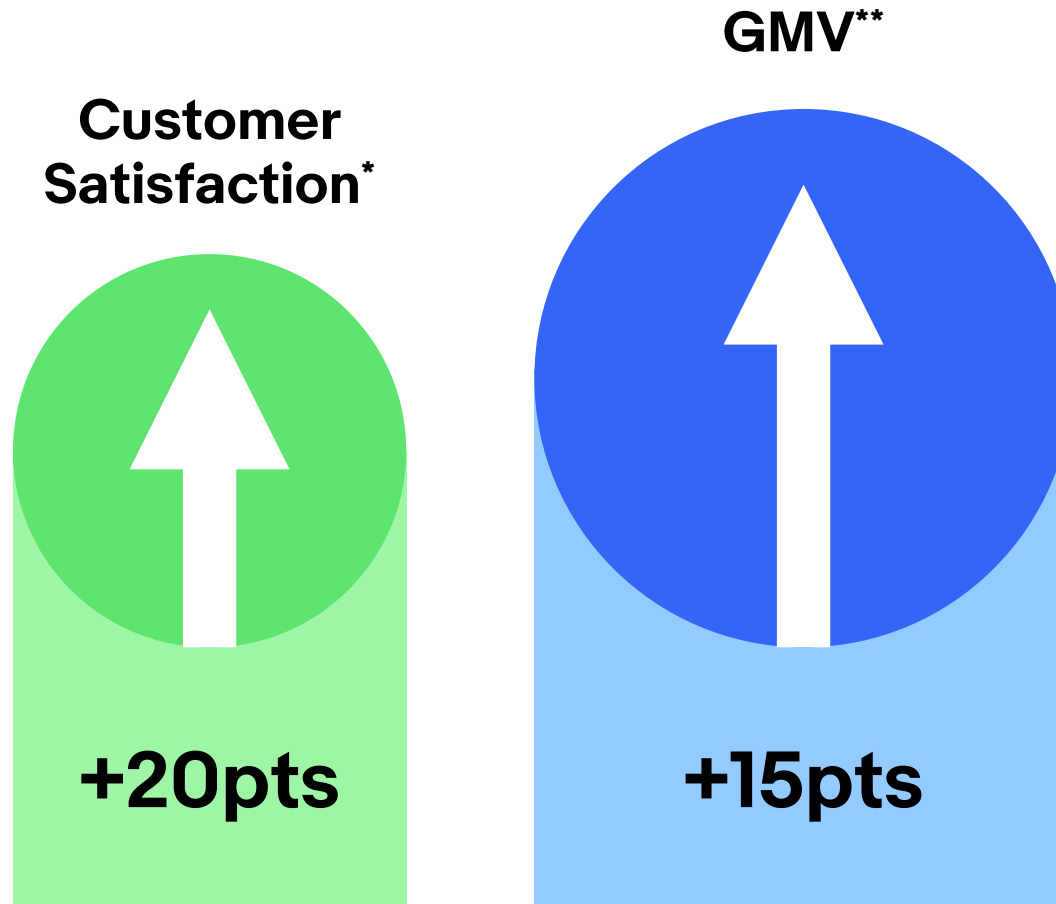


5,000 items per day

**200+ authenticators
globally**



Trust Moves Customer Satisfaction

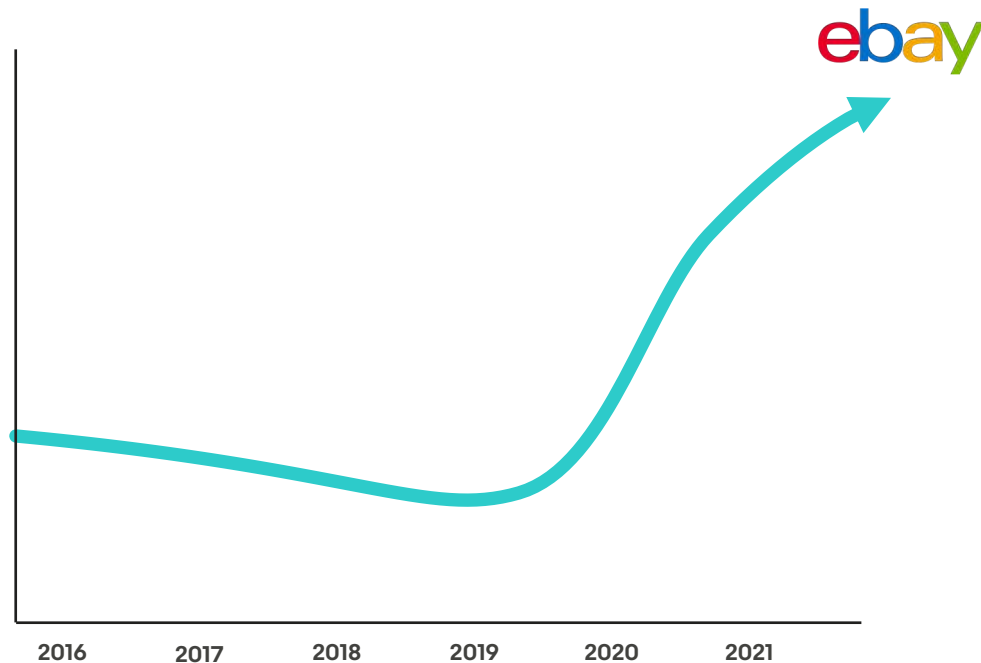


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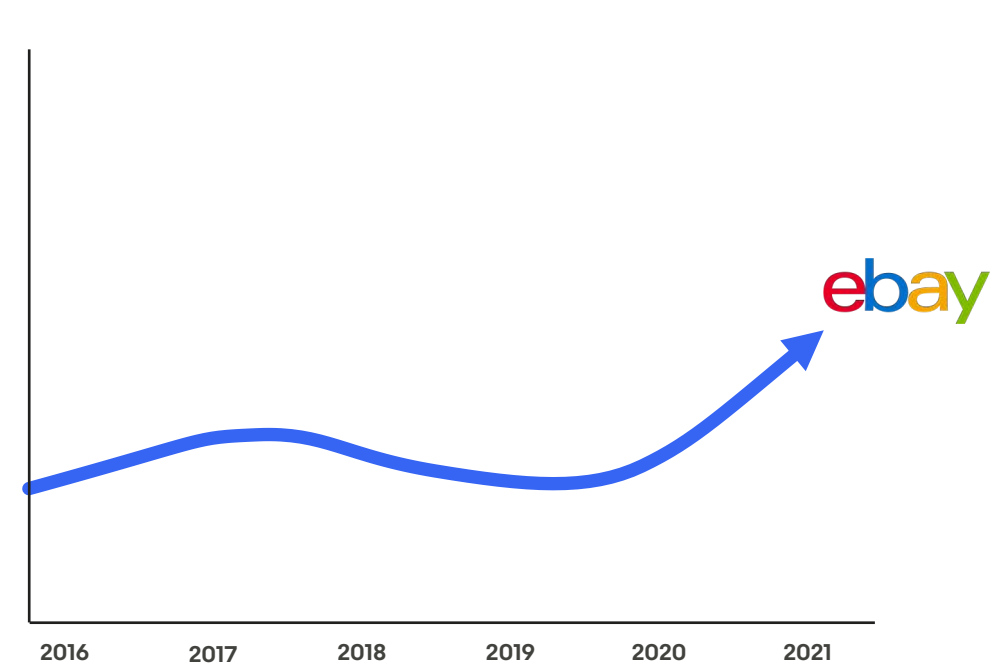
* Based on focus categories, measured before and after the experience was changed to address what customers wanted

** GMV: Focus category growth year-over-year outpaced the growth of the rest of the platform by 15 pts in Q4'21

Changing the Business Trajectory



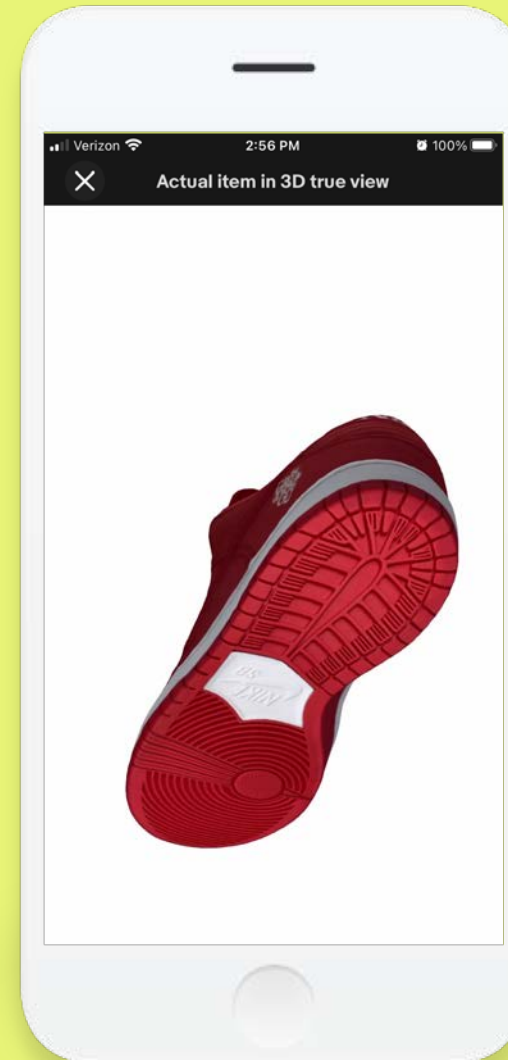
SNEAKERS \$100+
eBay GMV*



WATCHES \$2000+
eBay GMV*

The Role of Technology





See
Items
From
Every
Angle

Global Footprint



We Built It So We Could Scale



5.5 months to launch
watch authentication

5 weeks to launch
sneaker authentication

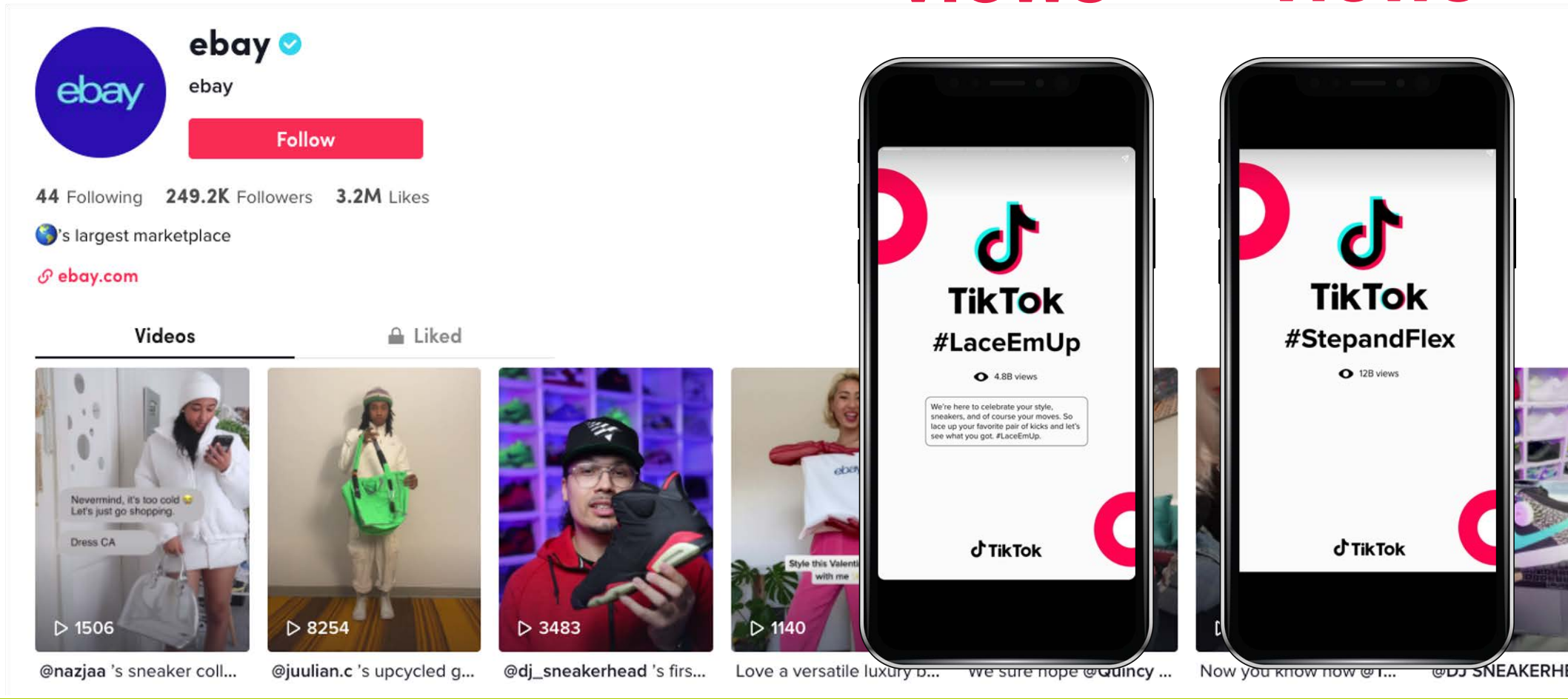
Expanded to
4 categories, 5 countries

Authenticating 200% more
items internationally, YoY

Telling Our Story

4.8B
views

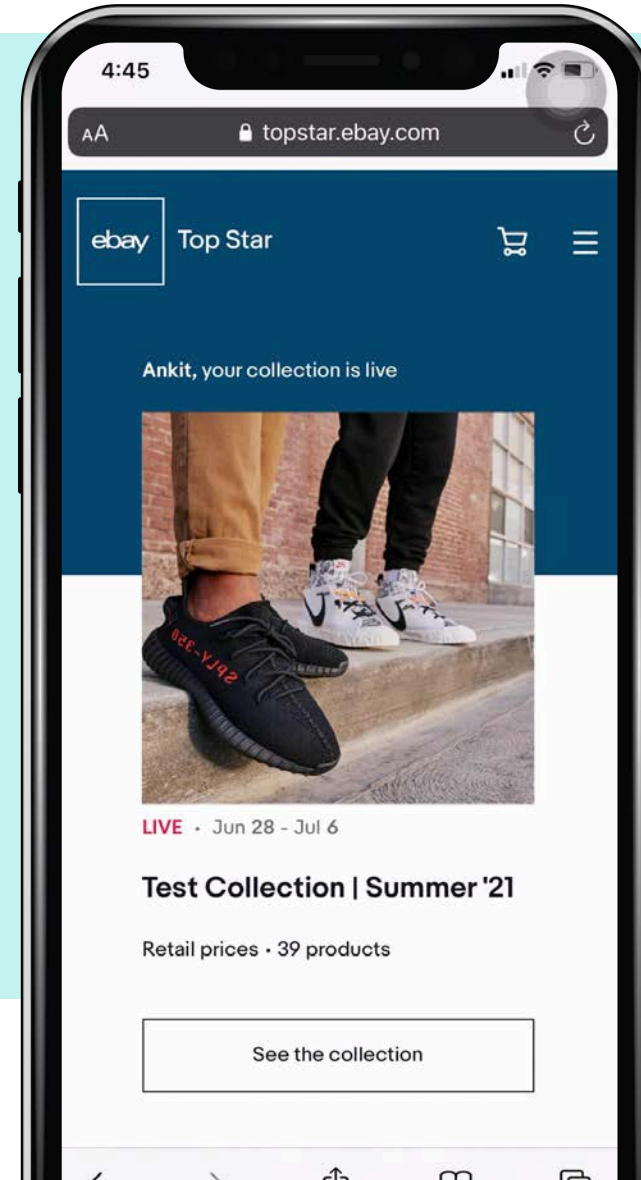
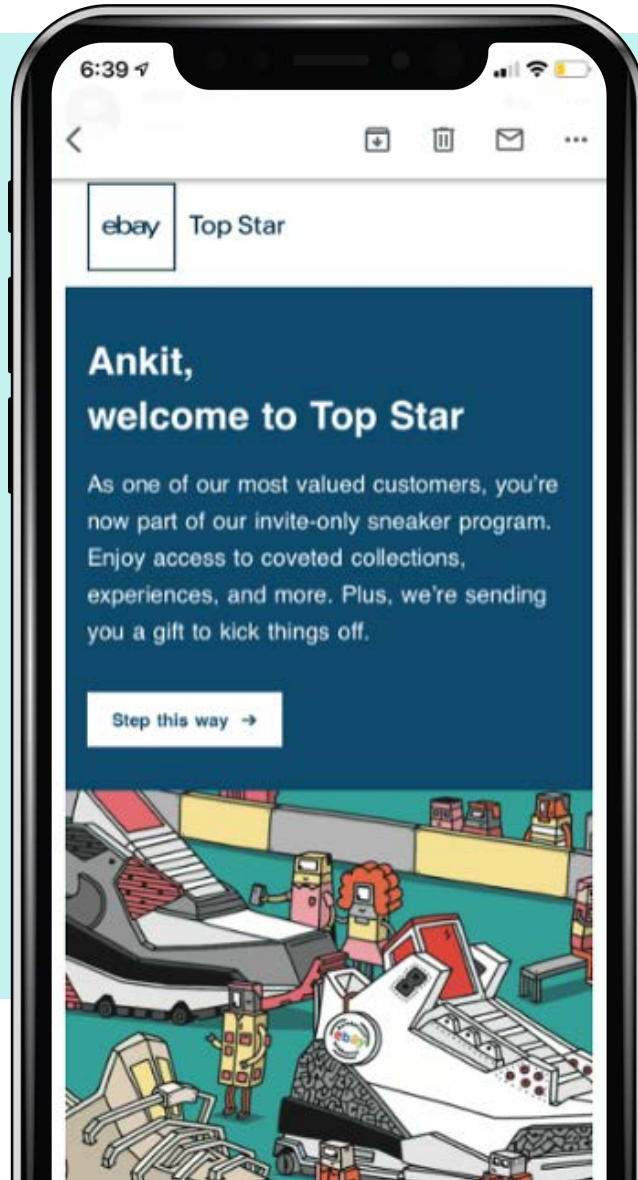
12B
views



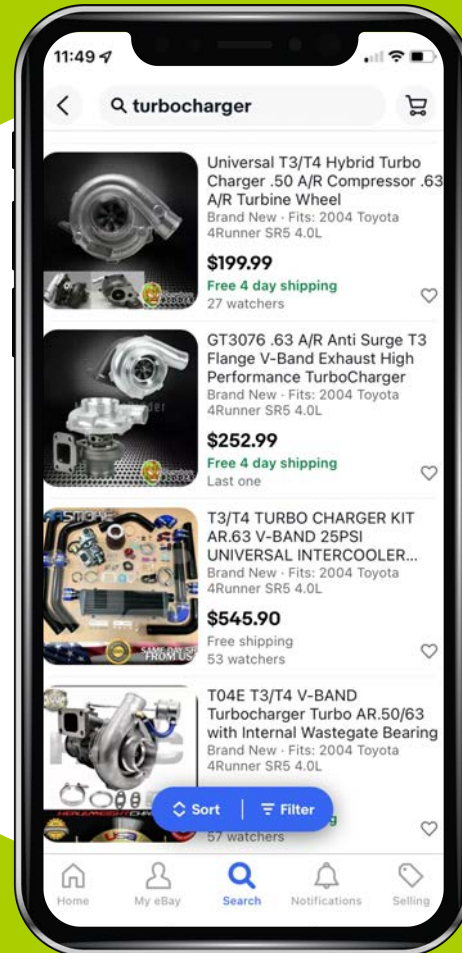
ebay
AUTHENTICATION
NATION



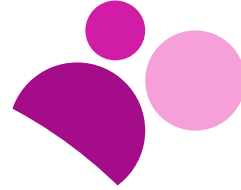
Top Star Loyalty Program



Parts & Accessories



Parts & Accessories



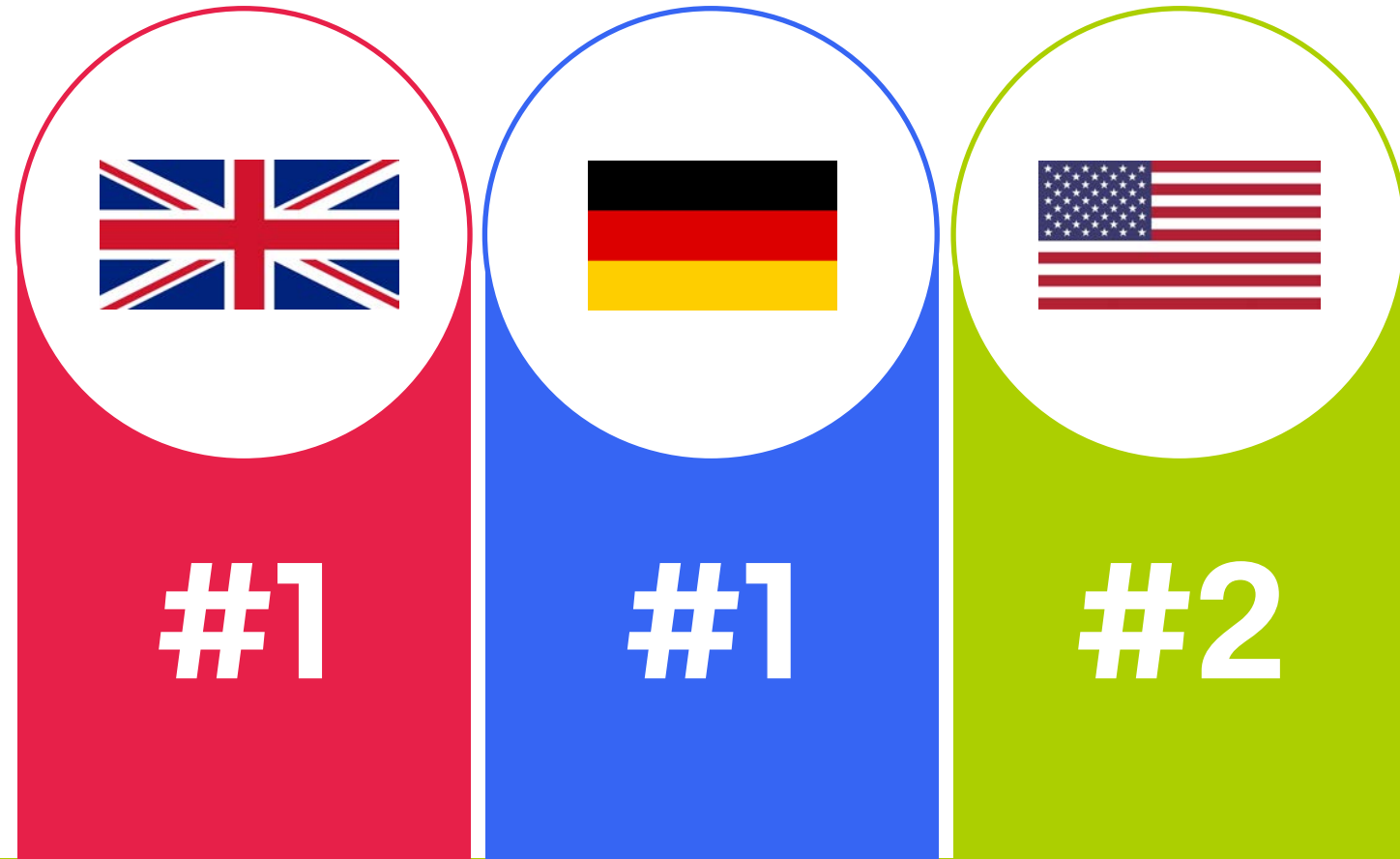
3 million models
of cars, trucks and
motorcycles

25,000 parts
for each vehicle

1 of 3 buyers
buys Parts & Accessories



Leadership Position in P&A





Plains

Basic Land — Plains

Plains

Instant

Counter target spell with converted mana cost equal to X .
Call it the thinking mage's version of brute force.

Illus. Greg Simanison
© 1993-1998 Wizards of the Coast, Inc. 100/330

Jaded Response

Instant

Counter target spell if it shares a color with a creature you control.
*"Calm down everyone; it's nothing we haven't seen before."
—Sisay*

Illus. Matt Cavotta
© & © 1993-2001 Wizards of the Coast, Inc. 26/143

Growth

5 (You may pay an additional $\{1\}$ to play this spell.)
creature gets +2/+2 until end of turn. If you paid the kicker that creature gets +5/+5 until end of turn instead.

Illus. Arnie Swekel
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Drake

Flying

Scholars in their ivory towers call them "sharks of the sky." Scholars on the road don't call them at all.

Illus. Matt Cavotta
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Symbiosis

Instant

Two target creatures each get +2/+2 until end of turn.
Although the elves of the forest considered them a threat, they made fine allies in the war against the machines.

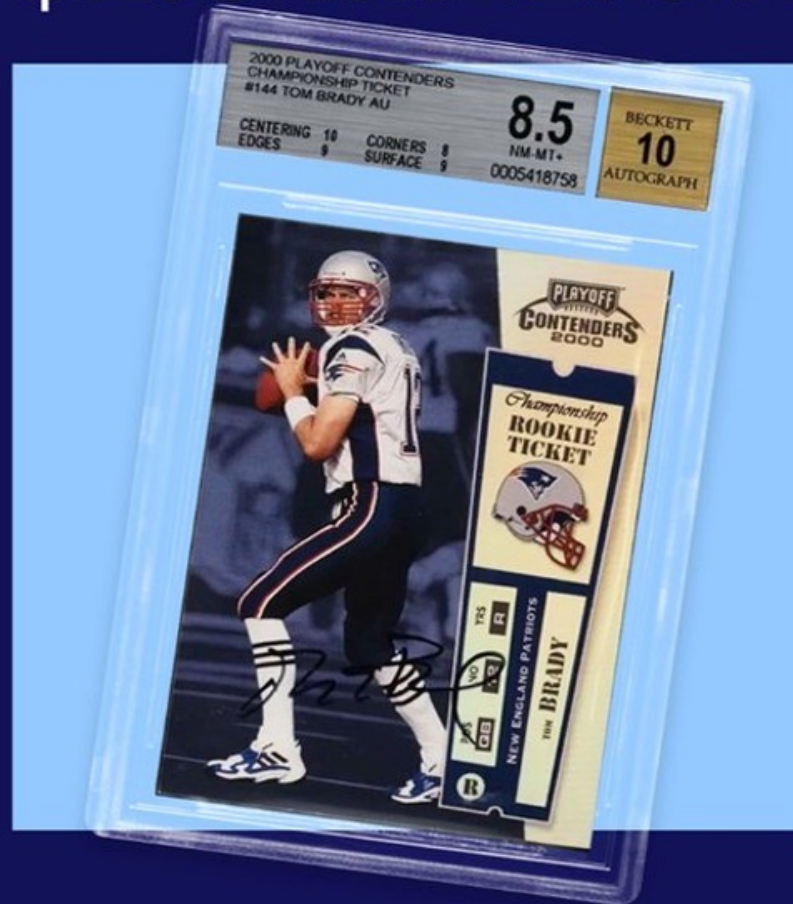
Phyrexian Rager

Creature

When this creature enters the battlefield, destroy all artifacts.

Illus. Adam Rex
© 1993-2000 Wizards of the Coast, Inc. 109/320

\$2.3 MILLION



RECORD-BREAKING



The Vault

Secure facility

31,000 square feet

Digital marketplace

cards and collectibles

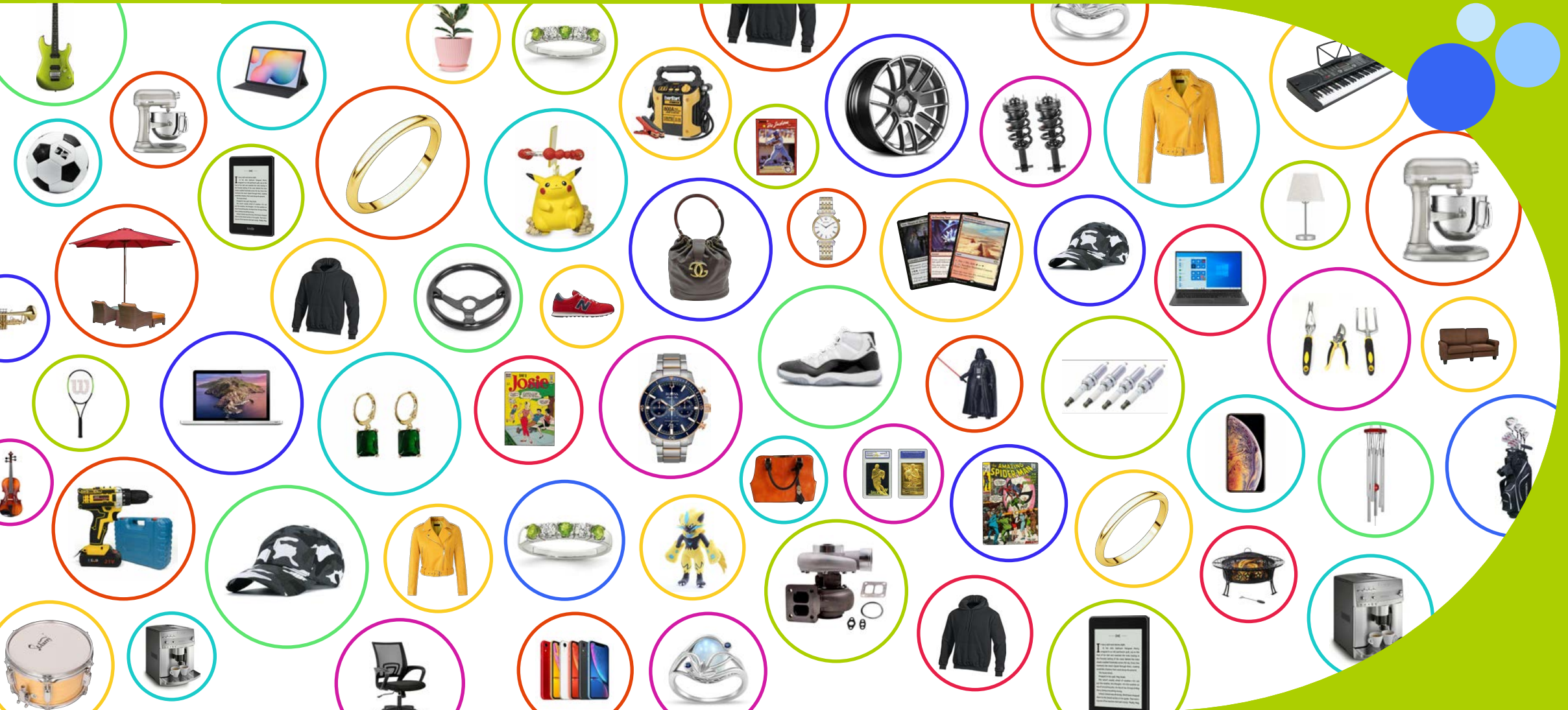
Portfolio management

instant trading capabilities





More Enthusiast Categories to Come



This is a very different

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The eBay logo is displayed in white on a green background. It consists of the word "eBay" in a lowercase, sans-serif font, where the "e" is slightly larger and more prominent than the other letters.

eBay

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