

eBay Impact 2019 Report



Message from eBay

When Pierre Omidyar founded eBay in 1995, he built our platform with the belief that people are inherently good and capable. He set out to create an honest and inclusive space where anyone could find exactly what they were looking for and where anyone could make their own living.

Now, as we approach our 25th anniversary, the world looks different from when that first sale was made of a laser pointer on eBay, but the core of who we are remains the same. Our mission always has been to empower people and to create economic opportunity for all.

For hundreds of thousands of small business owners, eBay represents an opportunity to tap a vast customer base and participate in a marketplace with approximately 1.5 billion live listings at any given time across 190 markets.

As Pierre once said: An international marketplace like eBay gives us a chance to help each other whenever we can. During these unprecedented times amid the global coronavirus (COVID-19) pandemic, our top priority is the safety and well-being of our employees, customers and communities. Throughout this time, our platform has served as a way for our eBay community to stay connected and to show their support from every corner of the globe—for each other, for their neighbors, for their fellow business owners and for their community.

In the forthcoming pages, learn about our 2019 in review across our corporate responsibility goals, including economic empowerment, sustainable commerce, culture and workforce and marketplace management.

“

Our mission has always been to empower people and to create economic opportunity.”



“

Since our founding 25 years ago, eBay has remained focused on our purpose to empower people and create economic opportunity. This purpose guides our approach to how we work and responsibly operate our business every day.

We strive to foster global commerce that's open and safe and enables small businesses and entrepreneurs to sustain and grow their livelihoods. Our commitment to sustainability and corporate responsibility drives innovation forward and creates new opportunities that enrich people's lives.”

—Jamie Iannone, CEO

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Our Purpose

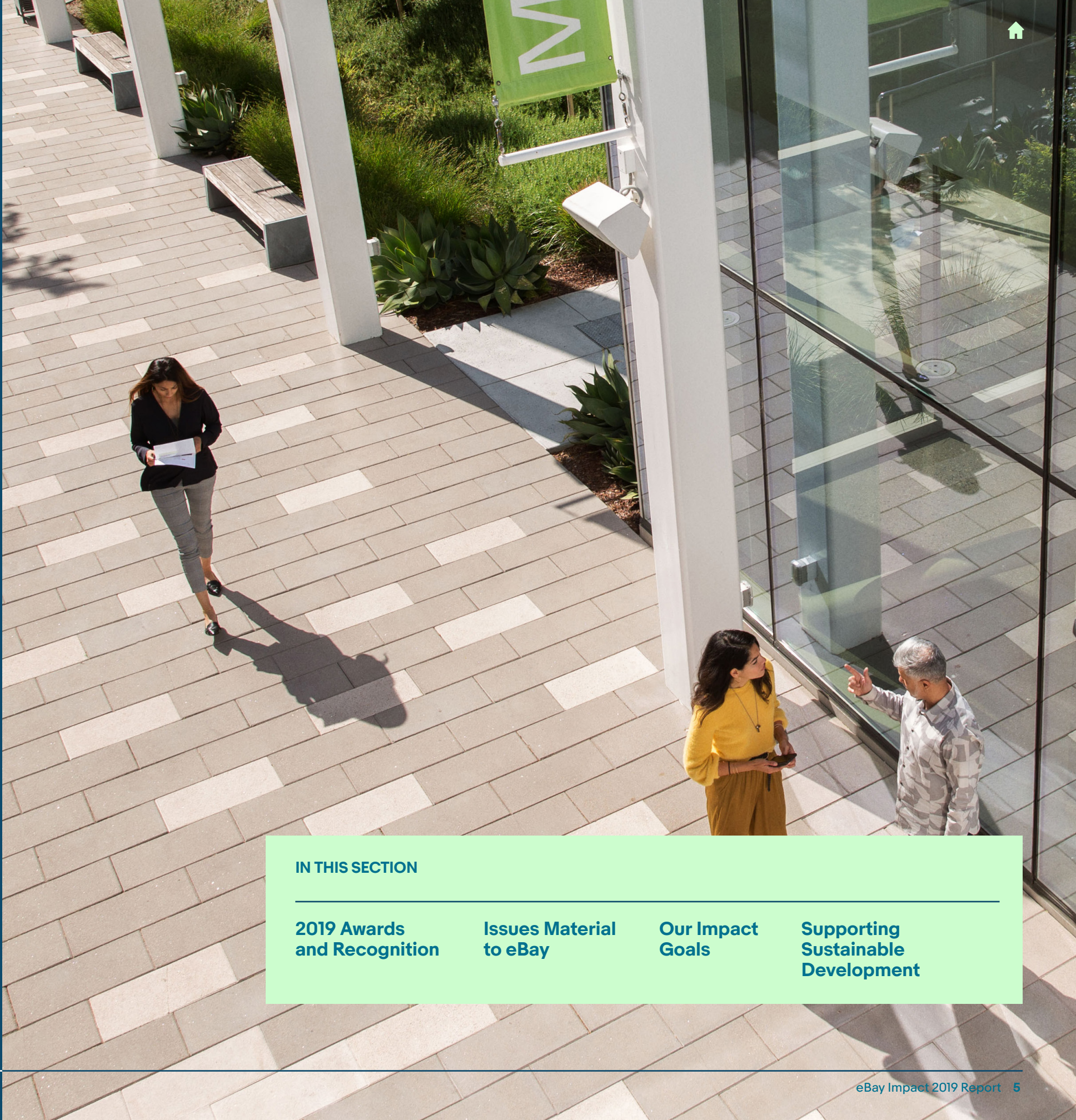
Enabled by people.
Powered by technology.
Open to everyone.

Since 1995, **our purpose** has been clear: to empower people and create economic opportunity for all. It's the guiding force behind everything we do.

Millions of people depend on eBay for their livelihood, using the platform to operate their business, to earn an income and to create jobs for others. Nonprofits rely on eBay to enable their good work—every transaction on our platform is an opportunity for buyers and sellers to support causes they care about. In 2019, more than 183 million active buyers across 190 markets connected with entrepreneurs, small business owners and individuals on our global commerce platform through direct, virtual interactions.

We aspire to make extraordinary things possible for each other and for our customers. We harness our technology to build stronger connections between buyers and sellers through product experiences that are fast, mobile and secure. And we employ exceptional people who do meaningful work that has a tangible impact on the lives of individuals all over the world.

As a **technology company** headquartered in Silicon Valley, we embrace and honor the trust our global community puts in us to maintain a secure platform. We strive everyday to operate as an ethical corporate citizen and to contribute to society as a socially and environmentally responsible business.



IN THIS SECTION

2019 Awards
and Recognition

Issues Material
to eBay

Our Impact
Goals

Supporting
Sustainable
Development



2019 Awards + Recognition

In 2019, we received several awards recognizing our culture, workplace and responsible business work.



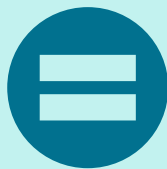
Member of the Dow Jones
Sustainability World Index



#8 on Indeed's list of
Best Places to Work



Recognized by Forbes as one of the
World's Best Employers



100% rating for equality and inclusion on the
Corporate Equality Index



Chosen for inclusion on Fortune's list of
Change the World Companies



Issues Material to eBay

In 2019, we partnered with GlobeScan, an independent research firm, to update our sustainability materiality assessment. Through this process, we prioritized issues important to our business and stakeholders—both from an opportunity and risk perspective—and identified four key themes.

Economic Opportunity

We empower entrepreneurs by enabling them to access a vast marketplace, allowing them to sell globally, while growing locally—keeping their communities intact and thriving.

Sustainable Commerce

We continuously strive to better understand, track and quantify our environmental footprint as we enable a more inclusive, sustainable and circular economy.

Culture and Workforce

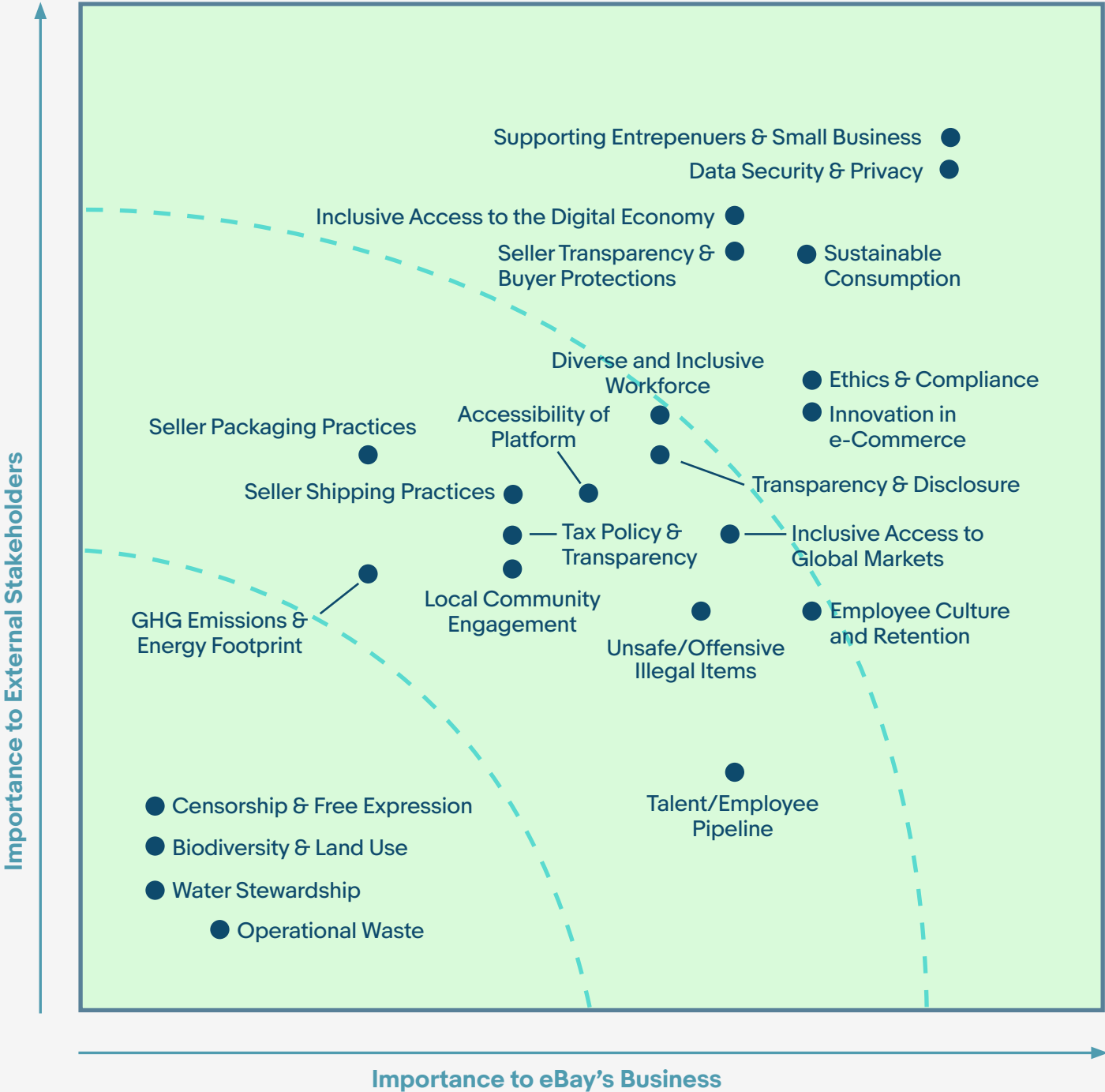
We seek diverse perspectives, foster an inclusive work environment and train our leaders to help each employee succeed at eBay based on their unique talents, contributions and ambitions.

Trusted Managed Marketplace

We shape our marketplace based on the strong ethical values we follow as a business: openness, honesty, integrity and trust.

Materiality Matrix

From our 2016 assessment, we have continued to see a strong emphasis on supporting entrepreneurs, and data security and privacy.





Our Impact Goals

Building off of our key themes, in 2016, we set a series of impact goals that are measured and reported on annually.

Progress Snapshot of Our 2020 Goals

2020	2019	2018	2017
Economic Empowerment Achieve a higher percentage of growth among eBay sellers in less-advantaged communities as compared with average economic growth nationwide by 2020.	<ul style="list-style-type: none">From 2011 to 2017, the number of eBay’s commercial sellers in less-advantaged communities grew 25 percent compared to a 0.4 percent decrease in the overall number of business enterprises in those communities	<ul style="list-style-type: none">From 2011 to 2016, the number of eBay’s commercial sellers in less-advantaged communities grew 18 percent compared to a 0.4 percent decrease in the overall number of business enterprises in those communities	<ul style="list-style-type: none">Enhanced our technology to improve the buyer and seller experience; increase efficiency, scalability and securityClarified goal, established baseline and criteria tracking progress
eBay for Charity Enable \$1 billion in charity funds raised by 2020.	<ul style="list-style-type: none">Raised \$112 million in charity fundsTotal reached over \$1 billion raised	<ul style="list-style-type: none">Raised \$102 million in charity fundsTotal reached \$911 million raised	<ul style="list-style-type: none">Raised \$84 million in charity fundsTotal reached \$810 million raised
eBay Foundation Lend \$1 million to entrepreneurs via Kiva by 2020. Enable 50,000 entrepreneurs through access to capital and mentoring, and thereby impact the lives of 250,000 people globally through Kiva, Global Give and grants.	<ul style="list-style-type: none">Disbursed over \$270,000 in loans in 2019, bringing our total loan disbursement to over \$953,000 and supporting 30,000 borrowers on Kiva.Impacted the lives of about 143,000 people globally	<ul style="list-style-type: none">Disbursed over \$284,000 in loans in 2018, bringing our total loan disbursement to over \$682,000 and supporting 23,000 borrowers on KivaImpacted the lives of about 116,000 people globally	<ul style="list-style-type: none">Disbursed over \$397,000 in loans and supported over 17,000 borrowers on Kiva, including 14,000 female entrepreneursImpacted the lives of about 85,000 people globally
Circular Economy Create \$2.5 billion in positive economic impacts and avoid 2.5 million metric tons of carbon emissions from 2016 to 2020 through people selling their pre-owned electronics and apparel on eBay.	<ul style="list-style-type: none">Created an additional \$820 million in positive economic impact, bringing the cumulative total to \$2.9 billion from 2016Avoided an additional 625,000 metric tons of carbon emissions, resulting in 2.4 million metric tons avoided since 2016	<ul style="list-style-type: none">Created an additional \$700 million in positive economic impact, bringing the cumulative total to \$2 billion from 2016 to 2018Avoided an additional half a million metric tons of carbon emissions, resulting in 1.7 million metric tons avoided since 2016	<ul style="list-style-type: none">Created \$1.3 billion in positive economic impacts from 2016 to 2017Avoided 1.2 million metric tons of carbon emissions since 2016



Looking Ahead: Our 2025 and Beyond Goals

As our 2020 goals are being met, we’re looking ahead to 2025.

Economic Empowerment

Achieve a higher percentage of growth among eBay sellers in less-advantaged communities as compared with average economic growth nationwide by 2025.

eBay for Charity

From 2020 to 2025, raise \$600 million in total funds to support charities globally.

eBay Foundation

- Increase the rate of employee participation in eBay Foundation programs year-over-year.
- Increase the number of volunteer hours per employee year-over-year.
- Through Foundation support of nonprofits, 2,000 businesses will be created, saved or strengthened, by 2025.

Circular Economy

From 2020 to 2025, create \$3 billion in positive economic impacts and avoid 3 million metric tons of carbon emissions through people selling their pre-owned electronics and apparel on eBay.

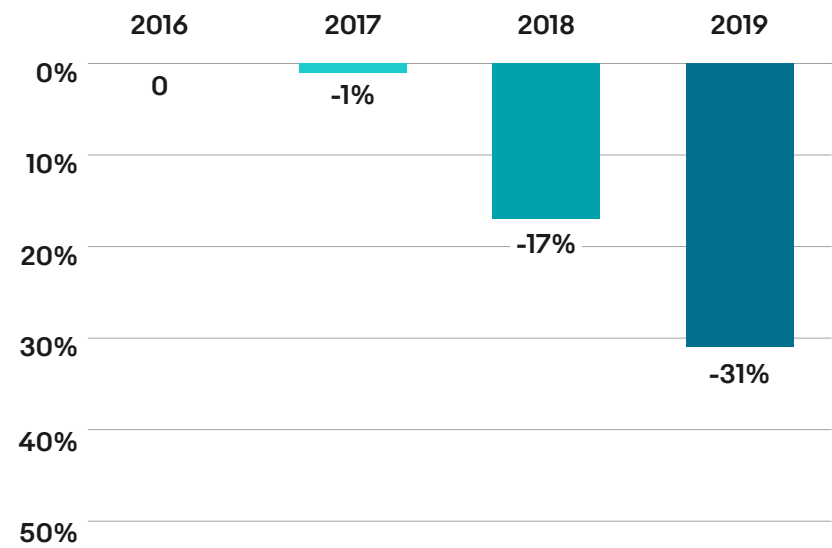
Carbon Emissions

Achieve 50 percent absolute reduction in Scope 1 and 2 GHG emissions by 2025 and 75 percent reduction by 2030 from our 2016 baseline.

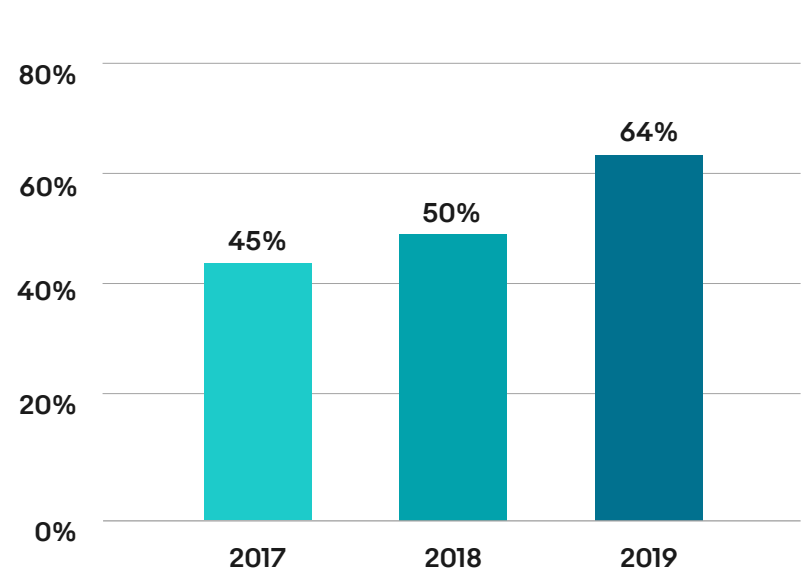
Renewable Energy

Source 100 percent of our electricity supply from renewable energy sources by 2025 for eBay-controlled data centers and offices.

Reduction in Carbon Emissions from 2016 Baseline



% of Electricity Supply from Renewable Energy Sources



Additional notes related to our goals and progress can be viewed [here](#).



Supporting Sustainable Development

We support the **United Nations Sustainable Development Goals** through our platform, initiatives and business operations. Below are the six SDGs where we align our efforts:

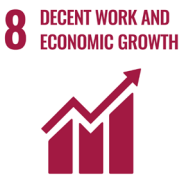
SUSTAINABLE DEVELOPMENT GOALS



Goal 5: Gender Equality
Increasing eBay’s female employee population, visibility and leadership presence through recruitment partnership and retention initiatives



Goal 7: Affordable and Clean Energy
Working to power our operations towards 100 percent of our electricity supply coming from renewable energy sources, and partnering with other businesses and organizations to enable renewable energy purchases to accelerate the transition to a new clean energy economy



Goal 8: Decent Work and Economic Growth
Supporting small business growth through programs like Retail Revival; investing in advancing an equitable global economy through the eBay Foundation; and advocating for policies that enable small business to compete in an open market



Goal 12: Responsible Consumption and Production
Providing a global platform where products can continuously find renewed life and value, and pursuing new ways to advance circular commerce by using innovative technologies



Goal 13: Climate Action
Taking action to reduce our own carbon and water footprint even as we grow our business, and collaborating and advocating to advance climate action policies



Goal 17: Partnerships
Enabling nonprofits to raise funds to advance causes that support sustainable development and collaborating with NGOs and other organizations to advocate for positive social and environmental impact

Economic Opportunity

Every day, people build businesses on our platform.

With our low cost of entry for sellers, we offer a highly accessible way for all types of users to interact in our global marketplace that's inclusive and connects people of all backgrounds.

During times of hardship, we also offer pathways for small businesses to sustain and thrive. eBay has helped launch and grow hundreds of thousands of small businesses, and now we've created Up & Running to accelerate the start-up time frame for Main Street retailers opening online stores amid the pandemic.

We don't compete with our sellers—we win when they do.



IN THIS SECTION

A Digital Global Economy and Community Impact

Helping Small Businesses Thrive

A Digital Global Economy and Community Impact

Enabling economic opportunity and prosperity for all is at the heart of our purpose. Through our technology, we're paving the path forward for a more equitable economy by enabling sellers to tap markets that were once out of reach.

Populations of traditionally underrepresented entrepreneurs can flourish on eBay. We continue to nurture their business growth through our **eBay Foundation**. The foundation applies its resources and engages employees to invest in and partner with organizations like **Kiva** that support underrepresented small business owners to ultimately build stronger, more inclusive communities.

Our marketplace also is home to one of the most powerful giving platforms in commerce today. Every day, our community turns to our **eBay for Charity** program to support their favorite causes through buying or selling on our platform. A single purchase on eBay for Charity can have a positive ripple effect on charities, their beneficiaries and their local communities. In the wake of COVID-19, we also offered to match up to \$1 million for U.S. sellers who donate a portion of their sales to Feeding America, Direct Relief and The Opportunity Fund.

In 2019, we reached \$1 billion in total funds raised for charities worldwide—ahead of our 2020 goal. We also raised a record-breaking \$112 million for charities globally. To date, more than 83,500 charities are registered through our eBay for Charity program and \$214 is raised for charities every minute. Many charities with access to inventory, such as Goodwill Organizations, use eBay's marketplace to sell their items and to boost their fundraising goals. We also partner with a wealth of brands and high-profile individuals to bring one-of-a-kind charity auctions to eBay.



“

Our partnership with eBay is an example of Goodwill's successful 'earn while you learn' nonprofit social enterprise model. As the second largest Goodwill seller on the eBay platform, our eBay shop helps us fund salaries and benefits for individuals who have struggled with unemployment—helping them acquire 21st century job skills training. 100 percent of every sale furthers our mission to create second chances through training and the dignity of work.”

— William Rogers, President and CEO, Goodwill San Francisco, San Mateo and Marin counties



Helping Small Businesses Thrive

Small businesses are crucial to vibrant economies and core to eBay’s purpose. To enable their success, we’ve developed numerous programs aimed to help them compete globally and thrive in the digital economy.

Retail Revival

Through **Retail Revival**, and its international adaptation, Export Revival, we seek to level the playing field for local entrepreneurs by providing them with the lessons, tools and support they need to take full advantage of our global marketplace. We partner with leaders in cities around the world to adapt these programs in ways that address specific local challenges with relevant, scalable solutions. Participating business owners receive comprehensive training and tailored guidance to help them bring their unique inventory onto eBay and into the carts of our 183 million shoppers worldwide.

Our primary goals with the Retail Revival program are to:

Enhance e-commerce literacy

Equip local entrepreneurs to safeguard their local operations through in-depth training on listing optimization, digital marketing, multi-channel operations, inventory management, shipping logistics, pricing strategies and other topics key to achieving success in the digital economy



Enable growth

Enable and/or increase online sales for participating sellers through personalized coaching and promotional support



Expand reach

Substantially broaden the consumer reach of participating sellers and enhance their cross-border trade capacity



With Retail Revival, we aim not only to set our sellers up for long-term success on eBay but also to fuel their business strength and sustainability overall, thereby bolstering their local economies. Since launching in 2018, our global Retail Revival initiative has expanded to 14 cities in the U.S., U.K., Germany, Bulgaria, Greece, Canada, Ireland, Israel and Russia.



“

This program is for anyone that’s a dreamer—and wants to make their dream a reality. As an entrepreneur, the Retail Revival program puts the training and tools in my hands to be able to reach a much larger audience.”

—Retail Revival Austin seller George Hernandez,
a U.S. veteran and owner of the French & I



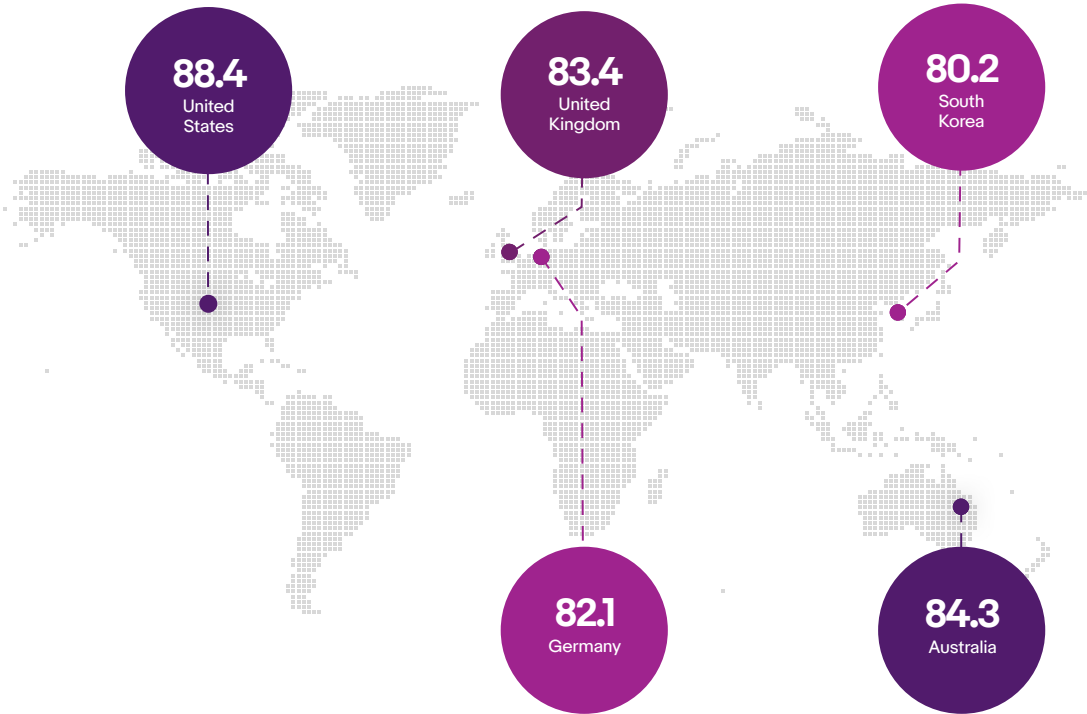
Global Marketplace Index

Our Global Marketplace Index gives insight into small businesses that sell online across five markets—U.S., U.K., Germany, Australia and South Korea.

The report helps us further understand what is important for sellers and what motivates them to bring their business online. We measure how online marketplaces like eBay create economic opportunities to empower small business owners using five dimensions: lifestyle impact, financial security, financial growth, marketplace tools and business environment. In 2019, these five markets scored above 80 on the Global Marketplace Index, demonstrating that small businesses are greatly empowered by selling through marketplaces.

The platform-agnostic study revealed that, for small business owners around the world, selling through online marketplaces has given them freedom and flexibility, financial security and enabled them to give back to their local communities, among other benefits. [Read the full report.](#)

Global Marketplace Index Scores





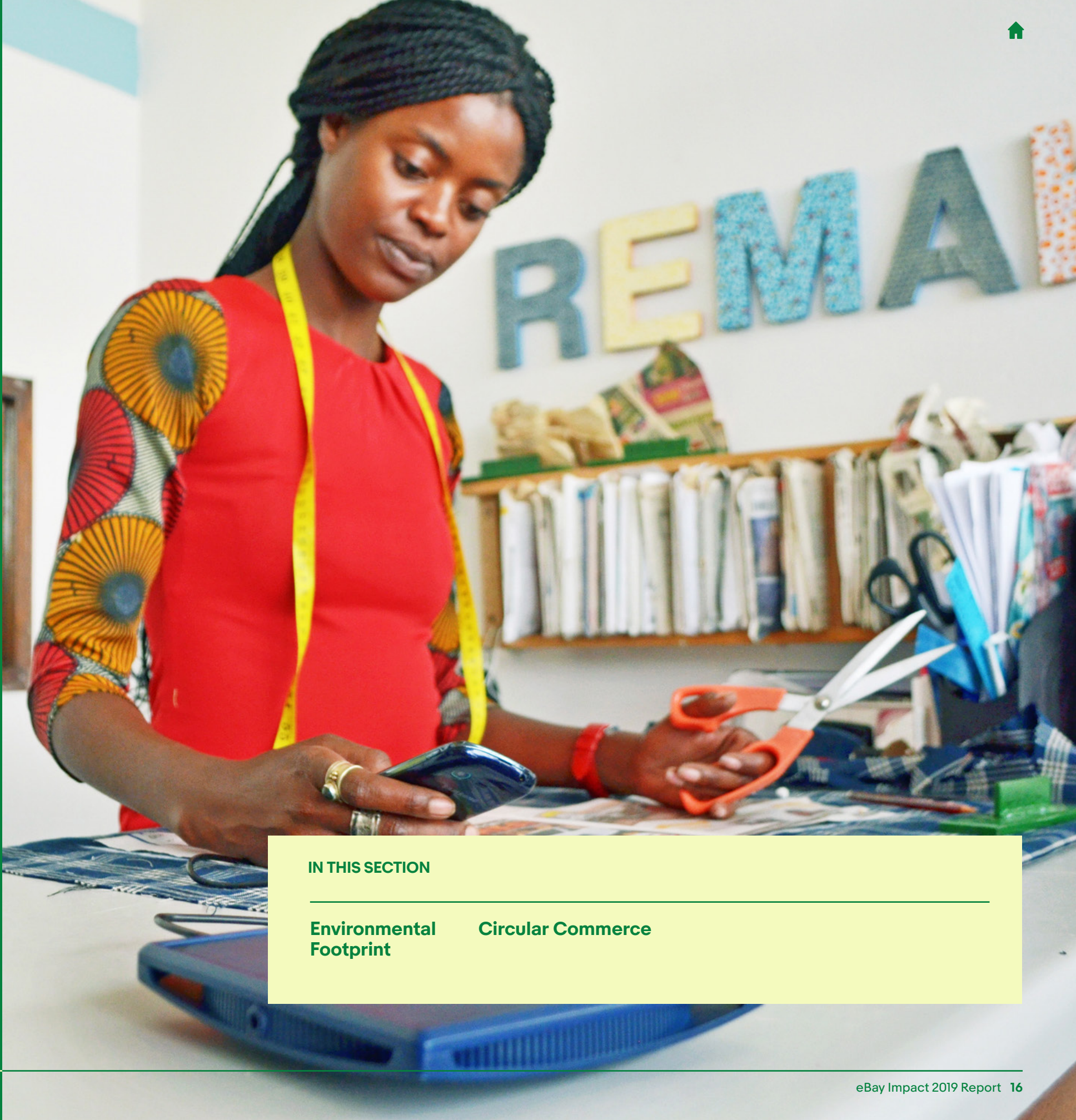
Sustainable Commerce

Advancing a more sustainable future for generations to come is core to our purpose at eBay.

Every day, we strive to integrate best practices in our facilities’ operations and maintenance to further reduce our environmental footprint.

Across our global offices, we’re investing in clean energy, diverting waste from landfills and creating efficiencies in water usage. We also encourage responsible consumption through the resale of items on our platform, helping to preserve the world’s finite resources by keeping materials in circulation longer.

Sustainability is the bedrock of our business, and we continue to partner with key organizations and nonprofits to advocate for climate action. Read our [eBay Environmental Policy](#) for additional information.



IN THIS SECTION

Environmental
Footprint

Circular Commerce



Environmental Footprint

We continuously strive to better understand, track and quantify our environmental footprint. The following pages contain a snapshot of our impacts from 2016-2019.

Greenhouse Gas Emissions (GHG Scope 1 and 2)

Our carbon emissions are reported using classifications in the World Resources Institute’s **Greenhouse Gas Protocol**. Emissions are categorized into “scopes.” Scope 1 is carbon emitted directly by eBay. Scope 2 is emissions from the electricity grid we use.

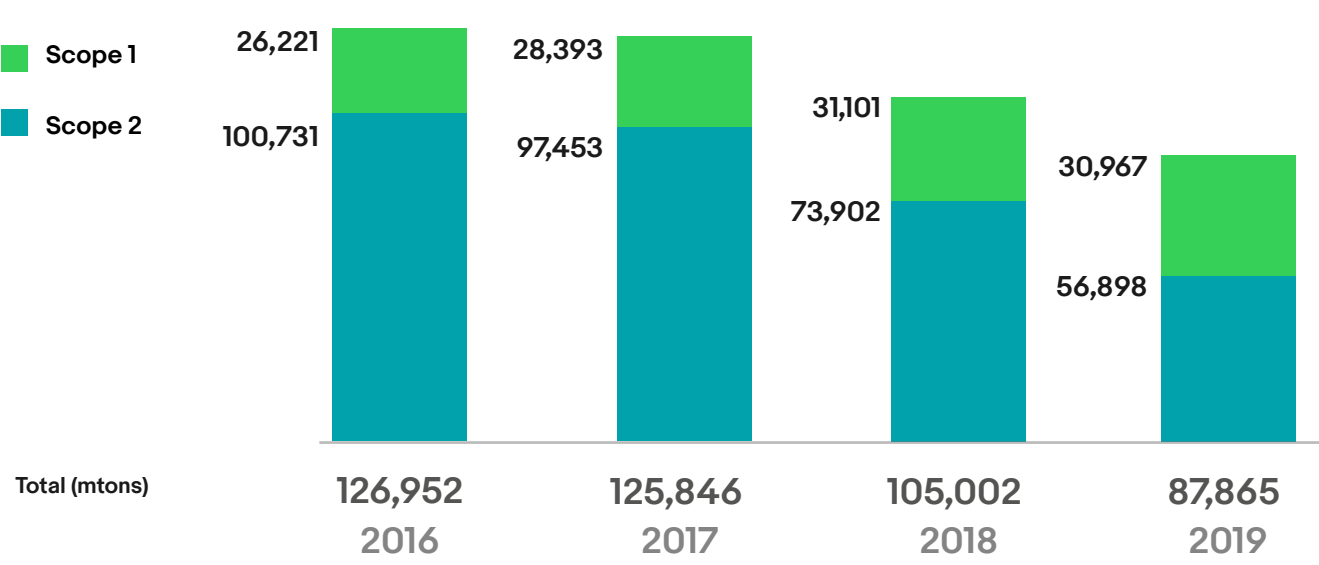
Increased energy efficiency in our data centers and offices—along with additional renewable energy in our electricity supply—has led to a decrease in our Scope 1 and 2 emissions by 31 percent between 2016 and 2019. Additionally, in just the last year, we decreased our emissions by 16 percent.

By 2025, we aim to achieve 50 percent in absolute reduction in Scopes 1 and 2. By 2030, we strive to reach 75 percent reduction from our 2016 baseline.

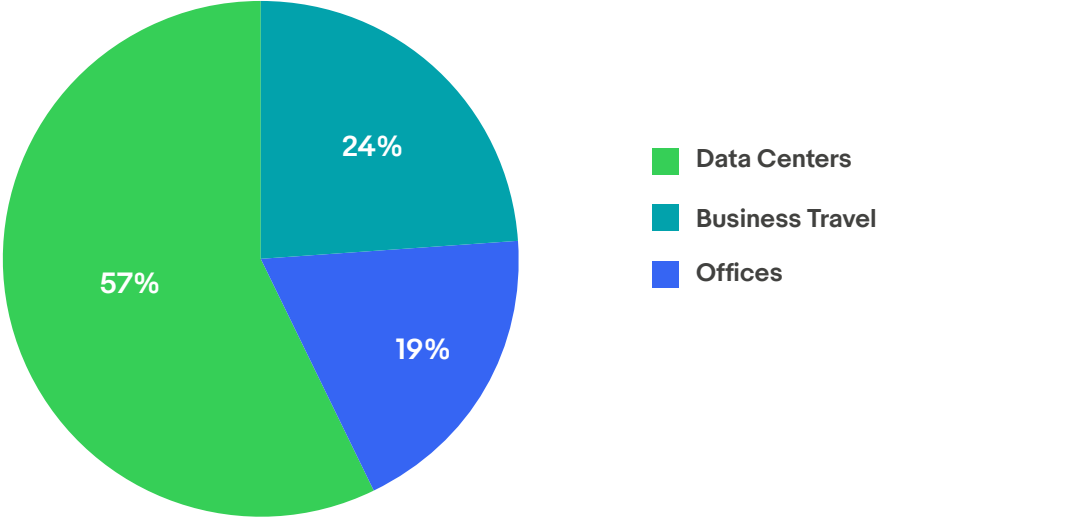
eBay also captures carbon emissions from business travel, which are primarily Scope 3. When looking at our corporate footprint, data centers comprise the majority of our emissions at 57 percent, and offices and business travel contribute 43 percent. Our Scope 3 business travel emissions were approximately 25,000 metric tons of carbon dioxide equivalent (CO2e) in 2019.

See the full accounting of eBay’s Scope 3 emissions in eBay’s response to **CDP** from prior years. Our 2019 response will be available later in 2020.

GHG Emissions by Scope



2019 GHG Emissions by Activity



Data from prior years have been restated to reflect collection of additional activity data, updated emission factors and to ensure consistency with CDP and RE100 reporting requirements. These figures replace previously published data.

A Note About Assurance: In accordance with ISO 14064-3 on GHGs—Part 3: specification for guidance for the validation and verification of GHG assertions, external assurance provider Apex Companies, LLC performed a limited assurance of Scope 1 and 2 GHG emissions, Scope 3 business travel, and energy consumption. Apex’s Verification Opinion in full [here](#).

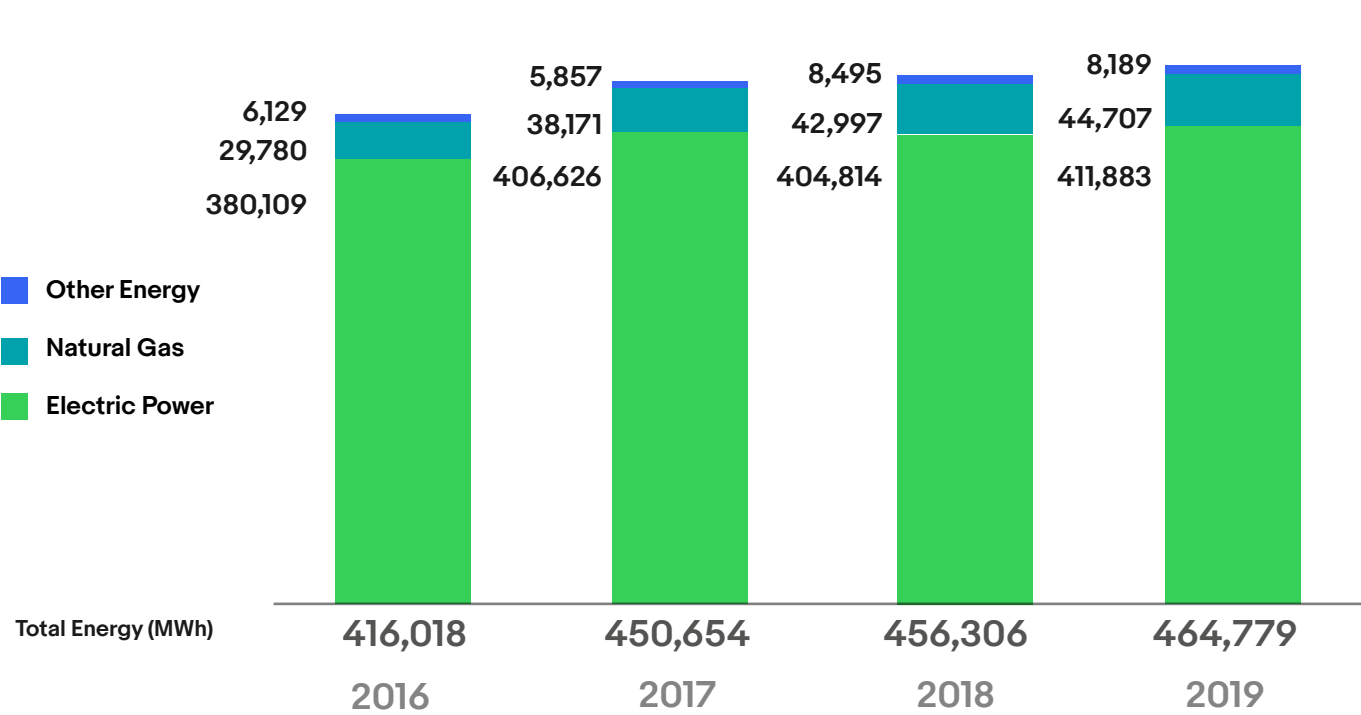


Energy Use

Similar to many tech and e-commerce companies, energy use is where we typically see the largest environmental impact from our business. Between 2018 and 2019, our overall energy use increased by only 2 percent, due to our continued efforts to implement new strategies around data center optimization.

Our data center based in Salt Lake City, Utah, earned the ENERGY STAR® for Data Centers Label in 2019 for its efficient design and operations. In addition, the majority of our office buildings use lighting motion-sensors and where possible LED lighting to conserve energy. We also have electric vehicle (EV) charging stations available for employees and visitors at our San Jose, California, headquarters and Draper, Utah, office.

Energy Use by Type



Renewable Energy

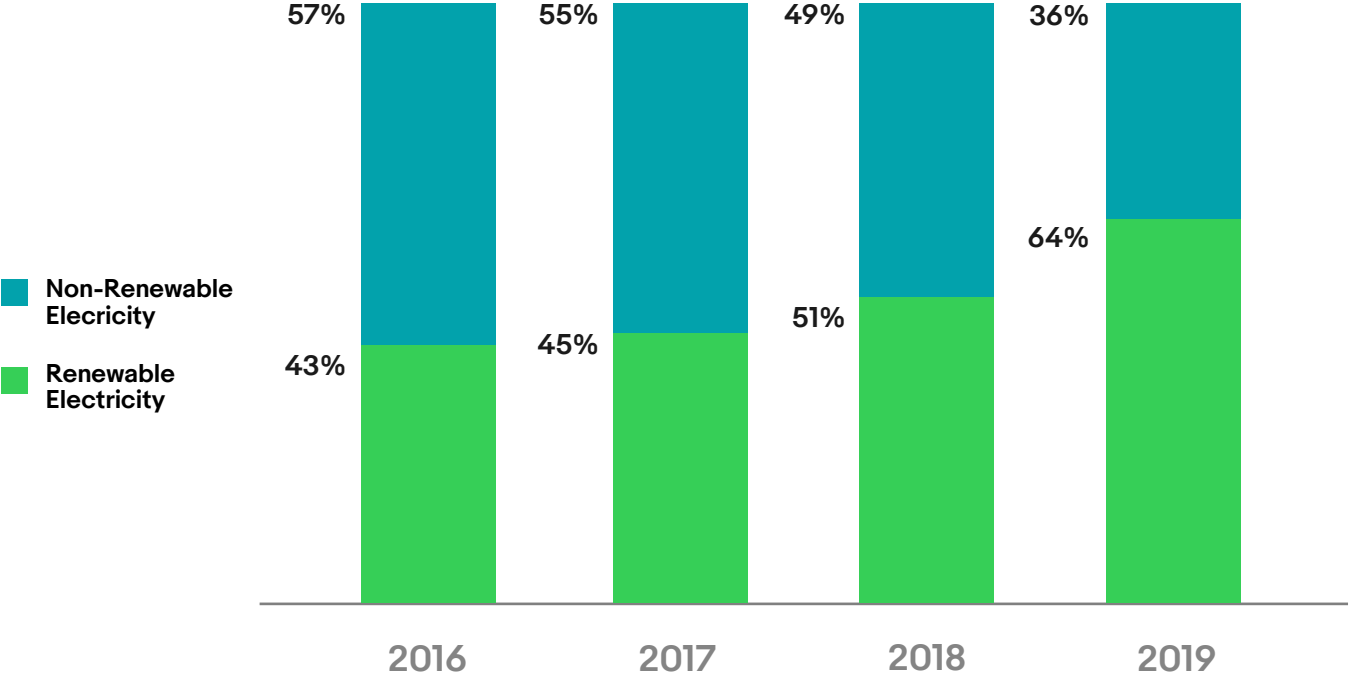
Investing in clean energy remains a core focus of our business. From 2018 to 2019, we increased our renewable energy supply by 24 percent, and thus far, we have achieved 64 percent renewable energy for all of our data centers and offices.

As a member of RE100, we have set an ambitious 2025 goal to attain 100 percent renewable energy in our electricity supply at eBay-controlled data centers and offices. We’re on course to accomplish this goal through continued participation in green power programs and power purchase agreements (PPAs).

In 2019, we announced our two San Jose, California, campuses would be powered entirely by carbon-free solar, wind and geothermal energy thanks to a new partnership with San Jose Clean Energy and its TotalGreen service. The San Jose campuses are our eighth eBay location to move entirely to renewable energy sourcing.

We also announced a joint agreement to purchase renewable energy with three other tech and telecommunications companies. The new project, called a virtual power purchase agreement, will support Apex Clean Energy’s White Mesa Wind Project in Texas and will generate 75 megawatts of clean energy for the four companies.

Renewable Energy Percentage



Data from prior years have been restated to reflect collection of additional activity data and to ensure consistency with CDP and RE100 reporting requirements. “Other Energy” includes diesel, jet fuel and steam. These figures replace previously published data.

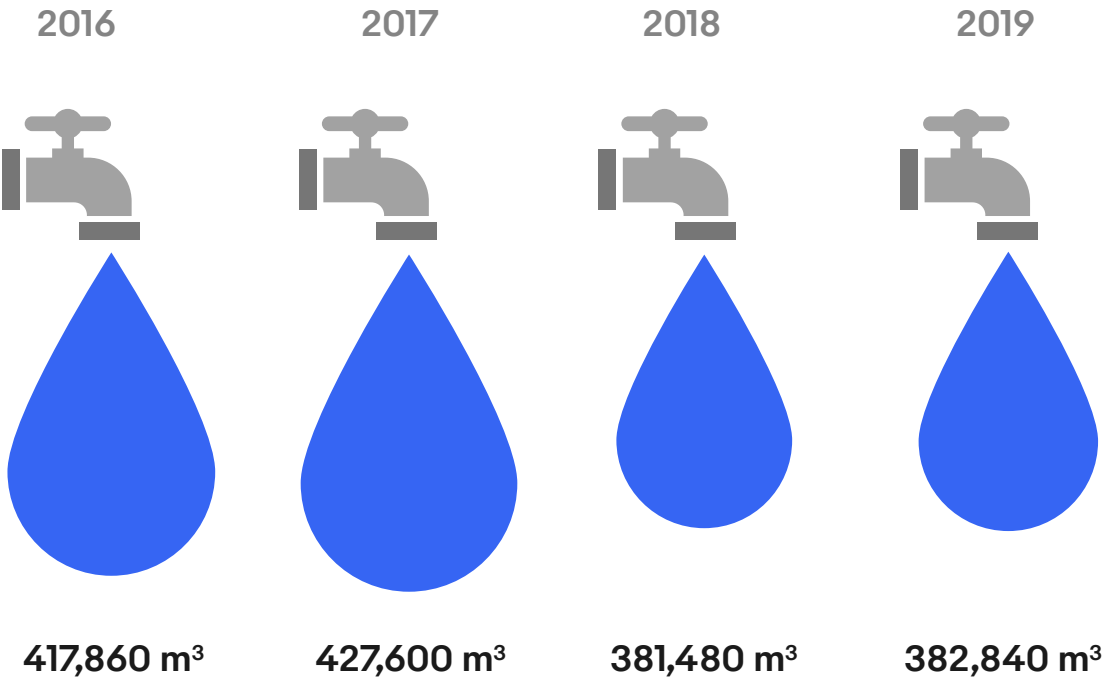


Water Consumption

Water is an increasingly precious resource worldwide, and this is only expected to intensify as the climate changes. eBay works to conserve water every day, and many of our sites have implemented water-saving technologies and processes. We’re now working to build a more robust system for tracking and managing water company-wide.

In 2019, we used approximately 382,000 meters³ of water, less than a 1 percent increase from the year before due primarily to temporary increased consumption at our headquarters balanced by reduced consumption at many global offices. We continue to monitor ways to decrease water usage at all data centers and facilities.

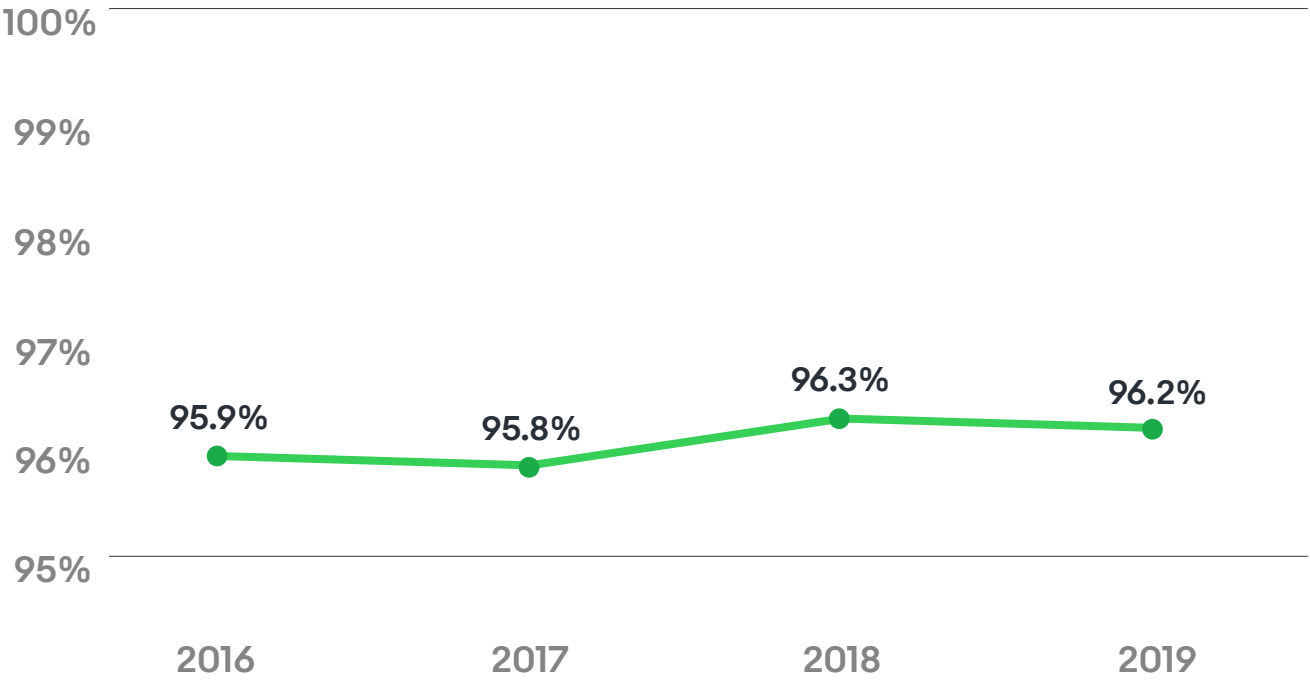
Water Consumption



Waste Diversion

We are committed to reducing consumption and diverting waste from entering landfills at eBay-owned sites. At our San Jose headquarters, our waste diversion rate was 96.2 percent in 2019, almost identical to 2018. We have diverted almost 500 tons of waste from landfills in San Jose in 2019 alone. Additionally, at our campus in Draper, Utah, we are evaluating procedures in our cafe that would result in diverting nearly 10,000 gallons of food waste every year.

Waste Diversion-San Jose Campuses Only



Data from prior years have been restated to reflect collection of additional activity data and improved estimation techniques. These figures replace previously published data.

Circular Commerce

We enable buyers to become sellers, giving every item the opportunity for renewed life and value.

Circular commerce has been a part of our eBay brand since we were founded 25 years ago. Our first transaction was the sale of a broken laser pointer, purchased by someone who wanted to give it new life.

Every day, we help extend the life of products through the resale of pre-owned and refurbished items on our global marketplace. By 2025, we aim to create \$3 billion in positive economic impacts and to avoid 3 million metric tons of carbon emissions through electronics and apparel sales on our platform. We have almost met our 2020 goal a year ahead of schedule. By keeping products in circulation longer, we contribute to a robust circular economy that's essential for the sustainability of our planet.

Key Sustainability Partners

We've partnered with several organizations to advocate for climate action and advance sustainable business practices:

- Signatory to the **Corporate Renewable Energy Buyers' Principles**
- Member of the **Renewable Energy Buyers Alliance (REBA)**
- Member of the **Future of Internet Power**
- Member of the **Business for Innovative Climate and Energy Policy (BICEP) coalition**
- Member of the **Utah Clean Energy Coalition**
- Member of the **Circle Economy**

Culture & Workforce

eBay’s 13,300 employees do meaningful work that has a tangible impact on the lives of people all over the world. We aspire to make extraordinary things possible for our customers and each other, so we invest in hiring and developing the best talent.

eBay is an equal opportunity employer. We seek diverse perspectives, foster an inclusive work environment and train our leaders to help each employee succeed at eBay based on their unique talents, contributions and ambitions. [Learn more about eBay career opportunities.](#)



IN THIS SECTION

- Investing in Leadership
- Professional Development
- Health and Financial Benefits
- Giving Back to Our Community
- Diversity & Inclusion



Investing in Leadership

eBay leaders are trained to actively coach employees for ongoing performance and development.

Using a unique framework called the eBay Performance Success System, managers learn to identify their employees’ readiness to take on additional work and assess their potential to grow within their current roles. This approach enables faster evaluation and more personalized coaching that opens greater development opportunities for each eBay employee.

The eBay Performance Success System is rooted in four primary principles:

- The leader’s role is to create the conditions for others’ success.
- Every employee is deserving of development.
- Leaders and employees are mutually accountable for the coaching partnership, focusing on both performance and development.
- Leaders are the primary coaches, focused on the personalized needs of each employee.

Our employee-centric approach enables leaders to coach each member of their team in real-time and within the context of their actual work environment. Using the Performance Success approach, eBay leaders have shown their employees’ perceptions about their commitment to development has improved, and team confidence and performance has increased.

Professional Development

At eBay, we strive to ensure our employees’ career success by providing them with continuous learning opportunities, resources, tools and training, so they may continue to grow and thrive while at work.

Through our Education Assistance Program, we encourage and financially support our employees’ continuing education goals by covering eligible expenses like tuition and books.

We also develop and tailor programming for employees who demonstrate a strong leadership potential. Managers participating in our 12 week, Emerging Leaders Program can learn more around leadership, collaboration, customer focus and strategic execution. For employees within our Finance and Analytics teams, we also have two-year rotation programs for them to continue developing their technical, leadership and management skills.

Moreover, we continue to invest in our employees’ professional growth through covering costs for conferences, workshops and events like the **Grace Hopper Conference**.



We champion a learning culture, where employees can engage in leadership programs, skill building workshops and more.



“

We're proud supporters of the Grace Hopper Conference (GHC), one of the largest gatherings of women technologists in the world. We value strategic partnerships with organizations like GHC who share our values and commitment to diversity and inclusion.”



Health and Financial Benefits

Through our Global Benefits Program, we aim to support and empower our employees with the resources they need to bring their best selves to work.

Employees can access a wide range of benefits to support their physical, emotional and mental health and well-being, including comprehensive health insurance offerings, a fully company-paid global employee assistance plan, healthy lifestyle coaching and a global medical second opinion/navigation program.

We also work to provide our employees with the care and flexibility needed to support their family while growing their career at eBay. For new parents, we provide 100 percent paid birth parent and non-birth parent leave for all employees worldwide, along with comprehensive resources for maternity and parental support. We also offer support for employees diagnosed with cancer and provide paid family leave for employees who are caring for sick family members.

We continue to support employees who are transgender or in the process of transitioning by helping remove some of the financial barriers and stigmas that can hamper their experiences.

For our employees' financial well-being, we provide resources—from 401k savings to financial planning—for our employees from day one. We contribute to health savings accounts, company paid life insurance and provide coverage for long-term disability.

Giving Back to Our Community

Our employees plan local volunteer events, organize drives and fundraisers and are involved in grantmaking activities through eBay Foundation. In 2019, our employees recorded over 16,000 volunteer hours, including those volunteered on personal time.

In the second year of the Global Give, eBay Foundation's employee-driven grantmaking program, 20-plus nonprofit organizations were altogether granted \$1 million. These organizations provide vital resources and expertise to a diverse cadre of entrepreneurs and small businesses worldwide.

All winning proposals were developed and submitted by employees. The individual grants, ranging from \$30,000 to \$60,000 also provided opportunities for employees to lend their time and expertise by providing mentorship, marketing and technology knowledge.



Diversity & Inclusion

For us, D&I is about making sure that our current and potential employees—along with our millions of buyers and sellers around the world—experience eBay as a place that is welcoming and inclusive

We continue to ground our efforts around D&I in three strategic pillars: our workforce (who and how we hire), our workplace (how it feels when you are here) and our marketplace (how we intentionally include our buyers and sellers and the communities we’re in).

We drive impact in these areas by pulling on two distinct levers: structure and culture. On the structural side, we evaluate our processes and systems and work to make them equitable for all. On the cultural side, we aim to engage people on a more personal level to broaden their worldviews, understanding of others and attitudes. While each of these levers are powerful on their own, our approach is based on the belief that both are necessary to see real change in the long-term.

Our **Communities of Inclusion (COIs)** are at the heart of D&I at eBay, driving the grassroots efforts around the world and providing opportunities for employees from all backgrounds to connect and learn more about each other. We also continued to design programming, consolidate chapters and build infrastructure to strengthen our COIs across the world.

In 2019, we had about 60 COI chapters who spearheaded initiatives centered around cultural moments like Lunar New Year, Black History Month, International Women’s Day, Pride, Hispanic Heritage Month, Remembrance Day and Diwali.

Learn more about [Diversity & Inclusion at eBay](#).



We’re proud to achieve another 100 percent score on the **Human Rights Campaign Foundation’s Corporate Equality Index.**

Trusted Managed Marketplace

Our marketplace is based on the strong ethical values we follow as a business: openness, honesty, integrity and trust. We strive to operate at the utmost environmental and social sustainability, creating a safe, trusted and diverse space in which our employees, buyers, sellers, suppliers and partners can thrive.



IN THIS SECTION

- | | | | | |
|--------------------------------------|---------------------------------------|--------------------------------------|-----------------------------------|--------------------------------------|
| Our Governance Model | Ethics and Compliance | Government Relations | Platform Security | Safeguarding Privacy |
|--------------------------------------|---------------------------------------|--------------------------------------|-----------------------------------|--------------------------------------|

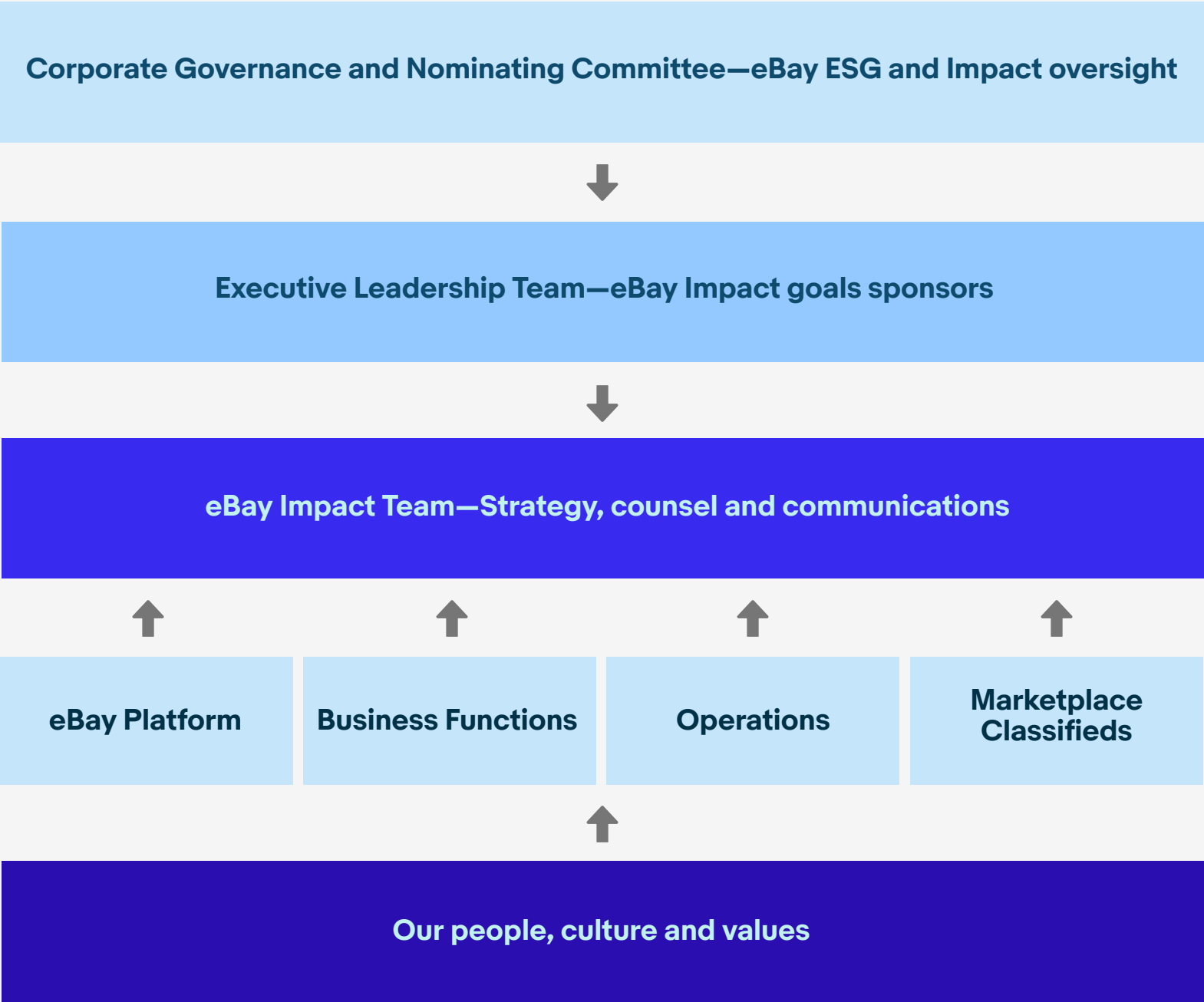


Our Governance Model

Guided by the eBay Impact Team, with oversight from the eBay Board of Directors and eBay’s Executive Leadership Team, our approach to environmental, social and governance (ESG) matters is integrated into the core of our business.

Our Impact Team works across the organization to help our business groups and functions prioritize ESG as part of the company’s strategy. This includes cross-company collaboration on goal setting, impact measurement and reporting. Each of eBay’s goals is sponsored by a member of the Executive Leadership Team to ensure we prioritize and remain accountable to achieving these targets at the highest levels of our business.

As detailed in its [charter](#), the Corporate Governance and Nominating Committee has responsibility to oversee and review our company’s policies and programs related to ESG issues and sustainability reporting.





Ethics & Compliance

We follow strict internal practices and policies that reflect our strong commitment to our stockholders, community and employees. We are resolved to exercising the highest level of ethical standards in everything we do.

Our policies, along with our [Code of Business Conduct and Ethics](#), demonstrate the expectation we have to operate in a way that protects and benefits our broader eBay community.

Visit our [Investor Relations](#) website for additional corporate governance policies and practices.

Human Rights

We strive to conduct our business in a manner consistent with the United Nations and the International Labour Organization’s human rights principles. We also aim to support and promote the protection of fundamental human rights across our value chain, including those regarding wages, working hours, health and safety, freedom of association, non-discrimination, harassment prevention and the use of child, forced or bonded labor. For more about our work, read our [Human Rights Policy Statement](#).

Supply Chain Management

eBay is committed to conducting business ethically, maintaining safe working conditions and advancing social and environmental responsibility. Accordingly, we expect our suppliers to abide by the following guidance in the [Supplier Code of Business Conduct & Ethics](#). With our supply chain management practices, we set a high bar with regard to:

- Environmental standards for the suppliers' processes, products and services
- Child labor
- Fundamental human rights
- Working conditions
- Remuneration
- Occupational health and safety
- Business ethics
- Encouraging sustainable procurement policy for our suppliers’ suppliers

We prioritize performance, market competitive and transparent pricing, financial stability, risk mitigation and the ability to scale with our business. Specific to the environment, where we see opportunities to support circular commerce, we do so, such as partnering with our seller community to refurbish and resell our used corporate devices and site operations equipment. As we move forward, our product teams are seeking ways to extend this program with other seller and corporate partnerships.

In 2019, through targeted procurement strategies, eBay developed and deployed all new eBay servers with power supplies complying to “**80 PLUS GOLD or above**” energy efficiency. We will continue to push for higher energy efficiency in our newer server platforms to achieve compliance with the “80 Plus Platinum or above” standard.

Furthermore, we have begun to expand the focus on diversity and inclusion into our supply chain. We are working toward determining the baseline of our existing supplier portfolio.

Taxation

eBay has a strong focus on corporate responsibility, and we see responsible administration and payment of taxation as an important duty of our business.

Compliance with our tax obligations is key to managing our tax risk. We understand the importance of tax in the wider context of business decisions and have processes in place to ensure tax matters are addressed appropriately as part of our decision-making process. Read our [Global Tax Policy](#) for more.

Government Relations

We champion causes that matter to our community. We believe in the power of our voice and our global brand to affect industry-changing policies. We focus on providing buyers and sellers with the ability to move goods via the internet with minimal legislative interference.

Our global grassroots action networks—[eBay Main Street](#) and [Small Business Ambassador Network](#)—are ways for our sellers to stay informed on issues that affect e-commerce and take advantage of tools that give a voice in the legislative process about the journey we are on.

Platform Security

The eBay Security Center offers robust tools and resources to help buyers and sellers connect in a trusted marketplace.

The [Security Center](#) provides steps for users to protect their information, recognize and report fake emails, as well as information for professional security researchers and law enforcement professionals. Additionally, eBay conducts internal testing to identify potential vulnerabilities to our technology infrastructure and information security management systems. We also engage third-party “ethical hackers” to try and break into our systems, which enables us to proactively remediate potential weaknesses. These and other forms of security audits occur on an ongoing and semi-annual basis.

eBay provides comprehensive information security and cybersecurity awareness training to all employees. Additionally, eBay provides specialized training to support critical functions at eBay. Oversight is provided by eBay’s new Risk Committee at the Board level. The Board’s Risk Committee is tasked with oversight of our guidelines, policies and processes for monitoring and mitigating privacy and information security risks. As part of eBay’s Enterprise Risk Management framework, the Audit Committee of our Board also provides direct oversight regarding eBay’s management of data privacy and information security risks.

Safeguarding Privacy

We are committed to maintaining a globally compliant privacy and information protection program that aligns with international best practices and standards, including the Cyber Security Framework of the National Institute of Standards and Technology (NIST) and the ISO 27001 and ISO 27002 standards. We also embrace the EU's General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA) as an opportunity to demonstrate and deepen our commitment to protecting our user's data.

The [Global Privacy Office](#) maintains the high safety and security standards that we demand from all who participate on our platform. Millions of transactions happen every day on our site, and we value the trust buyers and sellers place in eBay safeguarding all personal information. Our [Privacy Principles](#) and [User Privacy Notice](#) describe how we approach data privacy; and outlines how eBay collects, uses, shares and manages personal information. eBay is committed to being transparent with our users about the data we collect, allowing users to easily access and update their data, limiting the sharing of customer information where not necessary, and offering our users meaningful choices when it comes to privacy.

In addition to eBay's privacy principles and the practices described in our privacy notice, eBay has established a set of [User Corporate Rules](#) (also referred to as Binding Corporate Rules), approved by the Luxembourg National Data Commission. These Corporate Rules are a commitment by eBay Inc. to adequately protect users' personal information regardless of where the data resides, and depending upon the location, may provide additional privacy rights through a privacy regulator or a court. eBay's User Corporate Rules are available in 16 languages.

How We Continue to Partner In:

Protecting Intellectual Property

eBay is committed to protecting all intellectual property rights. We established the Verified Rights Owners (VeRO) Program to enable IP owners to quickly report any listings they believe infringe on their rights.

Combating Illegal Wildlife Trafficking

eBay is committed to stopping illegal wildlife trafficking. For over a decade, eBay has taken a leadership role in fighting online wildlife trafficking on our marketplace. In 2008, we introduced our global ban on ivory sales and have continued to collaborate with government agencies, NGOs, industry peers and members of the eBay community to help us enforce our [Animal and Wildlife Products policy](#). To that end, in 2019 we blocked or removed over 165,000 listings globally that are prohibited under this policy. We also joined forces with some of the world's largest e-commerce, technology and social media companies as part of the [Coalition to End Wildlife Trafficking Online](#), committing to an industry-wide approach to stop wildlife trafficking online.

Appendix

About Us

eBay is where the world goes to shop, sell and give. Our mission is to be the world's favorite destination for great value and unique selection. We give sellers the platform, solutions and support they need to grow their business and thrive. We measure our success by our customers' success.

About Our Information

Data is reflective of eBay's fiscal year 2019, which ended December 31, 2019, unless otherwise noted. All references to dollars are U.S. dollars. eBay reports financial data in its [2019 Form 10-K](#).

How to Reach Us

If you have questions or comments about eBay Impact, please contact us at impact@ebay.com.



Notes on Our Goals

Circular Economy

For this estimate, the number of pre-owned items sold in 2019 via consumer selling on eBay, and the USD value of these items, were collected for electronics and fashion categories for North America and the U.K. markets.

We assumed that buying a pre-owned item from eBay avoids the need for an equivalent new item to be produced. This new item is “avoided” and all of the environmental impacts associated with making it are also avoided.

To account for differences in quality and lifetime between new and pre-owned items, an adjustment factor was used. This was estimated to be approximately 40 percent, or 2.5 pre-owned products are needed to displace one new product.

Published environmental impact data were collected for the production of new items, matching eBay product categories as closely as possible.

Environmental impact data per item were then multiplied by the number of sold items to calculate the amount avoided impact for each listing category and overall for electronics and fashion in 2019. The financial savings to the buyer from purchasing pre-owned rather than new products were estimated using a similar approach.

Carbon Emissions

The Scope 1 and 2 GHG emissions reduction goal was developed using science-based target setting best practices and is in line with emissions trajectories that keep global warming within 1.5 degrees Celsius based on the Special Report on Global Warming of 1.5° C ([Intergovernmental Panel on Climate Change, 2018](#)).

Economic Empowerment

Growth in the number of enterprises is based on data from 1,252 U.S. counties that are considered to be “at risk” or “distressed” as defined by the [Economic Innovation Group’s 2018 Distressed Communities Index](#). This report uses eBay’s own proprietary data to build on the Economic Innovation Group’s (EIG) proprietary analysis of publicly available data provided by the U.S. Census Bureau. This report is the sole product of eBay and is not produced in partnership with the EIG.

The date range of 2011 to 2017 is utilized here because more current data was not available at the time of publication of this report.

eBay (2018) [“Platform-Enabled Small Business Formation as a Counterweight Against Forces of Economic Concentration.”](#)

eBay (2019) [“United States Small Online Business Trade and Inclusive Growth Report”](#)

Forward-Looking Statement

This eBay Impact Report contains forward-looking statements relating to, among other things, the future performance of eBay Inc. and its consolidated subsidiaries that are based on the company's current expectations, forecasts, and assumptions and involve risks and uncertainties. These statements include, but are not limited to, statements regarding the company's eBay Impact goals and future environmental footprint. Actual results could differ materially from those predicted or implied and past performance should not be considered as an indication of future performance. Other factors that could cause or contribute to such differences include, but are not limited to: changes in political, business, and economic conditions, any regional or general economic downturn or crisis, and any conditions that affect ecommerce growth or crossborder trade; fluctuations in foreign currency exchange rates; the company's need to successfully react to the increasing importance of mobile commerce and the increasing social aspect of commerce; an increasingly competitive environment for our business; changes to the company's capital allocation or management of operating cash; the company's ability to manage its indebtedness, including managing exposure to interest rates and maintaining its credit ratings; the company's need to manage an increasingly large enterprise with a broad range of businesses of varying degrees of maturity and in many different geographies; the company's need and ability to manage regulatory, tax, data security, and litigation risks; whether the operational, marketing, and strategic benefits of the separation of the eBay and PayPal businesses can be achieved; the company's ability to timely upgrade and develop its technology systems, infrastructure, and customer service capabilities at reasonable cost while maintaining site stability and performance and adding new products and features; and the company's ability to integrate, manage, and grow businesses that have been acquired or may be acquired in the future.

The forward-looking statements in this Impact Report do not include the potential impact of any acquisitions or divestitures that may be announced and/or completed after the date hereof. More information about factors that could affect the company's operating results is included under the captions "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in the company's most recent Annual Report on Form 10-K and subsequent quarterly reports on Form 10-Q, copies of which may be obtained by visiting the company's [Investor Relations](#) or the [SEC's](#) website. All information in this Impact Report is as of May 14, 2020. Undue reliance should not be placed on forward-looking statements, which are based on information available to the company on the date hereof. The company assumes no obligation to update such statements.



GRI Index

To assist stakeholders in understanding and benchmarking our performance, we utilize the Global Reporting Initiative (GRI) Standards. The GRI Standards includes an internationally recognized set of indicators for economic, environmental and social topics related to business performance. (For additional information on the GRI Standards, please visit www.globalreporting.org.)

The references provided in our GRI Content Index includes content in our 2019 Impact Report, direct answers with further detail and links to publicly available sources on our corporate website.

I. General Disclosures:

Indicator	Description	References
Organizational Profile		
102-1	Name of the organization	eBay, Inc.
102-2	Activities, brands, products, and services	Who We Are; 2019 10-K , page 4-6
102-3	Location of headquarters	Our corporate headquarters are located at 2025 Hamilton Avenue in San Jose, California 95125.
102-4	Location of operations	Who We Are; 2019 10-K , page 30
102-5	Ownership and legal form	eBay, Inc. (Ticker: “EBAY”) is a publicly-traded company on the NASDAQ Exchange.
102-6	Markets served	Who We Are; 2019 10-K , page 4-6
102-7	Scale of the organization	2019 10-K , page 39-42
102-8	Information on employees and other workers	2019 10-K , page 9
102-9	Supply chain	Supply Chain Management , page 28; eBay’s supply chain consists primarily of information technology, professional services and office supplies to support our digital platforms.
Organizational Profile		
102-10	Significant changes to the organization and its supply chain	None during the reporting period. (Please note that, in late 2019, eBay announced the sale of StubHub. The deal closed in early 2020, which is outside of the reporting period for performance data.)
102-11	Precautionary Principle or approach	Our Impact Goals , pages 8-9; Supporting Sustainable Development , page 10; Sustainable Commerce , page 16; Environmental Policy
102-12	External initiatives	Supporting Sustainable Development , page 10; Key Sustainability Partners , page 20; How We Continue to Partner In , page 30; External initiatives include the CERES Business for Innovative Climate and Energy Policy (BICEP) Network, the Corporate Renewable Buyers’ Alliance Principles and the Global Coalition to End Wildlife Trafficking Online.
102-13	Membership of associations	2019 Trade Association Memberships and Dues
Strategy		
102-14	Statement from the most senior decision-maker	Message from our CEO , pages 2-3
102-15	Key impacts, risks, and opportunities	Overview , pages 5-10; 2019 10-K , pages 5-6 and 10-29; CDP 2019 Climate Change Response , pages 6-17
Ethics and Integrity		
102-16	Values, principles, standards, and norms of behavior	Who We Are ; Code of Business Conduct and Ethics ; Human Rights Policy Statement
Ethics and Integrity		
102-17	Mechanisms for advice and concerns about ethics	Code of Business Conduct and Ethics , pages 62-65; eBay Integrity Helpline
Governance		
102-18	Governance structure of the organization	Board of Directors ; Committee Composition ; Governance Guidelines of the Board of Directors



GRI Index (cont'd)

Indicator	Description	References
Governance (cont'd)		
102-22	Composition of the highest governance body and its committees	Board of Directors ; Committee Composition
102-23	Chair of the highest governance body	eBay's Corporate Governance Guidelines require that the roles of Chairman of the Board and CEO be held by separate individuals and require the appointment of a lead independent director if the Chairman of the Board is not an independent director. Thomas Tierney has served as our Chairman of the Board since July 2015. The separation of the offices of the Chairman of the Board and CEO aids in the Board's oversight of management and it allows our CEO to focus primarily on his management responsibilities.
102-24	Nominating and selecting the highest governance body	Governance Guidelines of the Board of Directors , pages 1-3; Corporate Governance and Nominating Committee Charter ; 2019 10-K/A , page 58
102-25	Conflicts of interest	Governance Guidelines of the Board of Directors , pages 4-5; 2019 10-K/A , page 57
102-26	Role of highest governance body in setting purpose, values, and strategy	Our Governance Model , page 27; Committee Charters
102-27	Collective knowledge of highest governance body	Board of Directors ; 2019 10-K/A , pages 4-18
102-28	Evaluating highest governance body's performance	Governance Guidelines of the Board of Directors , page 6
102-35	Remuneration policies	Compensation Committee Charter ; 2019 10-K/A , pages 21-24
102-36	Process for determining remuneration	2019 10-K/A , pages 24-53
102-38	Annual compensation ratio	2019 10-K/A , page 53
Stakeholder Engagement		
102-40	List of stakeholder groups	eBay's stakeholders include shareholders, employees, buyers, sellers and local communities.
102-41	Collective bargaining agreements	Human Rights Policy Statement
102-42	Identifying and selecting stakeholders	We consider the degree that stakeholders may be directly impacted by our business activities, and importance of partnership with stakeholders towards achieving our mission and business strategies.
102-43	Approach to stakeholder engagement	Who We Are ; Partner to Sellers ; Our Community ; eBay Impact eBay's customer satisfaction score is a top enterprise metric for the company. It is continuously measured among customers that interact with eBay Customer Service. We report on our progress on this metric to our leadership team on a weekly basis. In addition to our customer satisfaction score, we also measure eBay's net promoter score among users of our platform.
102-44	Key topics and concerns raised	Issues Material to eBay , page 7; Policy Issues
Reporting Practice		
102-45	Entities included in the consolidated financial statements	2019 10-K , page F-9
102-46	Defining report content and topic boundaries	To define report content and boundaries for our GRI Specific Standard Disclosures, we have assessed the materiality of topics among key stakeholder groups both within and outside our organization.
102-47	List of material topics	The list of material topics can be found in the "Specific Standard Disclosures" section of the GRI Content Index.
102-48	Restatements of information	Environmental Footprint , pages 17-19
102-49	Changes in reporting	Not applicable during the reporting period
102-50	Reporting period	Our reporting period covers calendar year 2019.
102-51	Date of most recent report	2018 eBay Impact Progress Update
102-52	Reporting cycle	Annual
102-53	Contact point for questions regarding the report	impact@ebay.com
102-56	External assurance	Verification Statement , pages 41-42



GRI Index (cont'd)

II. Specific Standard Disclosures:
Management Approach Disclosures and Indicators

Indicator	Description	References
ECONOMIC		
Economic Performance		
103	Management approach disclosure	2019 10-K/A , pages 5-6 and 10-29; Tax Policy Statement ; Taxation , page 28
201-1	Direct economic value generated and distributed	Our Impact Goals , pages 8-9; Supporting Sustainable Development , page 10; 2019 10-K/A , page F-4; Goals and Progress
201-2	Financial implications and other risks and opportunities due to climate change	CDP 2019 Climate Change Response , pages 6-17
201-3	Defined benefit plan obligations and other retirement plans	2019 10-K/A , page F-39
Indirect Economic Impacts		
103	Management approach disclosure	Our Impact Goals , pages 8-9; Supporting Sustainable Development , page 10; Who We Are ; eBay Impact ; eBay Main Street ; Retail Revival ; eBay for Charity ; eBay Foundation
203-1	Infrastructure investments and services supported	Economic Opportunity , pages 11-15; Goals and Progress ; Retail Revival ; eBay for Charity ; eBay Foundation
Anti-Corruption		
103	Management approach disclosure	Ethics & Compliance , page 28 eBay maintains anti-corruption policies and procedures that comport with the requirements of the U.S. Foreign Corrupt Practices Act and the U.K. Bribery Act. The policy explicitly prohibits bribery and corrupt conduct, including facilitation payments, and establishes procedures for advance approval of gifts, travel, and entertainment to third parties. eBay conducts enhanced due diligence on third parties that pose an elevated risk of corruption.
205-1	Operations assessed for risks related to corruption	eBay's Ethics & Compliance function conducts regular risk assessments to understand how effective the program is at addressing corruption risk to the company.
205-2	Communication and training on anti-corruption policies and procedures	All new hires at eBay are required to complete an online compliance training course within 90 days of hire, which includes an overview of the Code of Business Conduct & Ethics, the whistleblower program, and anti-corruption. All eBay employees are also required to complete an annual compliance training that includes modules on the Code of Business Conduct & Ethics, the whistleblower program, and anti-corruption. Additionally, eBay's Ethics & Compliance team, which includes a network of fifteen Business Ethics Officers located in different offices globally, hold regular outreach events to raise awareness of compliance issues and available resources for support.
205-3	Confirmed incidents of corruption and actions taken	Not applicable during the reporting period
ENVIRONMENTAL		
Energy		
103	Management approach disclosure	Environmental Footprint , pages 17-19; Energy Use , page 18; Renewable Energy , page 18; Environmental Policy ; Goals and Progress
302-1	Energy consumption within the organization	Energy Use , page 18; Renewable Energy , page 18; Environmental Footprint
302-2	Energy intensity	In 2019, energy intensity was 43,035 kilowatt hours (kWhs) per \$M. (In 2018 and 2017, energy intensity was 42,463 and 45,397 kWhs per \$M.)
302-3	Reduction of energy consumption	Energy Use , page 18
Water		
103	Management approach disclosure	Water Consumption , page 19; Environmental Policy
303-1	Water withdrawal by source	Water Consumption , page 19; Environmental Policy



GRI Index (cont'd)

II. Specific Standard Disclosures:
Management Approach Disclosures and Indicators

Indicator	Description	References
Water (cont'd)		
303-1	Water withdrawal by source	Water Consumption , page 19; Environmental Policy
303-2	Water sources significantly affected by withdrawal of water	None identified based on limited water usage and location of operations
Emissions		
103	Management approach disclosure	Our Impact Goals , pages 8-9; Environmental Footprint , page 17; Greenhouse Gas Emissions , page 17; Renewable Energy , page 18; Key Sustainability Partnerships , page 20; Environmental Policy ; Goals and Progress
305-1	Direct greenhouse gas (GHG) emissions (Scope 1)	Greenhouse Gas Emissions , page 17; Environmental Policy
305-2	Energy indirect greenhouse gas (GHG) emissions (Scope 2)	Greenhouse Gas Emissions , page 17; Environmental Policy
305-3	Other indirect greenhouse gas (GHG) emissions (Scope 3)	CDP 2019 Climate Change Response , pages 28-33
305-4	Greenhouse gas (GHG) emissions intensity	In 2019, greenhouse gas intensity was 8.1 MT CO2e per \$M. (In 2018 and 2017, energy intensity was 9.8 and 12.7 MT CO2e per \$M.)
305-5	Reduction of GHG emissions	Greenhouse Gas Emissions , page 17; Renewable Energy , page 18; Goals and Progress
Effluents and Waste		
103	Management approach disclosure	Waste Diversion , page 19; Environmental Policy
306-2	Waste by type and disposal method	Waste Diversion , page 19 This indicator is partially reported.
306-3	Significant spills	Not applicable during the reporting period
Environmental Compliance		
103	Management approach disclosure	Environmental Policy
307-1	Non-compliance with environmental laws and regulations	No material instances during the reporting period
Supplier Environmental Assessment		
103	Management approach disclosure	Supply Chain Management , page 28; Supplier Code of Conduct and Business Ethics
308-1	New suppliers that were screened using environmental criteria	Supply Chain Management , page 28
SOCIAL		
Employment		
103	Management approach disclosure	Culture & Workforce , pages 21-25; Our Benefits
401-3	Parental leave	Since 2016, eBay has been an early adopter of providing industry-leading, extended paternal and family leave for our employees. We offer 12 weeks each for parental and family leave.
Training and Education		
103	Management approach disclosure	Culture & Workforce , pages 21-25
404-2	Programs for upgrading employee skills and transition assistance programs	Professional Development , page 22
404-3	Percentage of employees receiving regular performance and career development reviews	All employees receive feedback on their performance, whether through the performance management process, career development planning sessions, or other, more informal conversations.



GRI Index (cont'd)

II. Specific Standard Disclosures:
Management Approach Disclosures and Indicators

Indicator	Description	References
Diversity and Equal Opportunity		
103	Management approach disclosure	Diversity & Inclusion , page 25; 2019 Diversity & Inclusion Report ; Diversity & Inclusion
405-1	Diversity of governance bodies and employees	Diversity & Inclusion By The Numbers ; 2019 EEO-1 Report ; Board of Directors
405-2	Ratio of basic salary and remuneration of women to men	2019 Diversity & Inclusion Report , page 9
Human Rights Assessment		
103	Management approach disclosure	Human Rights , page 28; Human Rights Policy Statement
412-1	Operations that have been subject to human rights reviews or impact assessments	Ethics & Compliance , page 28; Human Rights Policy Statement
412-2	Employee training on human rights policies or procedures	Ethics & Compliance , page 28; Human Rights Policy Statement
Local Communities		
103	Management approach disclosure	Economic Opportunity , pages 11-15; eBay Impact ; eBay Main Street ; Retail Revival ; eBay for Charity ; eBay Foundation
413-1	Operations with local community engagement, impact assessments, and development programs	eBay Impact ; eBay Main Street
Supplier Social Assessment		
103	Management approach disclosure	Supply Chain Management , page 28; Supplier Code of Conduct and Business Ethics
414-1	New suppliers that were screened using labor practices criteria	Supply Chain Management , page 28
Public Policy		
103	Management approach disclosure	Government Relations , page 29; eBay Main Street ; Government Relations
415-1	Political contributions	Political Contributions and Disclosures
Customer Privacy		
103	Management approach disclosure	Platform Security and Safeguarding Privacy , pages 29-30; eBay Privacy Center
418-1	Substantiated complaints regarding breaches of customer privacy and losses of customer data	None during the reporting period



SASB Disclosure

The Sustainable Accounting Standards Board (SASB) is an independent, private sector organization with a mission is to develop and disseminate sustainability accounting standards that help public corporations disclose material, decision-useful information to investors. (For additional information on SASB, please visit www.sasb.org.)

To assist investors and stakeholders, eBay has cross-referenced SASB accounting metrics for the ecommerce industry to disclosures within our 2019 Impact Report and on our corporate website.

Code	Accounting Metrics	References
Hardware Infrastructure Energy & Water Management		
CG-EC-130a.1	(1) Total energy consumed (2) % grid electricity (3) % renewable	Energy Use , page 18; Renewable Energy , page 18; Environmental Footprint
CG-EC-130a.2	(1) Total water withdrawn and consumed (2) % in regions with high or extremely high baseline water stress[1]	Water Consumption , page 19; Environmental Footprint
CG-EC-130a.3	Integration of environmental considerations into strategic planning for data center needs	Sustainable Commerce , pages 16-19; Energy Use & Renewable Energy , page 18
Data Privacy & Advertising Standards		
CG-EC-220a.1	Number of users whose information is used for secondary purposes	eBay's User Privacy Notice describes the purposes for which eBay processes users’ personal information (see Section 5). eBay primarily processes such information to provide and improve our services, to provide users with a personalized user experience on our website, to contact users about their eBay account and our services, to provide customer service, to provide users with personalized advertising and marketing communications, and to detect, prevent, mitigate and investigate fraudulent or illegal activity. We also share users’ information with third parties for these purposes.
CG-EC-220a.2	Description of policies and practices relating to behavioral advertising and user privacy	eBay Privacy Center Subject to compliance with applicable laws and industry self-regulatory principles, eBay may use user information, such as cookie-data generated on our platform, so that advertising from third parties can be personalized for consumers on eBay or on other apps or sites. In the EEA, eBay has implemented a Consent Management Platform (CMP), based on the IAB Europe Transparency & Consent Framework (TCF). The TCF is an industry-wide solution developed by the Interactive Advertising Bureau Europe (IAB Europe), the leading European industry association for online advertising. The CMP landing page describes how eBay uses cookies, partners with advertisers and collects information from users' devices to create a consistent and personalized experience. Users in the EEA can determine whether they consent to the use of cookies and similar technologies for marketing purposes through the CMP. Additionally, all users can specify their advertising preferences by adjusting the settings for the usage of first-party cookies (and similar technologies) for marketing purposes on the site AdChoice – eBay Advertising Preferences.
CG-EC-230a.1	Description of approach to identifying and addressing data security risks	Platform Security and Safeguarding Privacy , pages 29-30
CG-EC-230a.2	(1)Number of data breaches (2) % involving personally identifiable information (PII) (3) Number of users affected	Not applicable during the reporting period[2]
Employee Recruitment, Inclusion & Performance		
CG-EC-330a.3	% of gender and racial/ethnic group representation for management, technical staff, and all other employees	Diversity & Inclusion By The Numbers; 2019 EEO-1 Report
Product Packaging & Distribution		
CG-EC-410a.1	Total greenhouse gas (GHG) footprint of product shipments	eBay's business model is unique in that our third-party sellers directly ship products to buyers. This metric is not currently reported due to data collection limitations. These limitations result in an inability to calculate a precise estimate with a reasonable uncertainty range for the total greenhouse gas footprint of product shipments using our platform in 2019.
CG-EC-410a.2	Discussion of strategies to reduce the environmental impact of product delivery	In an ongoing environmental stewardship effort, eBay now procures all paper and cardboard shipping supplies with the highest levels of post-consumer recycled content possible while maintaining structural integrity. For boxes, we procure 50% with post-consumer content. For water tape, we procure with 80% post-consumer content. In addition, all polyethylene mailers are now 100% biodegradable.

[1] While eBay may consume water in regions in high baseline water stress including but not limited to our locations in California and Utah, we are not a significant water user.

[2] The SASB criteria is limited to breaches in which users were notified of the breach, either as required by law or voluntarily.



SASB Disclosure

To support the analysis of eBay’s SASB disclosures, please refer the following activity metrics

Code	Activity Metrics	References
CG-EC-000.A	Measure of user activity	Who We Are In 2019, eBay maintained more than 180 million monthly active users and approximately 1.5 billion live listings on our platforms.
CG-EC-000.B	Data processing capacity	Environmental Footprint , page 18 In 2019, data center electricity consumption was approximately 300,000 MWh. Almost 85% of this consumption was from outsourced data centers.
CG-EC-000.C	Number of shipments	2019 10K , pages 7 and 40-41 In 2019, eBay’s gross merchandising volume enabled more than \$90 billion.

[1] While eBay may consume water in regions in high baseline water stress including but not limited to our locations in California and Utah, we are not a significant water user.

[2] The SASB criteria is limited to breaches in which users were notified of the breach, either as required by law or voluntarily.



Verification Statement



To: eBay

APEX Companies LLC, (Apex) was engaged to conduct an independent verification of the greenhouse gas (GHG) emissions reported by eBay for the period stated below. This Verification Declaration applies to the related information included within the scope of work described below.

The determination of the GHG emissions is the sole responsibility of eBay. eBay is responsible for the preparation and fair presentation of the GHG emissions statement in accordance with the criteria. Apex’s sole responsibility was to provide independent verification on the accuracy of the GHG emissions reported, and on the underlying systems and processes used to collect, analyze and review the information. Apex is responsible for expressing an opinion on the GHG emissions statement based on the verification. Verification activities applied in a limited level of assurance verification are less extensive in nature, timing and extent than in a reasonable level of assurance verification.

Boundaries of the reporting company GHG emissions covered by the verification:

- Operational Control
- Worldwide

Types of GHGs: CO2, N2O, CH4, HFCs

Energy Type and Consumption:

- Electricity: 411,883 megawatt hours (MWh)
- Natural gas: 44,707 MWh

- Other Energy (jet fuel, purchased steam, diesel stationary): 8,189 MWh
- Percentage Renewable Electricity: 64%
- Percentage Non-Renewable Electricity: 36%

Data and information supporting the reported energy consumption were in some cases estimated rather than historical in nature.

GHG Emissions Statement:

- Scope 1: 30,967 metric tons of CO2 equivalent
- Scope 2 (Location-Based): 146,434 metric tons of CO2 equivalent
- Scope 2 (Market-Based): 56,898 metric tons of CO2 equivalent
- Scope 3 Business Travel: 25,075 metric tons of CO2 equivalent

Data and information supporting the Scope 1, Scope 2 and Scope 3 GHG emissions assertion were in some cases estimated rather than historical in nature.

Period covered by GHG emissions and energy verification:

- January 1, 2019 to December 31, 2019

Criteria against which verification conducted:

- World Resources Institute (WRI)/World Business Council for Sustainable Development (WBCSD) Greenhouse Gas (GHG) Protocol Corporate Accounting and Reporting Standard (Scope 1 and 2)
- WRI/WBCSD Greenhouse Gas Protocol Corporate Value Chain (Scope 3) Accounting and Reporting Standard (Scope 3)

Reference Standard:

- ISO 14064-3: Greenhouse gases—Part 3: Specification with guidance for the validation and verification of greenhouse gas statements

Level of Assurance and Qualifications:

- Limited
- This verification used a materiality threshold of 5% for aggregate errors in sampled data for each of the above indicators
- Qualifications: None

GHG and Energy Verification Methodology:

Evidence gathering procedures included but were not limited to:

- Interviews with relevant personnel of eBay and eBay’s consultant;
- Review of documentary evidence produced by eBay;
- Review of eBay data and information systems and methodology for collection, aggregation, analysis and review of information used to determine GHG emissions; and
- Audit of sample of data used by eBay to determine GHG emissions.

Verification Opinion:

Based on the process and procedures conducted, there is no evidence that the energy and GHG emissions statement shown above:

- is not materially correct and is not a fair representation of the GHG emissions data and information; and
- has not been prepared in accordance with the WRI/WBCSD GHG Protocol Corporate Accounting and Reporting Standard (Scope 1 and 2), and WRI/WBCSD Greenhouse Gas Protocol Corporate Value Chain (Scope 3) Accounting and Reporting Standard (Scope 3).

It is our opinion that eBay has established appropriate systems for the collection, aggregation and analysis of quantitative data for determination of energy consumption and GHG emissions for the stated period and boundaries.



Statement of independence, impartiality and competence

Apex is an independent professional services company that specializes in Health, Safety, Social and Environmental management services including assurance with over 30 years history in providing these services.

No member of the verification team has a business relationship with eBay, its Directors or Managers beyond that required of this assignment. We conducted this verification independently and to our knowledge there has been no conflict of interest.

Apex has implemented a Code of Ethics across the business to maintain high ethical standards among staff in their day-to-day business activities.

The verification team has extensive experience in conducting assurance over environmental, social, ethical and health and safety information, systems and processes, has over 20 years combined experience in this field and an excellent understanding of Apex’s standard methodology for the verification of greenhouse gas emissions data.

David Reilly, Lead Verifier Principal Consultant Apex Companies, LLC. Santa Ana, California	Trevor Donaghu, Technical Reviewer Program Manager Apex Companies, LLC. Santa Ana, California
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Attestation:

April 17, 2020

This verification statement, including the opinion expressed herein, is provided to eBay Inc. and is solely for the benefit of eBay Inc. in accordance with the terms of our agreement. We consent to the release of this statement by you to CDP in order to satisfy the terms of CDP disclosure requirements but without accepting or assuming any responsibility or liability on our part to CDP or to any other party who may have access to this statement.

ebay

