

OUR 2020

Diversity, Equity & Inclusion Report







A MESSAGE FROM OUR CEO

Our 2020 Diversity, Equity & Inclusion Report

2020 was a year like no other. Set against the backdrop of a global pandemic, significant loss of life and renewed calls for social justice for the Black community, we saw many difficult and important topics brought to light. Small businesses faced closures, and existing social disparities were heightened; COVID-19 had a disproportionate impact on the wellbeing and economic stability of Black, Hispanic/ Latinx and other ethnic minority communities; members of the Asian/Pacific Islander community were increasingly targeted with violence; and working mothers withdrew from the workforce in record numbers. These are real and troubling facts.

Yet even in the face of tremendous global challenges, our communities came together and found a way forward - reflecting, supporting and taking action. Sellers and buyers connected over items purchased for both joy and necessity, fueling livelihoods on our marketplace. Our employees, most working remotely and unable to connect in familiar ways, adapted. We leaned into learning moments at difficult times when people were hurting, and we also found new ways to celebrate cultural moments. And we mobilized resources to demonstrate our ongoing commitment to communities in need.

We look forward to continuing our DE&I journey together.

Jamie lannone President & CEO of eBay

In this report, we share what we've done - and where we're headed. We'll reflect on what's worked and where we need to do things differently. Above all, we remain committed to becoming a richly diverse, truly equitable and fearlessly inclusive place to work, grow, buy and sell.

At eBay, we empower people and create economic opportunity for all. Our purpose inspires and pushes us to be the best versions of ourselves – equity, respect and unity are integral to who we are.

OUR APPROACH

Be for Everyone

Our DE&I journey continues, and it remains core to who we are and what we stand for. We know real progress takes time, commitment, consistency, flexibility and participation from everyone, everywhere. During the past year we initiated a deeper, more introspective look at our employee practices and recognized that there is much more work to be done for us to build a company that is truly for everyone.

We launched several global initiatives, some aimed at moving the organization toward conscious inclusion while others were aimed at recognizing our Communities of Inclusion (COIs) leaders for the role they play in strengthening our culture. We strive to ensure that we are following best practices and leveraging data so everyone feels welcomed and that they view eBay as a place where they can succeed.

We continue to focus our DE&I efforts across three areas — our workforce, which looks at who and how we hire; our workplace, which focuses on leading inclusively and building a sense of belonging; and our marketplace, which ensures that the more than 185 million buyers and over 19 million sellers who experience our platform as well as the local communities we serve are included in our journey. Moving forward, we will apply a stronger equityfocused lens across all three areas to ensure that eBay becomes a truly welcoming, fair and inclusive place for everyone.

In the following pages, we share details of a few initiatives we pursued and are proud of; we also celebrate a few out of the many people across eBay who help drive this work forward and most importantly we continue to be transparent about the quantitative results of our efforts.





What We Did in 2020

We continue to invest our time, energy and resources into increasing diversity and fostering a sense of belonging at all levels across our business. Here are some examples of what we did in 2020 across our workforce, workplace and marketplace.



Evolving Our Global Recruiting Practices

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Recruiting plays a significant role in driving DE&I long before a potential candidate becomes an employee.

We strive to continuously improve our overall talent attraction approach. In fall 2020, we partnered with a third-party company to complete a comprehensive audit of our recruiting systems and practices in service of identifying areas to strengthen our DE&I recruiting efforts. Based on the insights generated, we're taking action to increase transparency into our candidate pipeline; more broadly engage in interview best practices across the entire company; and improve our community outreach as well as relationship management capabilities.

We're especially optimistic about the array of possibilities that remote work has opened up to us. Our recruiting teams continue to be deliberate in

cultivating community-based relationships and building more diverse talent pools, including participating at virtual hiring events, tapping into new job boards and establishing partnerships at the local level.

Helping Veterans Transition Into Civilian Careers

Our HONOR Community of Inclusion (COI) at eBay will provide mentorship, experience and skills specifically geared toward helping veterans make a smooth transition into the civilian workforce. In addition to assistance with resume translation, interviewing, professional networking



Each year, roughly 200,000 veterans leave active-duty military service in the U.S. alone, and the shift to civilian life can be challenging. To help military personnel transition into civilian careers, we launched the Honor Role Veteran Apprenticeship Program in 2020.

and soft skills, participants will partner with teams throughout eBay to gain the hands-on knowledge and experience necessary for success in the tech sector and beyond.

At the end, a capstone event will showcase our apprentices' work and potentially match them with hiring managers at eBay. During the apprenticeship, eBay will gain access to the extensive experience, skills and unmatched work ethos that service members bring to the workforce.

The service member will be considered "on assignment" at eBay for up to the final six months, or 180 days, of their service made possible by the U.S. Department of Defense SkillBridge program. Our teams are recruiting for our first U.S. cohort and are planning to expand to other locations in 2021.

Engaging With the Next Generation

We continue to refine our hiring practices by identifying and recruiting new and early career talent to increase diversity across our business. With the majority of events transitioning to all-virtual environments, we worked closely with our partners across universities, specialized sourcing platforms and conferences to participate in signature programs — such as the annual Grace Hopper event for women technologists — to connect with prospective interns and recent graduates. Our team quickly built a customized website to attract potential candidates to our career website while remaining focused on our culture. Moreover, our flagship summer internship program was centered around building connections and adapting to new ways of communicating amid remote work. In less than one month, our University Recruiting & Programs team revamped our entire internship program from inperson to online for nearly 100 interns across the U.S. Included among the new program adaptations were specialized Slack channels around interests and hobbies, Zoom conversations with senior leadership, think tanks, innovation series and development webinars that explored individuality and identity.

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Recruiting is best positioned to influence the diversity of our workforce. By investing in systematic changes, education and accountability measures, we put ourselves in a position to effectuate change.

- RICK IVERSEN HEAD OF GLOBAL RECRUITING

WORKPLACE – How it feels when you're here

Recognizing Our Communities of Inclusion (COIs) Leaders

In prior years, we've shared that COIs are at the heart of DE&I at eBay and that remains true. They continue to educate us about and celebrate the plethora of cultures and communities that make us unique. And most importantly, COIs continue to serve as change catalysts throughout the company – organically advocating for and driving change.

At eBay, we have over 60 global COI chapters led by a group of committed and passionate employees who volunteer their time and energy in service of continuously building a sense of community. In 2020, we launched an inaugural program where over 40 employees were celebrated and recognized for the roles they play in growing and sustaining COIs. Our CEO and our head of DE&I directly thanked these individuals for their contributions in addition to providing monetary awards for the time, effort and leadership they've contributed to strengthening eBay's culture.

Moving Toward Conscious Inclusion & Inclusive Leadership

In service of our commitment to encourage safe and constructive dialogue, we partnered with Performance Paradigm and YSC Consulting to launch a series of conscious inclusion workshops for all employees to help them identify, understand and disrupt implicit bias. The workshops established frameworks to support engaging in safe and courageous conversations, especially on sensitive DE&I topics. The series invited employees to openly share and learn from colleagues' lived experiences. Additionally, the sessions provided strategies, tools and resources on ways to act with more conscious intent. By the end of 2020, the workshops were rolled out to all global offices. We delivered 20 sessions in more than seven languages with over 80% of all employees participating in at least one workshop.

Additionally, for any people manager, we offered inclusive leadership sessions to equip our managers with the skills and practice necessary to foster a more inclusive environment while building a greater sense of belonging. We plan to make conscious inclusion and inclusive leadership training a core offering in our learning curriculum.

Deepening Our Data Capabilities

While we appreciate the critical role data has played in helping us generate tailored business-unit DE&I plans to address their specific challenges, we recognize the need to further develop and standardize our data capabilities. As a result, we've started expanding our DE&I dashboard to provide a comprehensive view that measures several DE&I indicators spanning an employee's end-to-end journey inclusive of their experiences with us. Internally generated insights will be combined with externally sourced benchmarks to inform new solutions that will help accelerate delivery of our DE&I objectives.

Managed Payment







Increasing Resources for Working and Prospective Parents

To further assist working parents at eBay – especially amid the global pandemic - we have enhanced our benefits to help employees in balancing work and family life. Starting in 2020, we offered back-up child care services for up to 10 days per employee in a 12-month period during the pandemic in five countries (Canada, Ireland, Germany, U.K. and the U.S.). As part of the program, we also offered access to adult care for our employees who needed this type of support.

Overall, for employees seeking to become parents, including those in the LGBTQ+ community, we have enhanced U.S. fertility programs, such as tissue donation reimbursement (coverage for donor egg and sperm) and enhanced pharmacy benefits. We also offer a global comprehensive parental support program - no matter the employee's path to parenthood, from adoption to surrogacy – to provide employees with parenting guidance, career coaching, online workshops and a personal guide in transitioning to parenthood.

Expanding Mental Health & Wellness Benefits

Through our Global Benefits program, we aim to provide accessible support and care for our employees in adjusting to life challenges as they arise and to meet their individual needs.

To help our employees adjust during the COVID-19 pandemic, we further expanded our mental health and wellness benefits. We increased the number of no-cost mental health services to 30 visits per year in the U.S., and to 10 outside of the U.S. And, for employees requesting additional sessions, we bridged these services in the U.S.

with our health plans, so those seeking continued care would have coverage with the same therapist.



Across our global offices, we also rolled out mental health first-aid training for leaders, managers and other front-line staff, including tools to recognize signs of struggling among employees and understand available actions. Those who participated in the training reported they felt more readily able to recognize employee distress and felt more comfortable with having conversations with their employees about their distress and how to get them help.

Additionally, we continue to refine our portfolio of employee resources so they better represent our workforce around the world. We hired more Employee Assistance Program counselors of color and with diverse backgrounds for employees to choose a provider who would best fit their needs.

Gender Pay Equity

We are committed to pay parity and completed a global study of our gender pay equity for the fifth consecutive year. In the U.S., we maintained pay parity for women at 100.0% of men's total compensation, including salary, bonus and annual stock award value. We made progress in returning to pay parity globally, with women's total compensation increasing to 99.7% of men's. To achieve consistent pay parity globally, we will continue to provide targeted training sessions globally for our recruiters and senior leaders; enhance our use of predictive analytics to guide compensation decisions; and conduct rigorous reviews of the compensation of new hires, transfers and promoted employees.



- UP & RUNNING GRANT PROGRAM RECIPIENTS, CLOCKWISE STARTING TOP LEFT: YINKA OGUNSUNLADE, MICHELLE GRUBEN, JOSEPH MARTENS AND TRONG NGUYEN

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MARKETPLACE – How we serve our customers and community

Uplifting Small Businesses Through Our Seller School and Up & Running

To support small business owners and entrepreneurs amid COVID-19, we launched eBay Seller School to offer all sellers free and accessible online training to thrive in ecommerce. With Seller School, our team was able to further bring economic opportunity to diverse communities. Last year, we partnered with community organizations to promote a six-week virtual training program with expert coaching to those hit hardest by the pandemic, business owners of color and brick-andmortar businesses. As a result, we onboarded over 600 sellers into the program, of which 46% identified as minority-owned businesses and 52% as women-owned.

Furthermore, we expanded our Up & Running program by introducing a new grants program to support 50 U.S. small business sellers with a grant package worth \$10,000. The Up & Running grants were given to small business owners and entrepreneurs that represented a diverse range of backgrounds, experiences, locations and inventories. Of the recipients, 46% identified as belonging to a community of color and almost 30% had a military affiliation.

Supporting Our Community With Charity Partnerships & Endowments

To support communities in need, we partner with influential figures and organizations to amplify their work

in increasing access to opportunities for underserved populations worldwide. Through our eBay for Charity program, we teamed up with several organizations in 2020 to support their work in service of lifting up underrepresented communities, including pandemic relief efforts, social justice initiatives and U.S. voter participation. Artist Ai Weiwei sold face masks depicting his most iconic art, raising approximately \$1.4 million to help refugee and immigrant communities deeply impacted by COVID-19. We also supported the NAACP Legal Defense & Education Fund (LDF) through several eBay for Charity campaigns - including the Strategist "What I Can Live Without" and Funko Pop! campaigns - to bolster their efforts and response around the social justice movement in the U.S. In the U.K, the Shirts for Change raffle of signed Premier League soccer jerseys raised approximately £380,000 for the Stephen Lawrence Charitable Trust, which works to build more inclusive communities.

Leading international artists - including Shepard Fairey, Jenny Holzer and Luchita Hurtado - also released an exclusive series of fine-art bandanas on eBav to encourage voter turnout in the 2020 U.S. elections, particularly among Generation Z and millennials, firsttime voters and historically disenfranchised communities. The campaign, titled "Artists Band Together," raised more than \$400,000 to support several organizations in their efforts around voter engagement and education.

And finally, to support organizations at the forefront of combating systemic racism and social injustice in the U.S., we donated a combined \$1.3 million to the NAACP LDF and the Equal Justice Initiative, with over \$300,000 of the endowment generated by eBay seller fees from sales made in our U.S. Music vertical to recognize "Blackout Tuesday."

Advancing Our Offensive Materials Policy

In order to promote mutual trust and respect within our diverse community, we do not allow items on our marketplace that promote or glorify hatred, violence, racial, religious or gender intolerance or promote organizations that hold such views.

In 2020, we updated our Offensive Materials Policy to include the Black Americana category and removed items that promote stereotypes based on race or ethnicity. Such items included caricatures or demeaning portrayals — which may be seen on dolls, figurines, housewares and historical advertisements. We continue to evolve our policy to specify which items are prohibited in line with these guidelines.

Engaging New Buyers Through Shared Passions

To attract new customers, we doubled down on our offerings around sneakers, watches and collectibles, intentionally focusing on these enthusiast categories and partnering with cultural ambassadors. For example, we teamed up with NBA basketball stars P.J. Tucker of the Milwaukee Bucks and Anthony Davis of the Los Angeles Lakers on special sneaker campaigns to engage with more enthusiasts around a shared passion of sneakerhead culture and unique kicks. Our partnership with P.J. Tucker showcased an in-depth look of his unique sneaker collection and how he used eBay to discover his favorite kicks. We also leverage these shared passions for good. Over the holidays, we collaborated with Soles4Souls on our Santa Sneaker Drop with Anthony Davis, leading to more than \$220,000 in donations to their 4EveryKid program. These funds will help Soles4Souls double their impact in 2021 and distribute 40,000 pairs of new athletic shoes to U.S. school districts.

INVESTING IN SMALL BUSINE

In 2020, we cultivated a partnership with Siebert Williams Shank & Co. – one of the nation's largest minority and women-owned firms – to invest in their Clear **Vision Impact Fund which** supports minority-owned, small- to medium-sized businesses that operate in or serve historically underserved communities.

SSES

eBay is powered by people of all identities, interests and geographies. We are a global community of incredible people committed to recognizing and appreciating the differences among us, to sharing the success of all our buyers and sellers, and to creating opportunity for everyone as we grow and trade together.

JORDAN SWEETNAM AND GENERAL MANAGER, NORTH AMERICA







How We <u>Fostered</u> Community, Connection & Learning

As we shifted to working remotely in 2020, our Communities of Inclusion (COIs) found creative ways to come together. Explore highlights from virtual events and celebrations hosted by our COIs.

ACCESS: Spotlighting Men's Health & Wellness

Our Accessibility (ACCESS) COI organized events for Movember to highlight men's physical and mental wellness issues. Together, participants raised more than \$40,000 for the Movember Foundation and volunteered 100+ hours across 35 global events and individual efforts. All of the events around our global offices drew over 1,000 participants in total.





AE²: Creating Space for **Open Dialogue**

Our Asian Employees at eBay (AE²) COI coordinated several community building events for employees to virtually gather. They also hosted sessions to openly discuss challenges facing their community – especially with increased violence and acts of hate against the Asian/ Pacific Islander communities, these safe spaces offered employees a forum to be seen and heard by sharing their lived experiences.







BEE: Building Awareness & Sharing Resources

Our Black Employees at eBay (BEE) COI hosted a fireside chat with **REFORM Alliance CEO and CNN host Van Jones on the** importance of voting in the Black community. Additionally, BEE held virtual events to recognize Juneteenth, with employees participating in regional celebrations and donating matching gifts to organizations focused on racial equity and justice.





DESI: Celebrating Culture & Heritage for Diwali

Our Develop, Empower & Support the Indian Subcontinent Community at eBay (DESI) COI hosted virtual Diwali celebrations that showcased music and dances performed by employees. Celebrations included a "masti-filled" or exciting performance by eBay leaders to a Bollywood number; an interactive trivia session; and a dance session where everyone celebrated together.

UNIDOS: Honoring the Hispanic/Latinx Community

Our annual celebration of National Hispanic Heritage Month was full of thought-provoking events and fun activities that fostered vibrant connections. Hosted by UNIDOS (United) COI, employees came together to recognize and celebrate the contributions of Hispanic/ Latinx individuals in the U.S. with panels and discussions, fireside chats, and Zoom cooking and dance classes.



United in Pride: Joining Together for Pride Month Celebrations

With the theme of "We Are One," our Pride Month celebrations shone a spotlight on the values shared between LGBTQ+ members and allies. Hosted by our United in Pride (UiP) COI, events included festive virtual parades and educational webinars. UiP also co-led a film discussion with the BEE COI on the life of Marsha P. Johnson, a Black transgender pioneer and activist.







Women at eBay: Providing Leadership **Training & Mentorship**

Our Women at eBay COI launched its new "Rise Up! Lift Up!" program offering leadership training sessions and local peer coaching for employees. The COI also hosted "Coffee with a Colleague" to drive engagement and social connection, and mindfulness and parenting sessions for working mothers to help balance their personal and professional goals.

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The shocks of the global health and economic crises of 2020 created a sense of urgency for the eBay Foundation to show up differently, particularly in support of untapped entrepreneurs, who we knew were going to be disproportionately impacted by COVID-19. We saw an opportunity to act quickly and adopt practices – unrestricted support, simplified administration, deeper listening to our partners – that have fundamentally shifted how we'll approach our grantee relationships and grantmaking in the future.

ALLIE OTTOBONI PRESIDENT OF EBAY FOUNDATION







AIRUBAU EXECUTIVE DIRECTOR AT PARKDALE CENTRE FOR INNOVATION

OUR PURPOSE IN ACTION

Advancing Inclusive Entrepreneurship Through the eBay Foundation

Building more economically vibrant communities where our employees live and work

In a year filled with unique challenges, small business owners faced unprecedented hurdles to keep their doors open during the COVID-19 pandemic. This impact was especially felt among communities already contending with generations of inequality.

Fueled by our founding purpose to create economic opportunity for all, our eBay Foundation leverages its voice and resources to amplify the work of experts in the field who are addressing and removing ongoing systemic barriers to entrepreneurship. It also engages employees in employee-involved grantmaking focused on inclusive entrepreneurship, in addition to local giving and volunteering activities. In 2020, the Foundation granted over \$16 million in response to COVID-19, with many of those funds going to untapped groups worldwide.

Our employees care deeply about the communities in which they live and work, and their active involvement in the foundation's grantmaking and matching gifts reflects that. As part of the Foundation's overall investments in 2020, employees helped decide last summer where to give \$3 million in grants for small businesses and entrepreneurs impacted by the pandemic, with an emphasis on funds distributed to communities of color, women, immigrants and refugees, LGBTQ+ and more.

Called the Global Give: Rapid Response program, over 16,000 votes from our global team helped determine funding to 53 nonprofits in 18 countries to support small business owners and entrepreneurs amid COVID-19. Included among the grant recipients are:

Catalysr:

Nonprofit pre-accelerator Catalysr inspires, enables and connects migrant and refugee entrepreneurs to launch their own high-tech startups in Australia.

Parkdale Centre for Innovation:

Supporting entrepreneurs as they start and grow their businesses, the Canadian nonprofit focuses on inclusion and equity, helping break barriers to success for communities of color, women and newcomers/refugees.

The Lower Eastside Girls Club:

The New York City community-based organization is helping to foster the next generation of ethical, entrepreneurial, and environmental leaders. The organization emphasizes the success of the "whole-girl" with holistic programs in the arts, sciences, leadership, entrepreneurship and wellness.





OUR PEOPLE

Gender: Global





Non-tech



OUR PEOPLE

Race & Ethnicity: US





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Equity paves our path forward as we strive to empower our whole community – sellers, buyers and employees – to realize their fullest potential, step toward opportunities and access their dreams. **Because our goal is that eBay is for everyone.**

CORNELIUS BOONE SVP, CHIEF PEOPLE OFFICER



CONCLUSION

Moving Forward Together

Without question, 2020 will be remembered as a year with many challenging moments. But through it all we saw glimmers of hope. It was a year of reflection and of action, a year in which people came together in new and inspiring ways. I am proud of all that the eBay community accomplished. From welcoming open and honest conversations amongst our employees to heeding calls for social justice, we embraced the uncomfortable to support our people. And finally, I feel immense pride in how we stood side by side with our sellers to help keep their doors open during a period when many small businesses faced closures.

Yet there is still much work to be done. It is imperative that we continue to evolve and accelerate the changes necessary to truly get us to a place where everyone feels welcomed, like they truly belong and can ultimately thrive. Bolstered by eBay's purpose, we strive to create fair opportunities for those who work here, for those who may want to work here and for entrepreneurs around the world. We must deliver real and meaningful access to the same opportunities for *all*.

As we chart a path forward, we are especially committed to ensuring fair practices, building a stronger sense of belonging and fostering collective accountability enabled by deeper transparency into the end-to-end employee experience. This is critical to making progress. Most importantly, we will not lose sight of the very human-centered nature of this work and the power of vulnerability, community building and growing through perspective-taking.

I am inspired by our communities and am optimistic as well as excited about the journey ahead. Let's get to work.

Beric Alleyne Global Head of Diversity, Equity & Inclusion



