

---

# eBay Impact 2021 Report

---



# Message From Our CEO



“

**For the past 25 years, we have empowered people around the world to realize their entrepreneurial dreams.”**

**We founded eBay over 25 years ago to build community and connections through ecommerce. As part of this journey, we make selling and buying equitable and attainable for all – with a goal to empower everyone everywhere to grow, thrive and succeed on our global marketplace while making meaningful choices for their purchases and businesses.**

Helping shape a more sustainable future for our global community is central to this purpose. From our very start, we've helped promote the idea of recommerce — the selling and buying of pre-loved goods. Now, as a pioneer of recommerce, we're welcoming a new generation of customers to our marketplace who are equally committed to a circular economy, helping us extend the life of products and contributing to both a healthier economy and planet. And we continue to take our own steps toward climate action, with a series of even more ambitious 2025 sustainability goals and a new, dedicated Environmental, Social and Governance (ESG) council that embeds sustainability and the foundations of trust and security into the fabric of our company.

We know that sustainability extends far beyond climate practices; we must also help ensure the future welfare of our employees and customers. To do so, we are deepening investment in our company culture, creating more opportunities for training, personal and professional development, and leadership skills for our employees as we demonstrate our commitment to their health and success. And we understand that sometimes, a need for support can be felt most acutely by certain members of our community in times of crisis. This is why we have broadened our commitment in these instances, reaching out to those suffering the horrors of the Ukraine war and to those in the Asian American Pacific Islander community facing violence in the U.S.

At the same time, we have further bolstered our giving efforts, sharpening our investments through the eBay Foundation with a new strategic vision focused on addressing and removing ongoing systemic barriers to entrepreneurship. And we have continued to enable our customers to donate to the causes that matter most to them through eBay for Charity, which yet again broke all previous records of giving thanks to the incredible generosity of sellers and buyers.

I am incredibly proud of our team and their tireless focus on customer success and innovation. Our work is a constant evolution, yet we are optimistic about what lies ahead. This is a future we can help shape as we strive to lead the way forward as partners with our global community. Together, we can affect real change.

— **Jamie Iannone,**  
President & CEO

---

# Table of Contents

---

## Overview

Awards and Recognition

Issues Material to eBay

Our Impact Goals

Supporting Sustainable Development

## Economic Opportunity

Small Business Programs and Support

Community Impact

## Sustainable Commerce

Environmental Footprint

Recommerce

## Culture and Workforce

Investing in Leadership

Employee Professional Development

Health and Financial Benefits

Employee Giving and Volunteering

Diversity, Equity and Inclusion

## Trusted Marketplace

ESG Governance

Ethics and Compliance

Government Relations

Platform Security

Safeguarding Privacy

Protecting Intellectual Property

Prohibited, Counterfeit and

Restricted Items

## Appendix

About Us

Notes on Our Goals

Disclaimers

## Additional Resources

Reports

Policies

GRI and SASB Indices

ESG Independent Assurance  
Statements

# Our Purpose

## We connect people and build communities to create economic opportunity for all

Everything we do is with our community in mind: the entrepreneurs and businesses who rely on our platform to fuel their livelihoods, the buyers who look to eBay to match them with beloved items and the employees who strive to deliver for our customers every day. We are stewards of this responsibility, empowering people no matter their location to realize their dreams through entrepreneurship and reach a global network through our platform.

eBay is the world's largest sustainable marketplace, comprising a community of 17 million sellers and 147 million buyers across 190+ markets. For over 25 years, we have continued to build technological advancements and evolve our programs and policies in service of our customers. And we continue to champion sustainable practices by creating opportunities for people to make meaningful choices for their purchases and businesses.

We are driven by the trust our customers have in us to maintain a secure online marketplace that's always on. Our founding purpose guides our approach to how we work and responsibly operate our business every day.



### IN THIS SECTION

[Awards and Recognition](#)

[Issues Material to eBay](#)

[Our Impact Goals](#)

[Supporting Sustainable Development](#)

# Awards and Recognition

We were acknowledged for several awards in 2021, recognizing our culture, workplace and responsible business work.



Member of the Dow Jones Sustainability Indices for a third year in a row

**Responsible Business**



Received A- for outstanding action on climate change in the

**CDP Climate Survey**



100% rating on the Corporate Equality Index

**Best Places to Work for LGBTQ+ Equality**



Honored by Forbes as one of

**America's Best Large Employers**



Acknowledged by Glassdoor as one of the

**Best Places to Work**



Recognized by Investor's Business Daily as one of the

**100 Best ESG Companies**

# Issues Material to eBay

We partnered with GlobeScan, an independent research firm, to update our sustainability materiality assessment in 2019. Through this process, we prioritized issues important to our business and stakeholders and identified four key themes. We will update our assessment in fall 2022 to continue to reflect the most salient issues to sustainability and our business.

## Economic Opportunity

We empower entrepreneurs by providing them with access to a vast marketplace, allowing them to sell globally, while growing locally — keeping their communities intact and thriving. Our business model is centered around inclusive entrepreneurship for everyone.

## Sustainable Commerce

We strive to sustain the future of our customers, community and planet. We track and quantify our environmental footprint while embracing sustainable practices, which allows us to continue to operate with integrity.

## Culture and Workforce

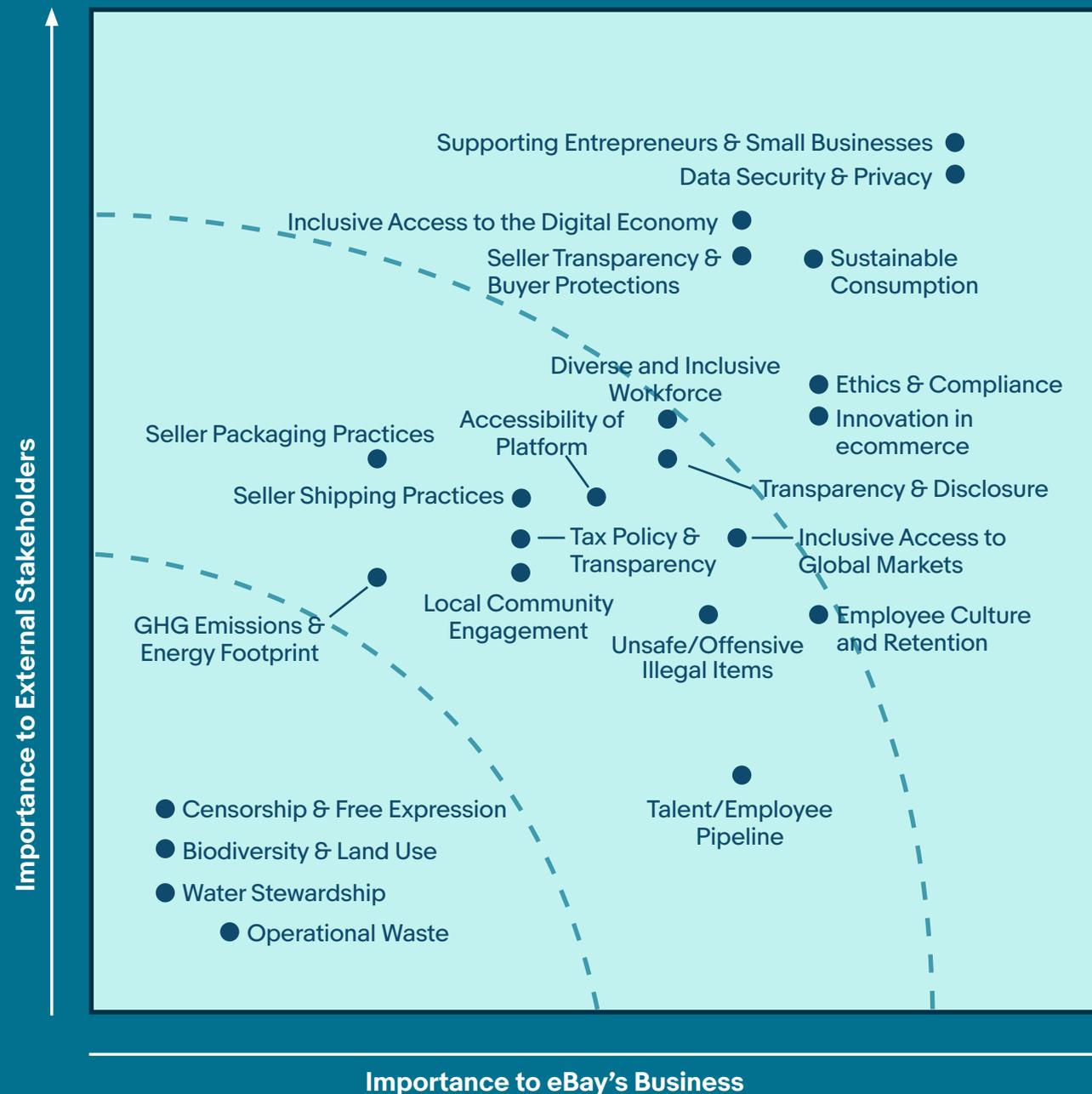
We seek diverse perspectives, foster an inclusive work environment and train our leaders to help each employee succeed at eBay based on their unique talents, contributions and ambitions.

## Trusted Marketplace

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

### Materiality Matrix

Similar to our previous assessment, we continue to see a strong emphasis on supporting entrepreneurs and addressing data security and privacy.



# Our Impact Goals

We continuously evaluate our impact programs and priorities and set targets to track our progress. Explore our 2025 and 2030 goals below.

## Economic Empowerment

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



[See the notes on our goals.](#)

## eBay for Charity

From 2021 to 2025, raise **\$600 million** in total funds to support charities globally.



# Our Impact Goals

## eBay Foundation

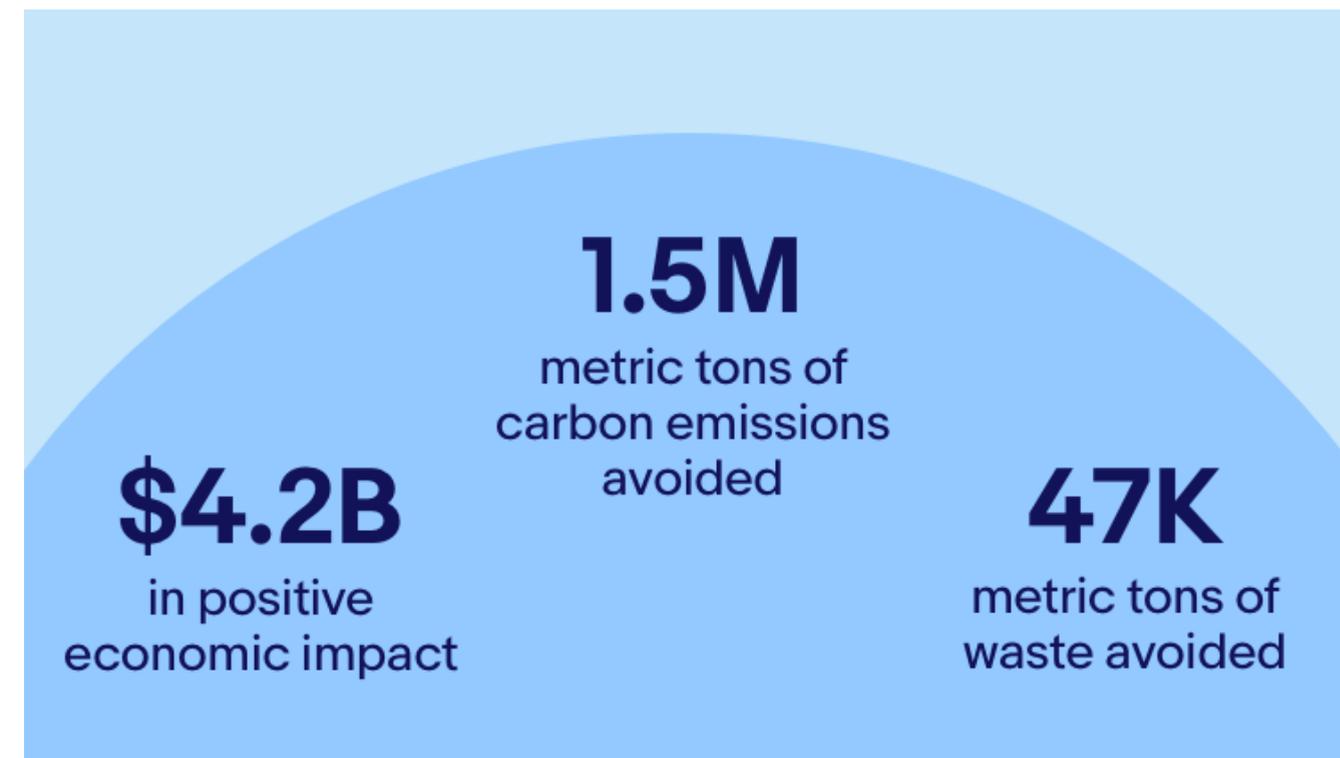
From 2021 to 2025, increase the rate of employee participation in eBay Foundation programs year-over-year.

From 2021 to 2025, through Foundation support of nonprofits, **300,000 businesses** will be created or strengthened by 2025.



## Recommerce

From 2021 to 2025, create **\$20 billion** in positive economic impacts, avoid **7 million metric tons** of carbon emissions and avoid **230,000 metric tons** of waste through selling pre-owned and refurbished on eBay.



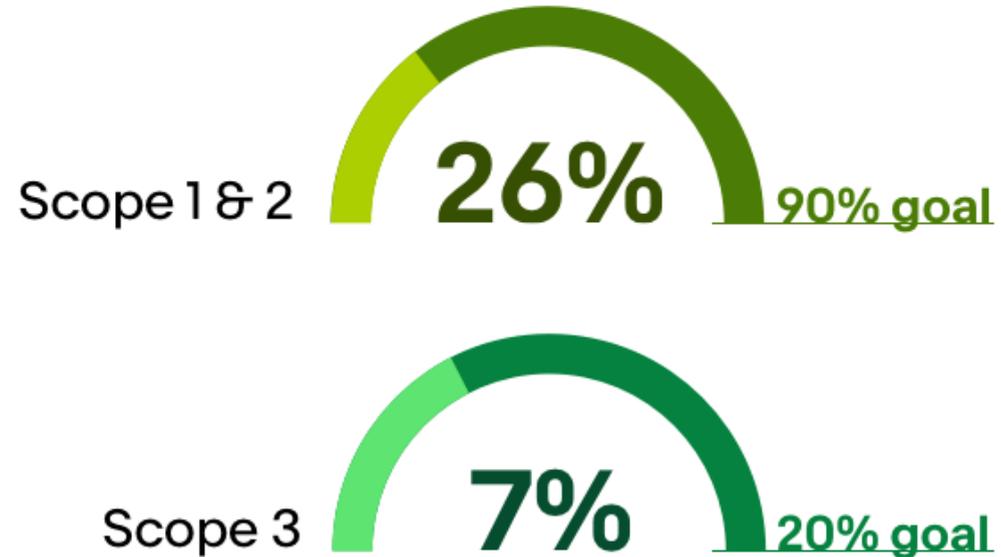
[See the notes on our goals.](#)

# Our Impact Goals

## Carbon Emissions

Achieve **90 percent** absolute reduction in Scope 1 and 2 greenhouse gas (GHG) emissions by 2030 from our 2019 baseline. Achieve **20 percent** absolute reduction in Scope 3 downstream transportation and distribution by 2030 from our 2019 baseline.

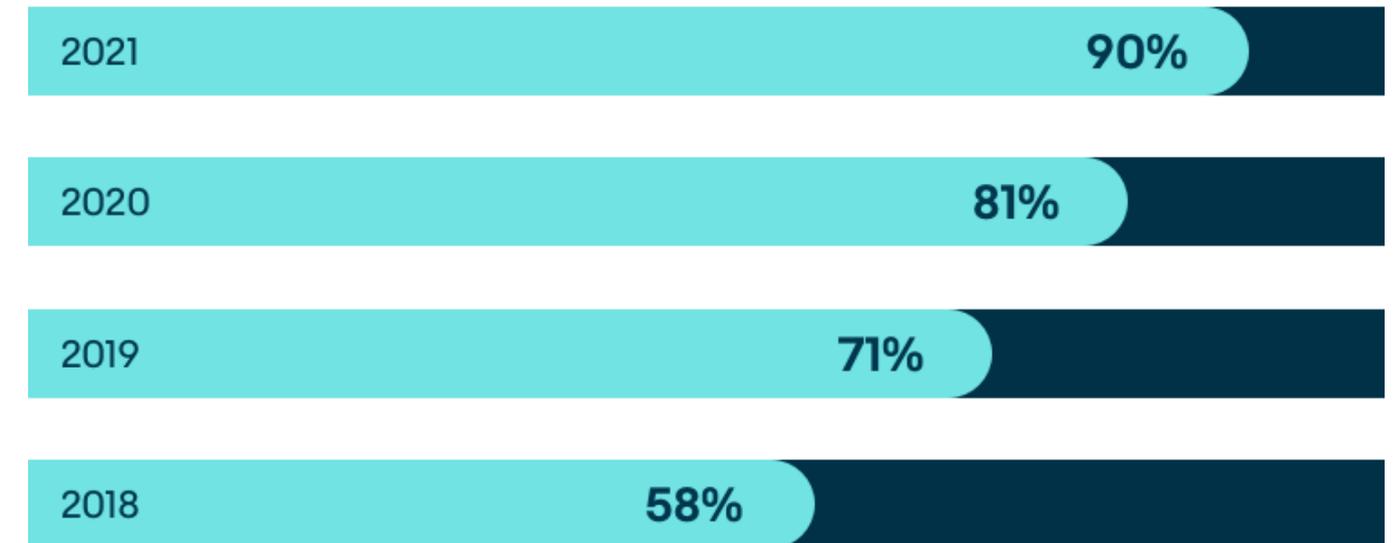
### Reduction in Carbon Emissions from 2019 Baseline



## Renewable Energy

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

### Electricity Supply from Renewable Energy Sources



# Supporting Sustainable Development

In addition to our 2025 impact goals, we support the **United Nations Sustainable Development Goals (SDGs)** through our platform, initiatives and business operations. Below are the six SDGs where we align our efforts.



## Gender Equality

Increasing the number of women employed at eBay while providing fair access to opportunities as well as cultivating an inclusive environment where they experience a deep sense of belonging and are equitably compensated.

### Target 5.1

**99.9%** pay parity for women in the U.S. for total compensation

**100%** pay parity globally for women

Women at eBay is an employee community led by women and men to advance gender balance and equality at eBay

### Target 5.5

**5 out of 13** of the BOD members are women

**34%** of leadership positions (directors or above) are women

**41%** of total workforce are women (December 2020-2021)



## Affordable and Clean Energy

Working to power our operations with 100 percent renewable energy sources and partnering with other businesses and organizations to enable renewable energy purchases—accelerating the transition to a clean energy economy.

### Target 7.2

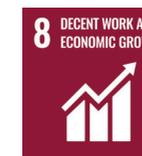
**90%** renewable energy for all of our data centers and offices in 2021

**16%** increase from 2019 to 2021 in MWh of renewable energy

**337,255 MWh** Total Green Power Usage was in 2021

### Target 7.3

**34,200 kWh/\$M** energy intensity in 2021



## Decent Work and Economic Growth

Supporting small business growth through programs like Up & Running and eBay Academy; investing in advancing an equitable global economy through the eBay Foundation; and advocating for policies that enable small businesses to compete in an open market.

### Target 8.1

**22%** growth in eBay’s commercial sellers in less-advantaged communities compared to a 1.3% decrease in the number of business enterprises in those communities from 2011 to 2019

### Target 8.3

**1M+** eBay-supported jobs in the U.S.

### Target 8.5

eBay’s Supplier Code of Business Conduct & Ethics:

- Covers women’s rights, living wage and data privacy
- Aims to support and promote the protection of fundamental human rights across our value chain

# Supporting Sustainable Development



## Responsible Consumption and Production

Providing a global platform where products can find renewed life and value and pursuing new ways to advance circular commerce by using innovative technologies.

### Target 12.5

#### Waste Diversion

**96.9%** waste diversion in 2021 at San Jose headquarters

**189 tons** of waste diverted from landfills in San Jose in 2021

#### Recommerce

**1.5M metric tons** of carbon emissions avoided in 2021 through people selling their pre-owned products on eBay

**47,000 metric tons** of waste avoided since 2021



## Climate Action

Taking action to reduce our own carbon footprint even as we grow our business and collaborating and advocating to advance climate action policies.

### Target 13.1

**26%** decrease in Scope 1 and 2 emissions between 2019 and 2021

**5,558 metric tons** Scope 1 emissions in 2021

**41,757 metric tons** Scope 2 emissions in 2021



## Partnerships

Helping nonprofits raise funds to advance causes that support sustainable development, and collaborating with NGOs and other organizations to advocate for positive social and environmental impact.

### Target 17.3

#### Global Give

**\$3M** granted to 49 nonprofits in 2021

#### Strategic Grantee Partners

**\$7.85M** in grants to 12 nonprofits in 2021

Note: Apex Companies, LLC performed its work in accordance with Apex’s standard procedures and guidelines for external Assurance of Sustainability Reports and International Standard on Assurance Engagements (ISAE) 3000 Revised, Assurance Engagements Other than Audits or Reviews of Historical Financial Information (effective for assurance reports dated on or after Dec. 15, 2015), issued by the International Auditing and Assurance Standards Board. Apex’s Assurance Opinion for “Gender: Total Workforce; Leaders; Tech; and Non-tech,” “Race & Ethnicity: U.S.: Total Workforce; Leaders; Tech; and Non-tech,” and “Gender Pay Equity” is published in full [here](#).

# Economic Opportunity

## Building pathways to opportunity globally

When a seller opens their virtual doors on our marketplace, we're with them every step of the way. We partner with our seller community, providing them with the tools and training to start and grow their business on our platform.

Entrepreneurs, businesses and nonprofits of all sizes can build their brands on eBay to fit their unique personalities and inventory with our support, advocacy and outreach. And we've developed specialized programs like Up and Running and eBay Academy, all to help them achieve the benefits of online commerce.

Success for us happens together. We don't compete with our sellers — we win when they do.



### IN THIS SECTION

**Small Business Programs  
and Support**

**Community  
Impact**

## Small Business Programs and Support

**The eBay marketplace allows even the smallest businesses to create a storefront online and compete globally.**

Reaching distant consumers is especially important for small businesses operating from more economically challenged regions, including rural communities. Our goal is to fuel sustainable, long-term economic health for small businesses through digital commerce. We develop training, resources, workshops and tools to help them excel in ecommerce — today and in the future.

### Our Small Business Accelerator Program: Up & Running

With small businesses being especially hard hit during the COVID-19 pandemic, we launched the [Up & Running](#) program to help them get online and grow through the pandemic and beyond. The global program helps sellers jumpstart their ecommerce experience, providing dedicated support and mentoring so they learn how to supercharge their listing and marketing strategies; create a dynamic digital storefront; leverage powerful data analysis tools to fuel their performance; and more. In total, we have awarded \$1 million to 100 small business sellers from across the U.S. to fuel their business growth during the pandemic.

### Fostering Ecommerce Literacy and Growth: eBay Academy

After the success of eBay Seller School with over 19,000 sellers enrolled in the U.S., we launched [eBay Academy](#), a new online learning platform that offers new topics on various tools and best practices to help sellers grow their business. Topics cover how to create stand-out listings, manage their growing catalogs, delegate tasks to employees, communicate effectively with buyers, promote items with eBay promotional tools, ship internationally and handle returns. eBay Academy is currently live for sellers in the U.S., U.K., and Germany. With a rolling launch schedule in 2022, sellers in France, Italy and Canada will also have an opportunity to learn the ins and outs of setting up and growing their business on eBay for years to come. It's available anytime, from anywhere, at no cost to sellers.

### eBay's Small Business Ambassador Network

Our [Small Business Ambassador Network](#) (SBAN) is a global advocacy group that empowers sellers to get personally involved in shaping public policy that protects and promotes sellers utilizing eBay's platform. These eBay entrepreneurs can connect with their elected officials to share their story through meetings with their legislators, media opportunities or even testifying in hearings. The SBAN network includes eBay sellers in more than 25 countries around the world, and members in every U.S. state.

**1M+**  
**U.S. jobs**  
supported through  
eBay in 2021

## eBay Reports on Small Online Businesses

Supporting our vibrant community of sellers has always been our top priority. Our [Equitable Entrepreneurship: Empowering Women Through eCommerce Report](#) demonstrates how access to ecommerce opportunities on eBay have helped women in the U.S., from small business owners to entrepreneurial individuals, deal with the economic and social challenges of the COVID-19 pandemic. Additionally, we published reports demonstrating how eBay empowers small businesses and entrepreneurs in the [U.S.](#) and [India](#) to sell to shoppers across the global marketplace and at a rate that outpaces the exporting activity of traditional businesses.

eBay sellers are also the key to enabling a more circular and sustainable commerce. [In a recent survey](#), 78% of eBay-enabled European small business sellers said they sold non-new items and that these represented over half (52%) of their total sales.

## Community Impact

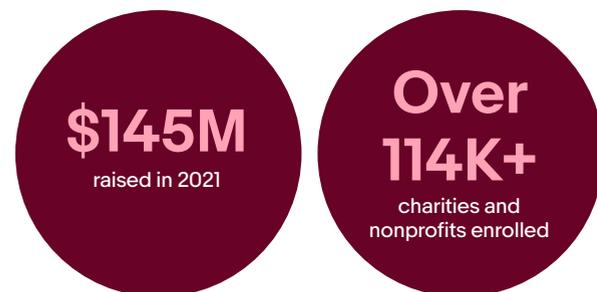
**Our efforts to create economic opportunity for all extend beyond our marketplace and into the communities in which we live and work.**

Nonprofits and charities use our platform every day to help fund their vital work within communities. We are also committed to supporting populations of traditionally underrepresented entrepreneurs in service of creating more vibrant local economies.

### eBay for Charity

Our marketplace is home to one of the most powerful giving platforms in commerce today. Every time someone buys or sells on [eBay for Charity](#), they can support the causes that matter the most to them. Charitable organizations use our platform to help reach their fundraising goals, and we also partner with a range of brands and high-profile individuals to bring one-of-a-kind charity auctions to eBay.

In 2021, eBay for Charity matched donations made to Direct Relief and partnered with OXFAM, Make a Wish Foundation, Stop AAPI Hate and The Andy Warhol Foundation. More than \$145 million was raised by buyers and sellers to support charities via eBay for Charity in 2021, an increase of 18% over the previous year, breaking all previous records.



## eBay Foundation

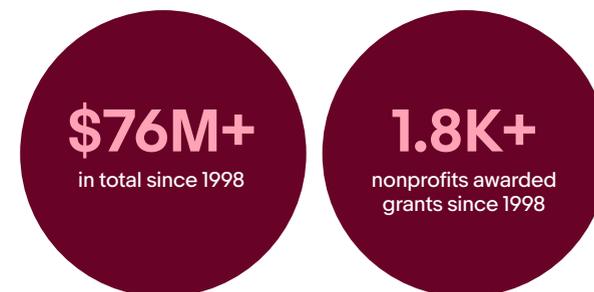
We believe when entrepreneurs succeed, they build more resilient and vibrant communities. Our [eBay Foundation](#) partners with nonprofit organizations that are addressing and removing ongoing systemic barriers to entrepreneurship around the world.

In 2021, our Foundation introduced a new strategic vision that will significantly increase our level of impact. While the Foundation has focused on entrepreneurship for a number of years, this sharpened focus on who we serve and how we are showing up represents an important shift. This strategy focuses on addressing and removing barriers for people who identify with groups that have been historically excluded.

Under this new strategic vision, the Foundation is focused on investing in general operations for nonprofits and organizations that are driving systemic change. Our Foundation grantees are the experts, so whenever possible, we provide unrestricted support to address the challenges and solutions at the heart of their mission. During 2021, the eBay Foundation granted over \$14 million, including employee matching gifts, to support historically excluded entrepreneurs. To date, the eBay Foundation has awarded more than \$76 million to more than 1,800 nonprofits.

### 2021 Strategic Grantee Partners

- Start Small Think Big
- Accion Opportunity Fund
- Small Business Majority
- ICA
- Kiva
- LISC
- Hello Alice
- Greenlining Institute
- Right to Start
- Common Future
- Black Innovation Alliance
- Racial Equity Alliance



## eBay for Change Hub in the U.K.

We [launched the eBay for Change program last year in the U.K.](#) to support small businesses with a clear social mission, and to help spur job creation and other opportunities in vulnerable communities. The [eBay for Change hub](#) connects more than 27 million British shoppers with these small businesses who are reinvesting their profits back into their local communities or abroad.

To launch the program, eBay partnered with [Social Enterprise U.K.](#) and the [World Fairtrade Organization](#) to provide online storefronts to these mission-driven businesses and an in-depth package of support that includes zero fees, digital skills training and marketing.

# Sustainable Commerce

## Supporting a thriving environment

As a pioneer of meaningful commerce, we strive to sustain the future of our customers, our company and our planet. And central to this journey, we will continue to embrace sustainable practices that reinforce our commitment to operating with integrity.

Every day, we help extend the life of products through the resale of refurbished products and pre-owned items on our marketplace. In our eBay offices and data centers, we continually expand our investment in clean energy and energy-efficient techniques. Our goal is to source 100 percent of our energy from renewable sources by 2025 — and we're already 90 percent of the way there. We also assess any potential impact on biodiversity caused by our offices and data centers.

Setting our Science-Based Target, along with publishing our annual [Task Force on Climate-Related Financial Disclosures \(TCFD\) reports](#), helps reinforce our increased momentum toward climate transparency and action — as does our continued participation in the CDP's climate survey and recognition in the DJSI's World and North America Indices.

Sustainability is core to our founding purpose and foundational to our business. Read our [eBay Environmental Policy](#) for additional information.



### IN THIS SECTION

Environmental Footprint

Recommerce



**eBay’s commitment to sustainability, renewable energy and reducing our environmental footprint is an ongoing essential part of our culture.”**

**— Renee Morin, Chief Sustainability Officer**

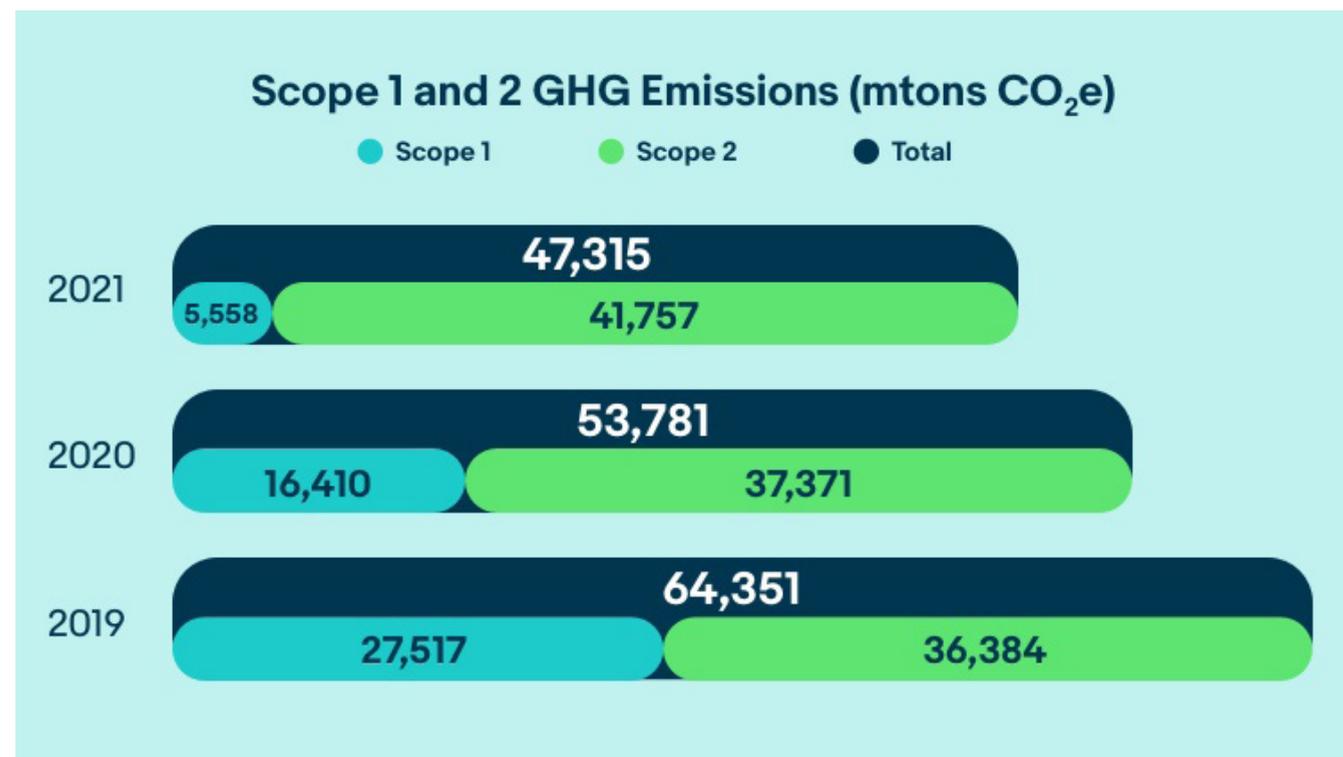
# Environmental Footprint

We continuously seek to better understand, track and quantify our environmental footprint. The following pages contain a snapshot of our impacts from 2021.

## Greenhouse Gas Emissions

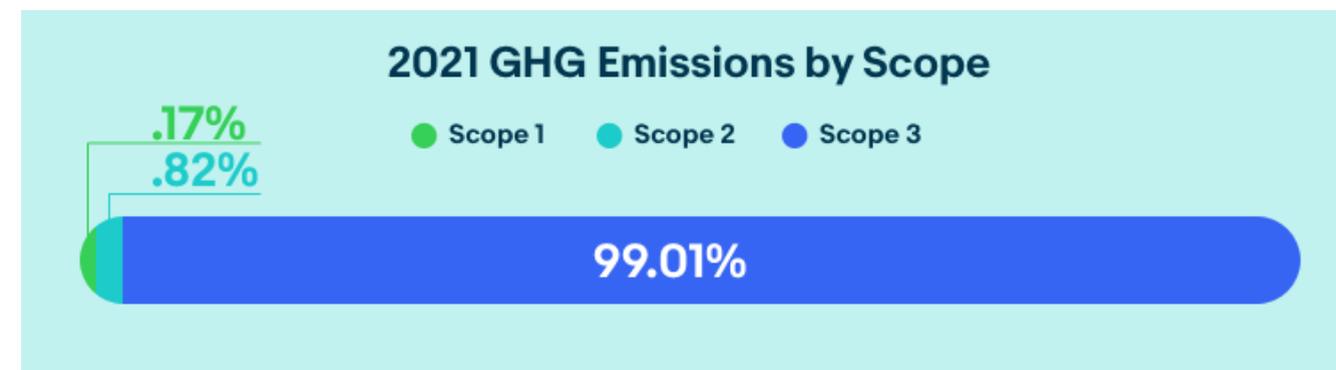
### Scope 1 and 2

We report our carbon emissions using classifications within the World Resource Institute’s Greenhouse Gas Protocol. Our efforts are aligned to our [Science-Based Target goal](#) to reduce Scope 1 and 2 emissions by 90 percent by 2030, and Scope 3 downstream transportation and delivery emissions by 20 percent in the same timeframe. Our data coverage for these scopes include 100 percent of our operations in tracking our GHG emissions.



Throughout 2021, we made strides to implement energy-efficient practices at our eBay offices and data centers, resulting in a significant decrease in our total Scope 1 and 2 emissions (or those coming directly from a company’s operations). For the remaining Scope 1 and 2 emissions, we have purchased carbon offsets to achieve carbon neutrality as a company.

When looking at our corporate footprint, data centers comprise the majority of our emissions at 73 percent, and offices and direct business travel contribute the remainder. Across our server rooms, we continue to invest in more efficient cooling systems for electricity generators to reduce our operational energy use. Moreover, at our global offices, we continue to actively manage our heating, ventilation and air conditioning (HVAC) systems, lighting and IT infrastructure. For instance, we’ve retrofitted our Shanghai office with LED lighting to save on electricity, while reducing utility costs.



Data from prior years have been restated to ensure consistency with updated emissions factors, CDP and RE100 reporting requirements. In 2021, we re-baselined our emissions for entities that were sold, including eBay Classifieds Group and our Korean business.

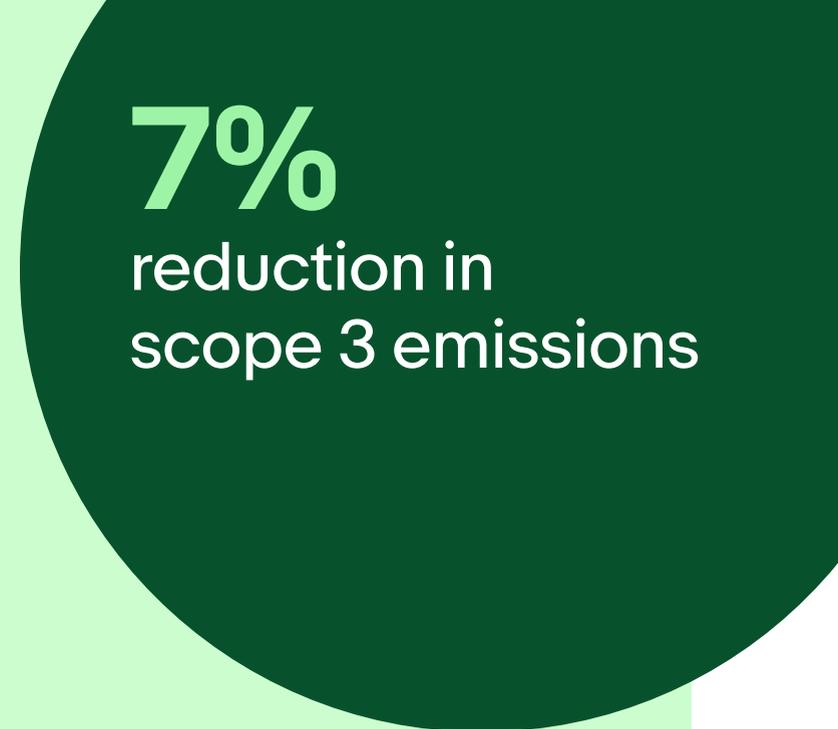
A Note About Assurance: In accordance with ISO 14064-3 on GHGs – Part 3: specification for guidance for the validation and verification of GHG assertions, external assurance provider Apex Companies, LLC performed a limited assurance of Scope 1 and 2 GHG emissions, Scope 3 business travel, energy consumption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

### Scope 3

Scope 3 emissions include emissions from activities up and down our value chain. For eBay, as an online marketplace, Scope 3 emissions are primarily derived from the shipping and transportation of items purchased online. As we work to reduce our transportation impact, we work with shipping carriers on the data collection process to track our overall impact. In 2021, we've increased our data quality in assessing the entire shipping process from our marketplace, including two of our larger international markets: the U.K. and Germany in addition to the U.S. To date, as part of our Science-Based Target, we have reduced our transportation footprint by 7 percent, from 4.4 million in 2019 to 4.1 million in 2021.

#### 2021 Scope 3 Emissions by Category (mtons CO<sub>2</sub>e)

Category	mtons CO <sub>2</sub> e
Purchased goods and services	235,000
Capital goods	39,000
Fuel-and-energy-related activities	53,000
Upstream transportation and distribution	21,800
Waste generated in operations	4,500
Business travel	2,176
Employee commuting	20,400
Downstream transportation and distribution	4,100,000
Use of sold goods	276,000
<b>Total</b>	<b>4,751,876</b>



Data from prior years have been restated to ensure consistency with updated emissions factors, CDP and RE100 reporting requirements. These figures replace previously published data. In 2021, we re-baselined our emissions for entities that were sold, including eBay Classifieds Group and our Korean business.

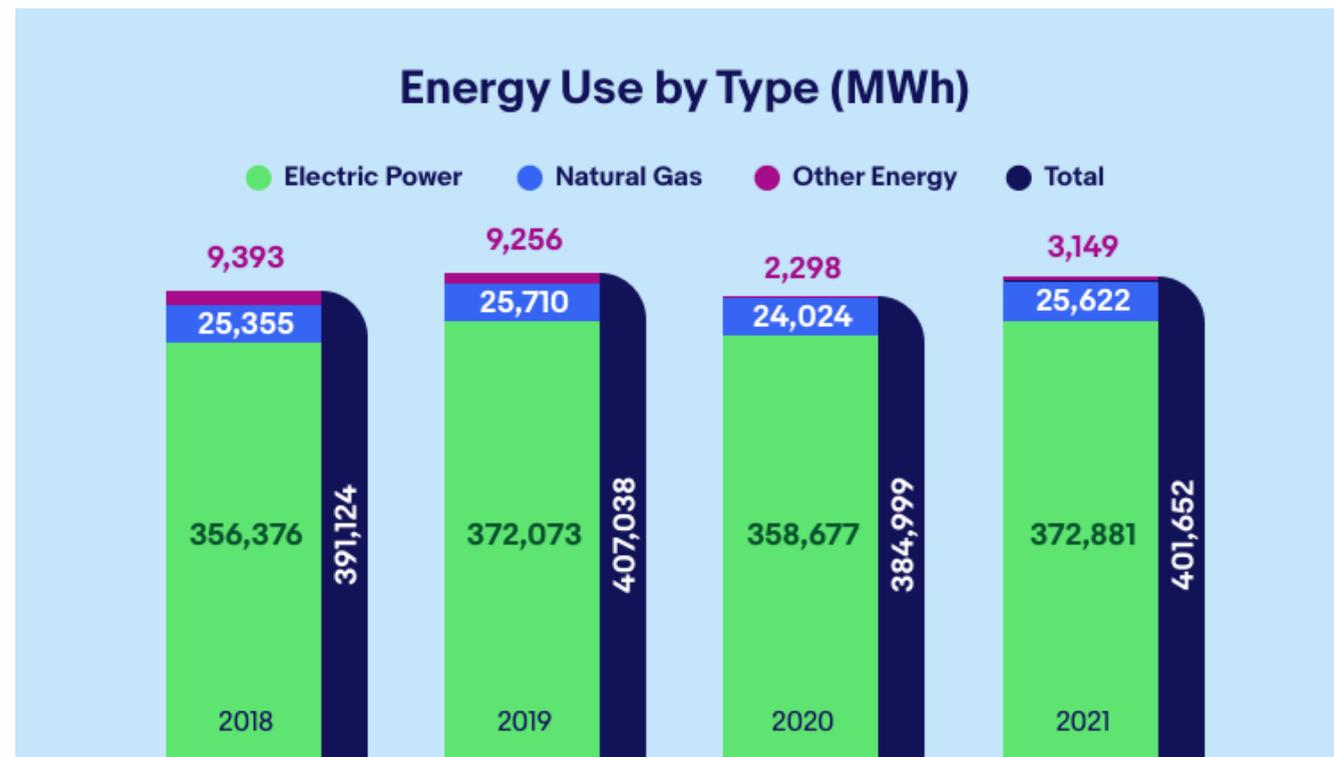
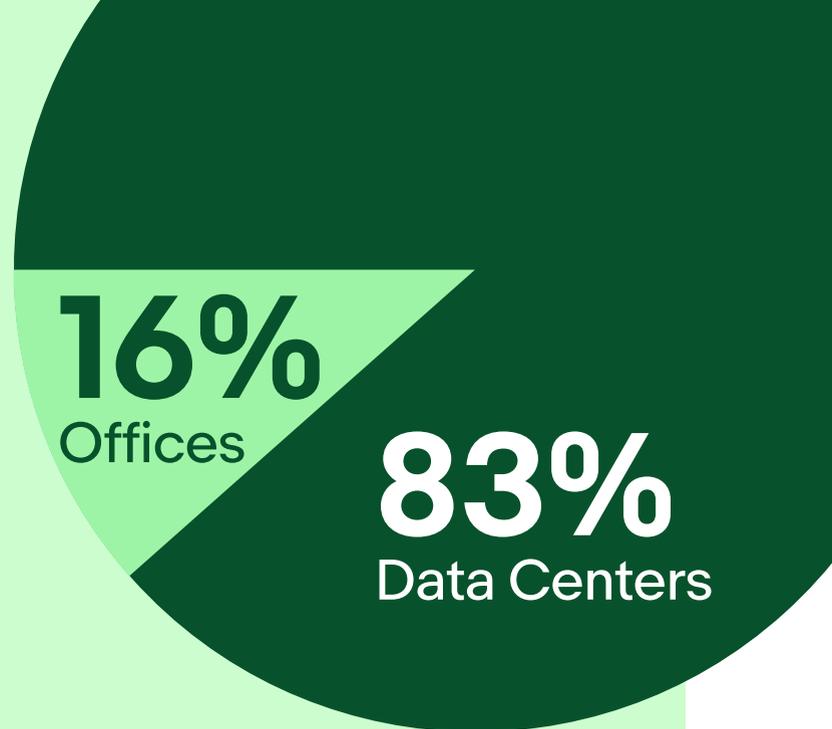
A Note About Assurance: In accordance with ISO 14064-3 on GHGs – Part 3: specification for guidance for the validation and verification of GHG assertions, external assurance provider Apex Companies, LLC performed a limited assurance of Scope 1 and 2 GHG emissions, Scope 3 business travel, energy consumption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

## Energy Use

Similar to other tech companies, our largest environmental impact comes from energy use in our offices and data centers. In 2021, electricity use increased at our data centers as our marketplace business grew, though this was in part offset by energy efficiency initiatives across our properties. In 2021, eBay expanded these practices to include power and thermal environmental management in our remote office server rooms – decreasing the amount of energy consumption by increasing the temperature set points in the rooms. eBay invested in Smart Power Distribution units (PDUs) globally to actively monitor power and thermal usage, and continue to look at ways to promote greener server rooms.

In addition, our intensity factor (energy use per million dollars of revenue) has decreased year-over-year since 2019. This metric describes the amount of energy used compared with the size of the company, meaning that while our overall electricity usage increased, eBay has been more efficient – something we strive to continue.

Moreover, as part of our commitment to sustainability, we continue to implement energy-saving strategies in the operations of all of our facilities. To date, our primary data centers in Salt Lake City, Utah, have earned the ENERGY STAR® for Data Centers Label.



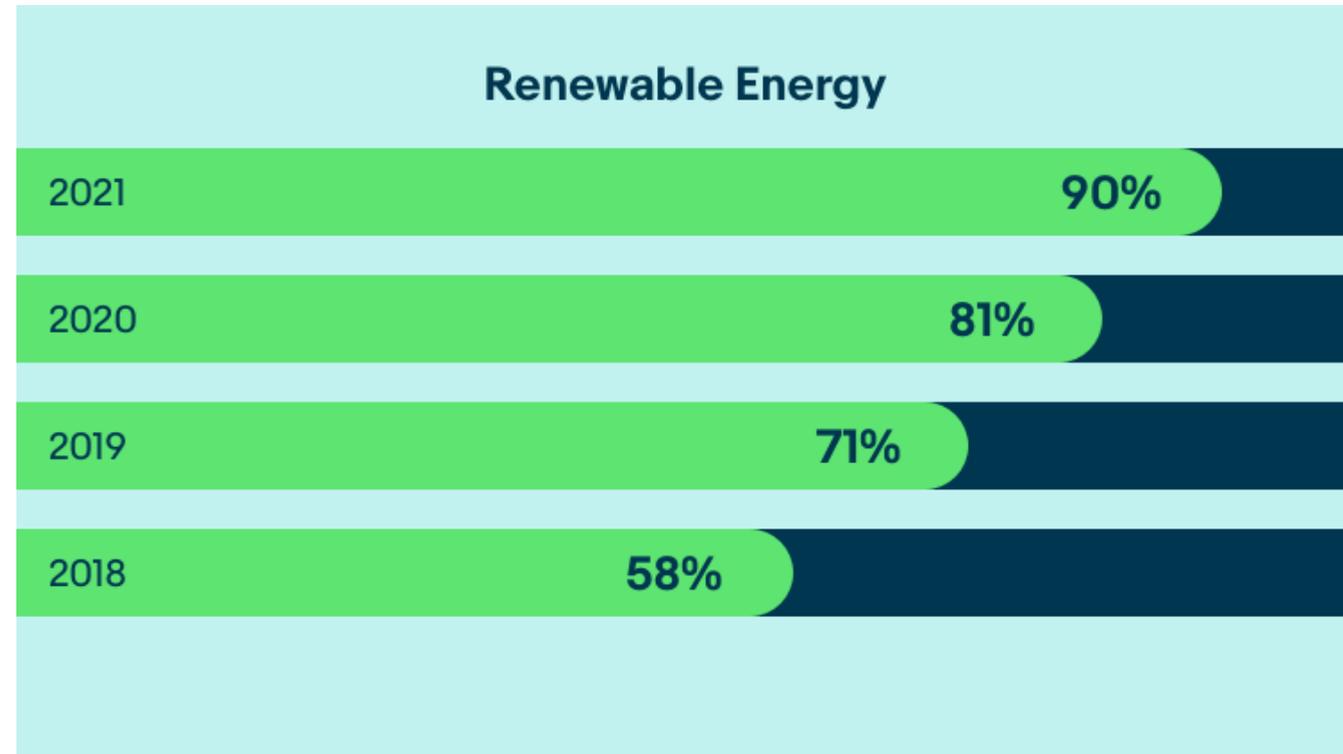
Data from prior years have been restated to reflect collection of additional activity data and to ensure consistency with CDP and RE100 reporting requirements. These figures replace previously published data.

## Renewable Energy

It is vital not just for our business but for the health of the planet to invest in clean energy sources. We have previously set a goal to use exclusively renewable energy for our electricity needs in the data centers and offices which we control, and we remain on track for that. In 2021, we achieved 90 percent renewable energy, up from 81 percent in 2020 and 71 percent in 2019.

eBay also continues to invest in renewable energy projects, prioritizing virtual purchase power agreements (VPPAs), which ensure that more green electricity is fed into our electricity grids. So far, we've entered into VPPAs for a solar project in Louisiana and a wind project in Texas while we continue to look for additional opportunities globally.

In our San Jose headquarters, our largest office, we use 100 percent renewable energy, provided by San Jose Clean Energy. This office now uses exclusively wind, solar and geothermal power, and we look to expand this to more offices in the future. eBay consistently searches for opportunities for local, renewable energy solutions to power our offices and data centers.



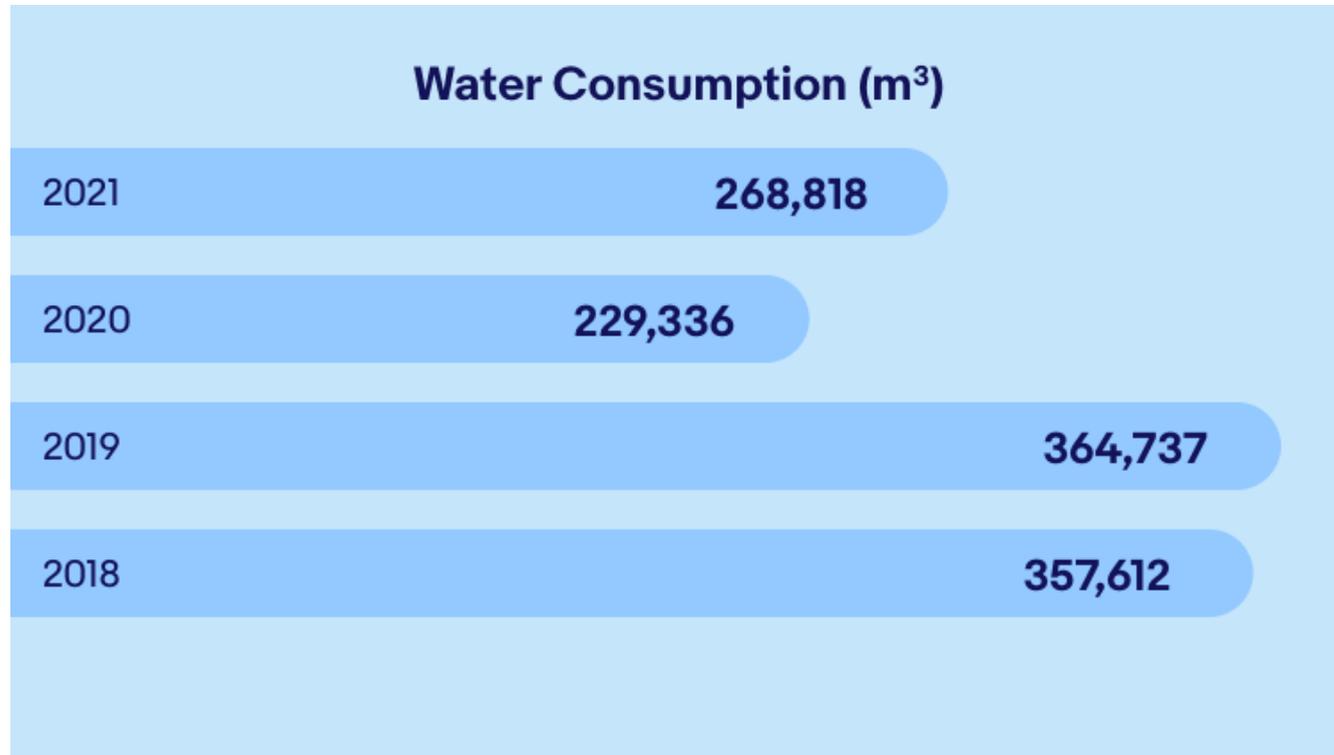
Data from prior years have been restated to reflect collection of additional activity data and to ensure consistency with CDP and RE100 reporting requirements. These figures replace previously published data.

## Our EPA Green Power Partnership

In 2021, we were designated as an official member of the U.S. Environmental Protection Agency's (EPA) Green Power Partnership, a voluntary program that encourages organizations to use green power as a way to reduce the environmental impacts associated with conventional electricity. We also were included in the partnership's [Top 30 Tech & Telecom list](#), which highlights the annual use of leading Green Power Partners in the tech industry.

## Water Consumption

Water consumption continues to be of utmost importance to us. At many offices and data centers, we’ve installed more efficient toilets and faucets, and work to ensure that our data collection is precise with regards to our water use. Our data centers use water-based cooling systems on a closed loop to decrease water loss as well. eBay’s water consumption totals in 2021 is slightly up compared to 2020, but this is due to an increase in the number of reported water use through coordination with our landlords.



## Waste Diversion

As an ecommerce company we have minimal waste, though we remain committed to reducing the amount of waste that leaves our eBay-owned sites. We have had a slight decrease in waste diversion this year due to renovations and structural improvements at our headquarters. However, we continue to focus on improving our data collection across our global operations.



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

A Note About Assurance: Apex’s standard procedures and guidelines for external Assurance of Sustainability Reports and International Standard on Assurance Engagements (ISAE) 3000 Revised, Assurance Engagements Other than Audits or Reviews of Historical Financial Information (effective for assurance reports dated on or after Dec. 15, 2015), issued by the International Auditing and Assurance Standards Board. Apex’s ESG Independent Assurance Statement is published in full [here](#).

## Biodiversity

We annually assess our impact on surrounding wildlife and ecosystems near our owned and leased properties.

At the end of 2020, we conducted an analysis of our locations and examined their proximity to protected areas, including: International Union for Conservation of Nature (IUCN) Designations, UNESCO Natural World Heritage Natural Sites, UNESCO Man and the Biosphere Reserves and Convention on Wetlands of International Importance. This assessment evaluated potential risks throughout eBay's portfolio of physical locations, including most metro areas where eBay has a large presence. Geographically, eBay's potential risks were more concentrated in Asia — particularly within India. eBay's headquarters location in San Jose, California, is also exposed to potential physical risks, which may include flooding and wildfires.

## Key Sustainable Commerce Partners

eBay is a member of:

- [Renewable Energy Buyers Alliance](#) (REBA)
- [Business for Innovative Climate and Energy Policy](#) (BICEP) coalition
- [Utah Clean Energy Coalition](#)
- [Circle Economy](#)
- [Ellen MacArthur Foundation](#)
- U.S. Environmental Protection Agency's (EPA) [Green Power Partnership](#)

# Recommerce

We have always been at the forefront of recommerce, or circular commerce, starting with that first sale of a used laser pointer.

Every day, we help extend the life of products through the resale of pre-owned and refurbished items on our global platform. By keeping products in circulation longer, we contribute to a robust circular economy that's essential for the sustainability of our planet.

eBay has had more growth in recommerce — or the selling and buying of pre-owned items — than in new products in 2021. We've also invested further in recommerce with our eBay Refurbished program, to make recommerce even more attractive.

Recommerce is and always has been foundational to eBay. Our environmental analysis now includes five verticals in six markets (U.S., U.K., Canada, France, Germany and Italy), and we continually expand our understanding of our environmental impacts. From 2021 to 2025, our goal is to avoid seven million metric tons of carbon emissions and avoid 230,000 metric tons of waste. In addition, we will enable the creation of \$20 billion in positive economic impact from buyers saving money on purchasing pre-owned and refurbished goods on our marketplace.



## Recommerce Report

Recommerce brings us one step closer to a more sustainable future. It extends the life of a product, while also conserving the energy, resources and costs to create new items. Consumers worldwide recognize that recommerce can be a potential source of great income, with the added benefit of contributing to a healthier planet.

Our second annual Recommerce Report finds that economic opportunity and sustainability continue to be key motivators for the secondhand resale market. [Read our full report.](#)

# Culture and Workforce

**We aspire to make extraordinary things possible for each other and our customers every day**

We invest in hiring and developing the best talent at all levels across our business. We aim to bring more people to join eBay from different communities around the world, so we can inspire innovations and new product experiences that are better attuned to our customers' needs. Our goal is to continue building a marketplace that brings people together and creates unexpected joy. We work to earn customers' trust and build the best possible experience on our platform.

When employees join eBay, we strive to welcome them to our warm, inclusive environment where we invite them to learn, grow and thrive. We train our leaders to help each employee succeed at eBay based on their unique talents and ambitions, and provide feedback opportunities for employees to receive ongoing guidance from their colleagues. Moreover, we conduct regular employee surveys to inform how we can further create a work environment where employees can excel every day.

Our purpose at eBay is to create economic opportunity for all. Our employees continue to seek ways to further support their local communities by participating in volunteering and giving efforts.

We are an equal opportunity employer. [Learn more](#) about career opportunities at our company.



## IN THIS SECTION

**Investing in Leadership**

**Employee Professional Development**

**Health and Financial Benefits**

**Employee Giving and Volunteering**

**Diversity, Equity and Inclusion**

## Investing in Leadership

We invest in leadership development and career growth.

Our goal is to develop core leadership skills by providing targeted, connected and versatile development opportunities for employees to empower their long-term growth at eBay. We believe that great leadership is not tied to a position or title in an organizational chart but rather is illustrated by the positive impact on others and in how we work and grow together.

At eBay, we have five leadership essentials that articulate how great leaders role model the way we work. As part of this experience, employees and leaders can explore various development paths to support them on their career journey. Employees can participate in individual coaching sessions with eCoach, or pursue group coaching opportunities by joining our Leading at eBay program to learn alongside a small cohort. We host regular speaker sessions with leadership experts throughout the year on topics addressing leadership development and career growth. Moreover, we provide talent development workshops and specialized programming in building effective and high-performing teams — all focused on enabling social learning and a culture of inclusivity and feedback. For directors and above, we offer executive coaching as well as executive education programs where they can learn from top university professors and with peers from other industries.

In parallel, we've developed a suite of online resources and programming for employees to access at any time, anywhere. These resources include a simple self-assessment tool for employees to map out the focus of their leadership development; on-demand leadership development pathways through LinkedIn Learning; and a new, internal Leadership Library that provides short, action-focused articles to help employees put leadership principles into practice.

We continue to take a comprehensive view in identifying professional opportunities internally for employees to advance to executive positions. When it comes to attracting and retaining exceptional talent, our investment in leadership development opportunities further strengthens our global recruiting strategy. Our company's purpose-driven legacy and brand — alongside the opportunity to make a meaningful, positive difference at scale through our technology — continues to attract remarkable talent for prospective leadership positions as part of our overall succession planning.

## Employee Professional Development

Our goal is to ensure that employees can continue to learn, grow and thrive overall while at work.

When employees are at eBay, we strive to provide them with a variety of opportunities and resources to learn and grow, so they can further define their own career success in line with their professional ambitions and goals.

Employees can work on diverse assignments and projects while at eBay to further hone their skill sets, and partner with leaders and other colleagues to receive coaching and mentorship. Additionally, we invest in leading technologies that support continuous education and learning, including on-demand courses, personalized learning experiences and specialized avenues for ongoing feedback for employees. We also provide practical tips and tools for employees through [Grokker](#) and [Lyra](#) to support their physical and mental wellness.

For new employees, we have evolved our new hire orientation experience, Becoming eBay, to allow for virtual onboarding and employee connection across our global offices, enabling new employees to help learn more about the company. The orientation focuses on providing new hires with a look to different parts of our business and learning more about our customers.

We continuously refine our performance management framework for employees. The framework provides a structure for managers and employees to engage in ongoing coaching conversations through several stages, including planning, developing and evaluating for success. As part of the framework, managers engage in open dialogue with employees about their career aspirations and growth opportunities, which heightens their overall professional development while at eBay. We also provide employees with various ways to ask their colleagues for development feedback, including a detailed and developmentally focused eBay360.

We also are committed to our employees' ongoing education and provide regionally specific financial support for professional degrees and certifications.

## Engaging With Our Employees

Our employees' well-being and professional development remain top priorities for us. We continuously seek their input through regular surveys where we ask them to share their feedback to help shape our company's future and workplace.

Twice a year, we conduct company-wide surveys to seek employee feedback on their overall experience and workplace satisfaction. In 2021, we saw continued high participation rate and engagement from employees in these surveys compared to the past five years, with strong employee satisfaction scores. We are committed to fostering an open dialogue with our employees, so they can continue to grow and thrive while at work.

## 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 financial well-being, including comprehensive health insurance offerings, retirement plans and paid time away from work. Globally, all employees can access a fully company-paid employee assistance plan, a sabbatical program, a wellness platform and a medical second opinion/navigation program that provides access to top medical field experts. These benefits are also extended to part-time eBay employees working 50 percent or more of a full-time employee's working hours.

We work to provide our employees with the care and flexibility needed to support their families while growing their careers at eBay. For new parents, we provide 100 percent paid birth parent and non-birth parent leave for all eligible employees worldwide, along with extensive resources for maternity and parental support. Employees can access 20 weeks of paid birth parent leave (i.e., birth mothers) and 12 weeks of paid, non-birth parent leave as a standard benefit (i.e., fathers, adoptive parents, same-sex partners) globally.

We continue to support employees diagnosed with serious health conditions and provide paid family leave for those who are caring for sick family members. We also increased work flexibility to balance personal and professional responsibilities and continued to provide back-up in-home child and adult care in the U.S., U.K., Canada, Germany and Ireland. Employees in these five countries plus a dozen more can access family and child care resources under our benefits. eBay also partners with Milk Stork to better support eBay moms who need to travel for work. Milk Stork provides breast milk shipping services, so when business travel is required, they'll be able to send breast milk home from anywhere in the world.

We continue to monitor and adapt to workplace changes brought on by the COVID-19 pandemic. eBay continues to support our people who are predominantly working from home by providing equipment, systems and resources for remote connection, including for our customer experience team members who are continuing to work from home in most cases. As we continued to hire employees throughout the pandemic, we have also had the opportunity to welcome employees back to the office on a voluntary basis, where it is safe to do so, and introduced new habits to enable collaboration in a hybrid environment.

eBay has continually engaged with our employees to support physical and mental health for them and their families through online wellness resources, webinars, telehealth access and expansion of company-paid mental health support. Specifically, we expanded our Employee Assistance Program (EAP) and continued to provide training for managers and other frontline staff to recognize signs of distress. As part of our efforts, U.S. employees received quicker access to mental health care and improved continuity of care for them and their family members. Moreover, we offered pandemic time-off for employees and have provided paid time off (eight hours) to all employees globally in order to get vaccinated or manage post-vaccine symptoms.

To support employees who are transgender or in the process of transitioning, we continue to help remove some of the financial barriers and stigmas that can hamper their experiences. At the moment, this is only a U.S. offering.

For our employees' financial well-being, we also provide resources – from 401(k) savings and other savings plans around the world to financial planning – for our U.S. employees from their first day. We also contribute to health savings accounts, company-paid life insurance and provide coverage for short and long-term disability.

# 100%

paid birth parent  
and non-birth  
parent leave  
worldwide

## Employee Giving and Volunteering

At eBay, we have a culture that celebrates giving and our employees play a big part in that. We stand with employees when they drive local giving and volunteering in their communities. And, we increase their impact when they donate to or volunteer with the causes they care about through our employee matching gifts program.

Through the eBay Foundation, our company matches donations to eligible nonprofits up to \$10,000 per employee, per year. Other eligible matching gifts include in-kind donations (such as donating a toy or canned food item for a donation drive) and logging volunteer time through our employee matching gifts site. For every five hours an employee logged on our matching gifts site last year, they could earn a \$100 matching reward to donate to their favorite cause. In 2021, employee contributions and eBay Foundation matching gifts totaled over \$5 million to nonprofit organizations around the world.

Our eBay-led volunteer groups organize local giving and volunteer activities in their global communities. Thanks to our Impact Team leaders who drive local activities, we saw employees commit to weekly companionship calls with homebound older adults, mentor youth, coach entrepreneurs, organize litter pick-up events and more.

Employees also play a critical role in eBay Foundation's Global Give grantmaking program that's aimed at supporting inclusive entrepreneurship and small businesses around the world. Through the program, employees cast over 7,700 votes to help determine \$3 million in funding to 49 nonprofits working in 12 countries with an eBay employee presence.

## Good Deeds Week in Netanya, Israel

Good Deeds Day is an international day of creating positive change in a local community by doing good. Our Israel team organized a "Good Deeds Week" in March 2021 focused on supporting their local Netanya community. Activities included organizing activities for children from lower-income families; upgrading a daycare room with new furniture, hosting a personal empowerment lecture for those experiencing blindness; guiding older adults through a yoga workshop; purchasing dozens of holiday packages for those who survived the Holocaust; and providing gardening support for a treatment center for those with intellectual disabilities.

# Diversity, Equity and Inclusion

Diversity, Equity and Inclusion (DE&I) is core to who we are and is the cornerstone upon which our business is built.

Our purpose makes us unique — and drives us to create opportunities in an open marketplace for everyone, regardless of who they are, how they identify or where they are in the world. We are committed to being a richly diverse, truly equitable and fearlessly inclusive place to work, grow, sell and buy. Over the past year, we have evolved our approach to DE&I by focusing on four key objectives we need to deliver to realize sustained progress: increasing representation, cultivating a sense of belonging, engaging our communities and allies — our sellers and buyers as well as the broader communities we serve — and building inclusive technology.

Equity remains at the forefront of all we do as we deliver meaningful progress across each of these strategic objectives. We will continue to be transparent about our journey and progress made as well as lessons learned. And in a way we never have before, we are holding ourselves accountable to delivering real and sustainable change, with senior level accountability among our executive leadership team tied to these outcomes.

Our Communities of Inclusion continue to be the cornerstone of our DE&I efforts, hosting in-person, hybrid and virtual events that bring together community members and allies — during these, we celebrate cultural moments important to our people and engage thought leaders to educate team members about various cultural and social topics.

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



## Explore Our Work

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. Our 2021 DE&I Report explores what we've done — and where we're headed. We also reflect on what's worked and where we need to do things differently. [Read our full report to learn more.](#)

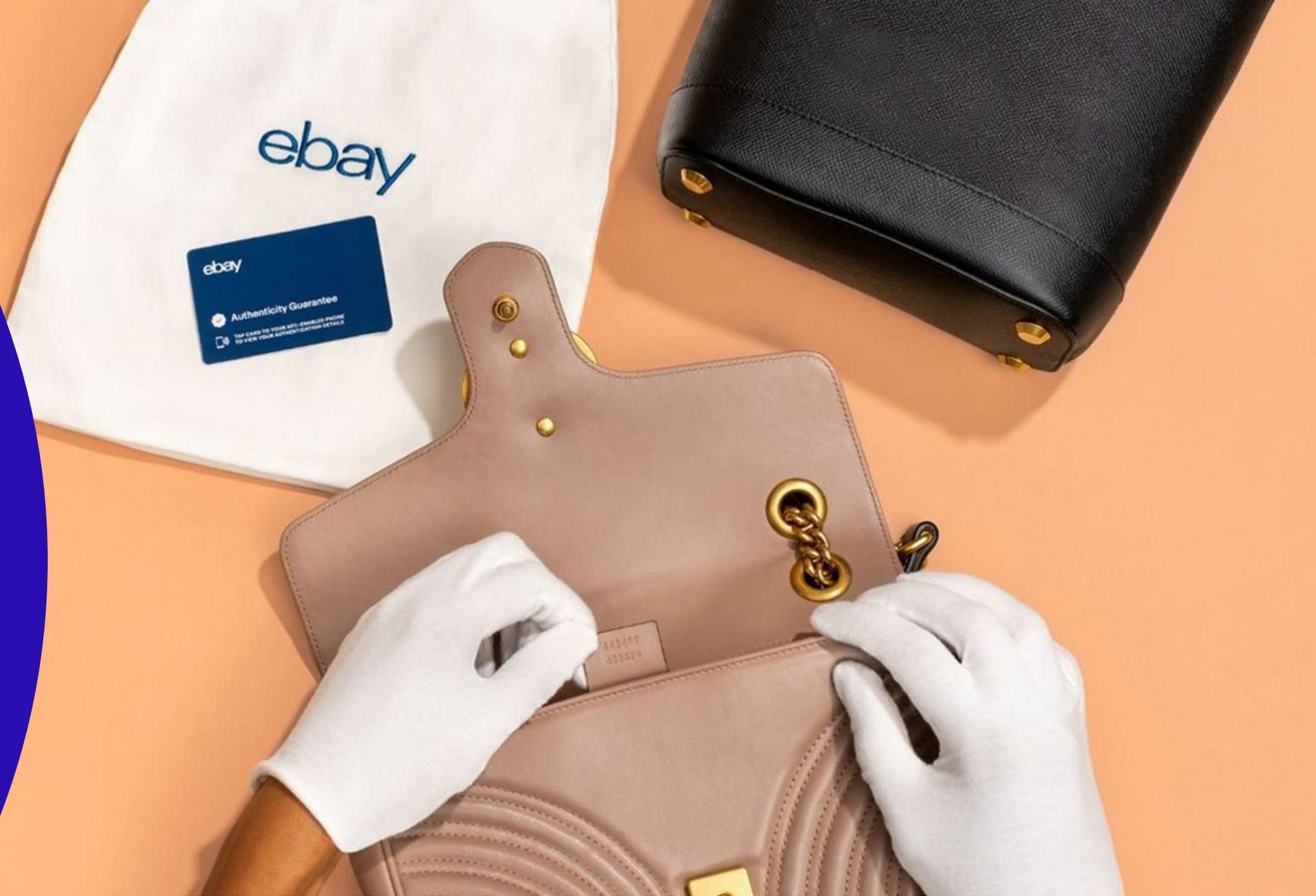
# Trusted Marketplace

## The foundation of our marketplace is built upon openness, honesty, integrity and trust

Every day, millions of people worldwide come to eBay to buy, sell and give to the causes that matter most to them. We embrace and honor the trust our global community puts in us to maintain a secure platform.

For over 25 years, we have continued to build product and technological advancements and evolve our programs and policies in service of our customers. Furthermore, we are committed to ensuring our marketplace is [accessible for everyone](#) and apply the relevant standards for our platform.

Our goal at eBay is to create a trusted space in which our employees, buyers, sellers, suppliers and partners can thrive.



### IN THIS SECTION

ESG Governance

Ethics and Compliance

Government Relations

Platform Security

Safeguarding Privacy

Protecting Intellectual Property

Prohibited, Counterfeit and Restricted Items

## Our Governance Model

Guided by the eBay Impact team, with oversight from eBay’s Board of Directors and Leadership team, our approach to environmental, social and governance (ESG) matters is integrated into the core of our business. We continue to embrace sustainable practices that reinforce our commitment to operating with integrity.

Specifically, the Board’s Corporate Governance and Nominating Committee (CGN) oversees eBay’s policies and programs on ESG issues and sustainability reporting. The full board has ultimate responsibility for risk oversight. ESG and sustainability updates are provided to the CGN during at least two board meetings annually.

Our Chief Sustainability Officer (CSO) leads eBay’s Impact team. The team works across eBay to help our business groups and functions prioritize ESG as part of the company’s overall strategy, including goal setting, impact measurement and reporting.

Each of eBay’s impact goals is sponsored by a member of the Leadership team to ensure we prioritize and remain accountable to achieving these targets at the highest levels of our business. In addition, the CSO works closely with Investor Relations on ESG-related investor issues and disclosures.

To advance our strategies, manage risks and capitalize on opportunities, we have formed the ESG Council of senior leaders, which is composed of and engages with critical partners across teams, including brand compliance, data center engineering, delivery and risk management. The ESG Council’s sponsor is our CEO, Jamie Iannone.

### eBay's ESG Governance Model



# Ethics and 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.

Our Business Ethics Officers (BEOs) play a key role in our ethics and compliance efforts by providing employees with policy guidance and supporting our annual training. Our BEOs are employees embedded throughout the organization to ensure employee access, resources and support.

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 aim to support, protect and promote 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 prevention of child, forced or bonded labor. We continuously evaluate our [Human Rights Policy Statement](#) and have recently updated the policy to include net neutrality and our policy on violence and violent criminals.

## 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. We are committed to complying with all tax laws, and as such, we aim to comply with the spirit and the letter of the law in all countries where we operate. We also are guided by relevant international standards including the Organisation for Economic Co-operation and Development (OECD). Read our most recently updated [Global Tax Policy](#).

## 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, including advancing a living wage for workers within their value chain
- 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. In 2021, we launched [Aravo](#), which assesses multiple areas of potential risk with new supplier engagements. For example, this process leverages [Risk Recon](#) to make sure we know about the interconnectivity of suppliers' relationships, [Dun & Bradstreet](#) to help capture corporate information and limited DE&I data, [CSI](#) to help identify and mitigate risks around money laundering, bribery, fraud, etc. and [Rapid Ratings](#) to identify financial viability risk.

Additionally, where we see opportunities to support the environment and recommerce overall, 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 sellers and corporate partnerships.

## Government Relations

### We champion causes that matter to our user community.

Like eBay's purpose, the goal of the Government Relations team is to ensure that economic opportunity is accessible to everyone through ecommerce. eBay leverages its global brand and responsible practices; collaborative engagement with stakeholders; and the power of our users' voices to affect industry-changing policies.

Our global Government Relations team works to protect sellers from proposals that would make it harder to sell online and compete in online commerce, including burdensome [information disclosure requirements](#), [limitations to using online marketplaces](#) and cumbersome [tax reporting](#) measures. Moreover, the movement of goods safely and securely is a critical component of ecommerce. eBay supports [legislation](#) to ensure that postal services are affordable, reliable and universal. Additionally, our policies are aimed at supporting even the smallest of sellers to reach the global marketplace. Our research shows that over 95% of eBay-enabled small businesses export to consumers worldwide.

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 ecommerce and give them a voice in the legislative process.

eBay sellers are also the key to enabling a circular and sustainable commerce. We actively support a framework that will further empower the trade of non-new items, such as [adapted product safety, labeling, design and waste regulations](#).

We honor the trust our community puts in us to maintain a safe and transparent marketplace. In 2021, we published our second annual [Global Transparency Report](#) in order to openly communicate our trust and safety policies and enforcement of those policies.

## 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 semiannual basis.

eBay provides comprehensive information security and cybersecurity awareness training to all employees. Additionally, eBay provides specialized security training to support critical functions at eBay. Oversight is provided by eBay's 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.



## Helping Our Community Get Involved

Our [Small Business Ambassador Network \(SBAN\)](#) is a global advocacy group that enables sellers to get personally involved in shaping public policy that protects and promotes sellers utilizing eBay's platform. These eBay entrepreneurs connect with their elected officials to share their story through letter-writing campaigns and meetings with their Congressional representatives. The SBAN network includes eBay sellers in more than 20 countries around the world, and members in every U.S. state.

## Safeguarding Privacy

The Global Privacy Office maintains the high safety and security standards that we demand from all who participate on our platform.

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 27032, 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.

Millions of transactions happen every day on our site, and we value the trust that sellers and buyers place in eBay safeguarding all personal information. Our [Privacy Principles](#) and [User Privacy Notice](#) describe how we approach data privacy and outline 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 when possible and offering our users meaningful choices when it comes to privacy through our [Privacy Center](#).

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.

## Protecting Intellectual Property

Central to keeping eBay a safe and trusted marketplace is its partnership with over 102,000 intellectual property (IP) rights owners registered through eBay's [Verified Rights Owner](#) ("VeRO") Program. The VeRO program was launched in 1998 and enables IP rights owners to report potentially counterfeit or otherwise infringing items to eBay. If the item is counterfeit or otherwise infringes a rights owner's IP rights, eBay promptly removes it and notifies the seller and any bidders. eBay recognizes the importance of maintaining strong, collaborative relationships with third-party brands, their representatives and trade associations. These partnerships are critical to enhancing eBay's proactive efforts to combat counterfeits on its marketplace.

## Prohibited, Restricted and Counterfeit Items

eBay has developed policies to address [prohibited and restricted items](#), [counterfeit goods](#), [offensive materials](#) and other [intellectual property](#) infringements, [price gouging](#) and [international trading](#). These policies are designed to protect consumers and provide clarity to sellers about what may and may not be sold on our platform and under what conditions. Read more in our 2021 [Global Transparency Report](#).

## Safeguarding Our Marketplace

### 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 2021 we blocked or removed approximately 389,000 listings globally that are prohibited under this policy. We also continue to collaborate with some of the world's largest ecommerce, 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. In addition, our work with the Wildlife Trafficking Alliance helps to raise public awareness about the scope of the wildlife trafficking crisis.

# Appendix

## About Us

eBay Inc. is a global commerce leader that connects people and builds communities to create economic opportunity for all. Our technology empowers millions of buyers and sellers in more than 190 markets around the world, providing everyone the opportunity to grow and thrive. Founded in 1995 in San Jose, California, eBay is one of the world's largest and most vibrant marketplaces for discovering great value and unique selection. In 2021, eBay enabled over \$87 billion of gross merchandise volume. For more information about the company and its global portfolio of online brands, visit [www.ebayinc.com](http://www.ebayinc.com).

## About Our Information

Data is reflective of eBay's fiscal year 2021, which ended December 31, 2021, unless otherwise noted. All references to dollars are U.S. dollars. eBay reports financial data in its [2021 Annual Report on Form 10-K](#).

## How to Reach Us

For any questions or comments about eBay Impact, contact us [here](#).

# Notes on Our Goals

## Recommerce

Recommerce, or circular commerce, allows old products to have a longer life by conserving the energy, resources and costs it would take to create new items from the entire product lifecycle. 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. However, a used item isn’t an exact substitute for a new item, so some adjustments were made.

To account for differences in quality and lifetime between new and preowned items, a lifetime adjustment factor was used. This was estimated to be approximately 50 percent, so that two pre-owned products are needed to displace one new product. For example, a used coat may last half as long as a new one would, so two used coats would provide as much wear as a new coat.

Another adjustment was applied to take into account whether the used item really displaced a new item, or if it was just an extra purchase alongside a new item. This rate is found to be around 50 percent for many product categories.

These two adjustment factors are combined to give a final displacement rate around 25 percent (50 percent times 50 percent), which means that for every four used products sold, one new product does not need to be manufactured and will not end up in landfill or incineration.

Typical recycling, landfill and incineration rates for the product categories or material types were used to estimate how many tons of each type of waste were avoided. These vary by country: U.S. rates of landfill are high and incineration is low, whereas in Europe incineration is generally more common and landfill less common. Recycling rates for various materials also vary widely by country.

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

These different factors were combined with sales figures to calculate the avoided carbon impact and waste in each listing category and overall for Electronics, Fashion, Media, Lifestyle and Vehicle Parts and Accessories in 2020. The financial savings to the buyer from purchasing pre-owned rather than new products were estimated using a similar approach.

[See our Methodology](#) for more detailed information.

## Economic Empowerment

Growth in the number of enterprises is based on data from 1,253 U.S. counties that are considered to be “at risk” or “distressed” as defined by the [Economic Innovation Group’s 2020 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 2019 is utilized here because more current data was not available at the time of publication of this report.

To determine the net businesses establishment growth rate for the “at risk” and “distressed” county well-being quintiles, we separated counties into their corresponding well-being quintiles and then performed the following calculation for these two quintiles combined: [(total number of 2019 business establishments)—(total number of 2011 business establishments)] / (total number of 2011 business establishments).

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](#).”

eBay (2021) “[United States Small Online Business Report](#).”

U.S. Census Bureau (01/27/2022) County Business Patterns: 2019. Available at: <https://www.census.gov/programs-surveys/cbp/data/tables.2019.html>

U.S. Census Bureau (01/27/2022) County Business Patterns: 2011. Available at: <https://www.census.gov/data/datasets/2011/econ/cbp/2011-cbp.html>

---

# Disclaimers

## Forward-Looking Statements

We have included in this report statements that may constitute “forward looking statements.” Forward-looking statements are not historical facts or statements of current conditions, but instead represent only our beliefs regarding future events, many of which, by their nature, are inherently uncertain and outside our control. These statements are not guarantees of future results or performance and involve certain known and unknown risks, uncertainties and assumptions that are difficult to predict and are often beyond our control. These statements relate to, among other things, our goals, targets, aspirations and objectives, and actual outcomes and results may differ materially from those expressed in, or implied by, any of these forward looking statements, or the statements of third parties based on these forward looking statements. Factors that could cause our results to differ from the forward-looking statements include global socio-demographic and economic trends, energy prices, technological innovations, climate-related conditions and weather events, legislative and regulatory changes, and other unforeseen events or conditions. More information about factors that could affect the eBay’s 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 17, 2022. Undue reliance should not be placed on forward looking statements, which are based on information available to eBay on the date hereof. eBay assumes no obligation to update such statements.

## ESG Materiality

Our approach to the disclosures included in this report differs from our approach to the disclosures we include in our mandatory regulatory reports, including our filings with the SEC. This report is intended to provide information from a different perspective and in more detail than that required to be included in other regulatory reports, including our filings with the SEC. Our ESG reporting describes those topics which we consider to be the most important to stakeholders when evaluating environmental, social, and governance issues at eBay. Therefore, ESG materiality in this report does not directly correspond to the concept of materiality used in securities law.

---

# Additional Resources

## Reports:

- Impact Reports: [2020](#), [2019](#), [2018](#), [2017](#), [2016](#)
- Circular Commerce Methodology Report: [2021](#)
- CDP Climate Change Response: [2021](#), [2020](#), [2019](#), [2018](#), [2017](#), [2016](#)
- Diversity, Equity and Inclusion Reports: [2021](#), [2020](#), [2019](#), [2018](#), [2017](#), [2016](#)
- Recommerce Report: [2021](#), [2020](#)
- EEO-1 Reports: [2020](#), [2019](#), [2018](#), [2017](#)
- Task Force on Climate-Related Financial Disclosures Report: [2020](#), [2019](#)
- Global Transparency Report: [2021](#)

## Policies & Statements:

- [Corporate Governance](#)
- [Environmental Policy](#)
- [Privacy Notice](#)
- [Global Tax Policy](#)
- [Code of Business Conduct and Ethics](#)
- [Supplier Code of Business Conduct and Ethics](#)
- [Human Rights Policy Statement](#)

## GRI and SASB Indices:

- [GRI Index](#)
- [SASB Index](#)

## ESG Independent Assurance Statements:

- [Energy Use and Greenhouse Gas Emissions](#)
- [Water](#)
- [Social Metrics](#)

eBay Impact 2021 Report

ebay

[ebayinc.com/impact](https://www.ebayinc.com/impact)