

2018 Export Opportunities for SINGAPORE BUSINESSES



5.4% of Singaporean retail sales are online and its worth **S\$1.8billion**¹

Online sales are now growing almost **2 times** faster than retail sales at **7%**²

An estimated **55%** of all Singaporean eCommerce sales are cross border³

DRIVING FORCES OF CROSS BORDER ECOMMERCE



eCommerce Operating Environment
Singapore has a relatively strong cross border operating environment with high internet penetration, competitive eCommerce players and positive trends towards eCommerce culture.



Readiness
Singaporean micro, small and medium enterprises possess the motivation, funds, skills and capability to engage in cross border trading.



Willingness
Compared to the rest of the sellers in Southeast Asia, Singaporeans are more tech-savvy and have shown more willingness to engage in cross border trade.



Foreign Market Access
The Singaporean government recognizes the value of lowering barriers to trade and actively pursuing an agenda of open trade borders.



eCommerce Regulatory Environment
Singapore has taken the lead across the region in adopting many forward-looking regulation that address eCommerce.



Logistics
Singapore has strong, cost-effective logistics for cross-border eCommerce with a small geography and an efficient port.

CROSS BORDER TRADE IN SINGAPORE ON EBAY



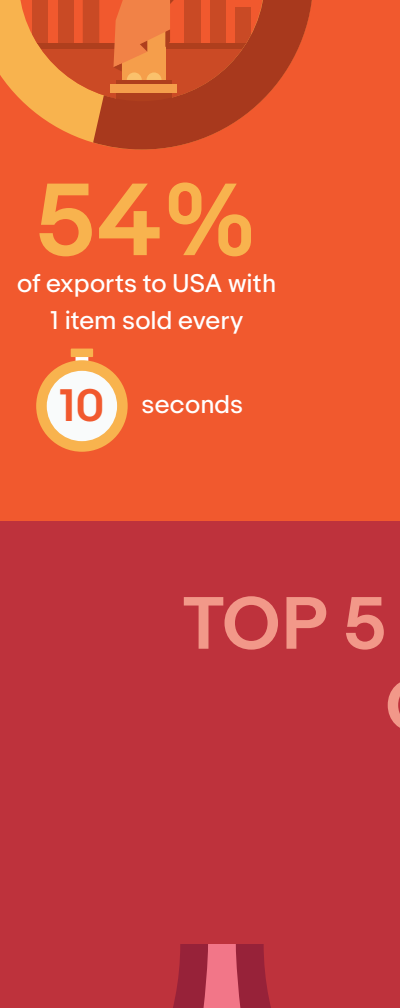
eBay has **170 million** active buyers worldwide



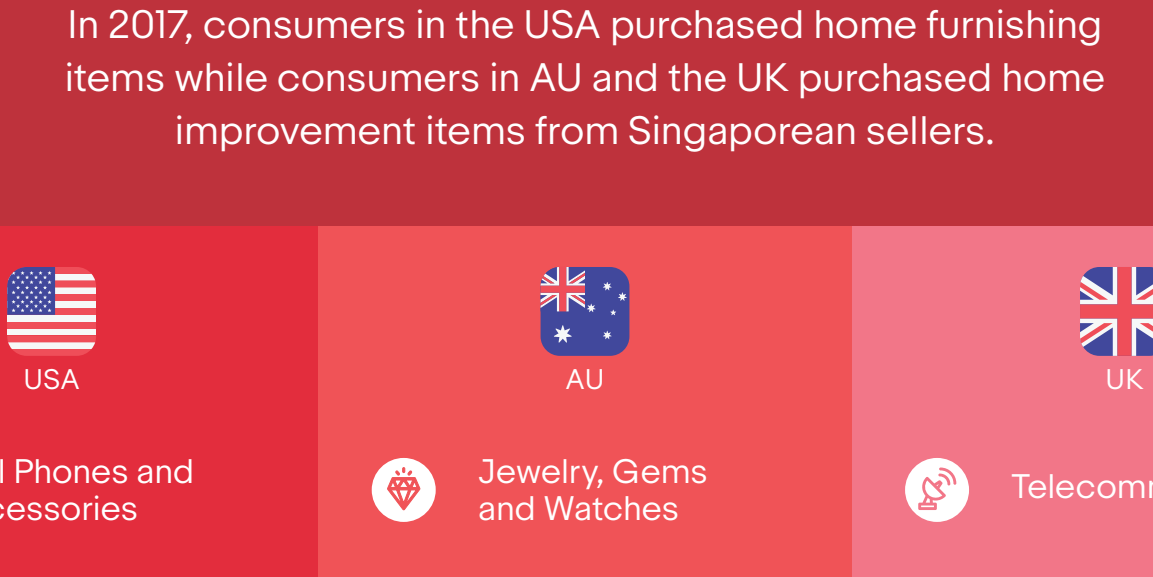
There are limitless opportunities for Singaporean sellers to go beyond geographical boundaries

TOP EXPORT DESTINATIONS FOR SINGAPOREAN SELLERS ON EBAY

The top three countries Singaporean sellers export to are United States of America (USA), Australia (AU) and the United Kingdom (UK). More than half of the exports are made to the USA.



TOP 5 EXPORT CATEGORIES ON EBAY IN 2017



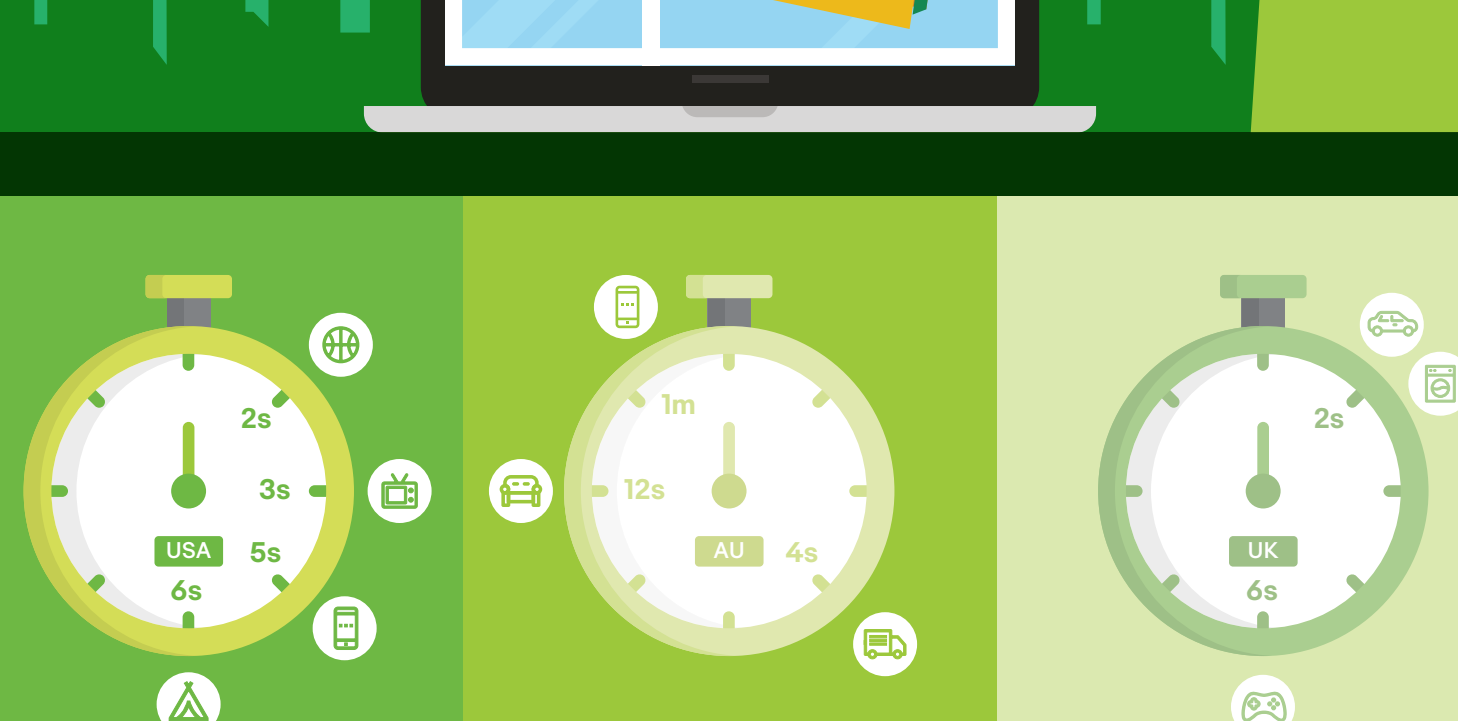
In 2017, consumers in the USA purchased home furnishing items while consumers in AU and the UK purchased home improvement items from Singaporean sellers.

- USA**
- Cell Phones and Accessories
 - Jewelry, Gems and Watches
 - Business Products (Office and Industrial)
 - Clothing and Accessories
 - Home Furnishing

- AU**
- Jewelry, Gems and Watches
 - Home Improvement
 - Auto-parts
 - Health & Beauty
 - Clothing and Accessories

- UK**
- Telecomm
 - Home Improvement
 - Photo
 - Sporting Goods
 - Computers

FREQUENCY OF PRODUCT PURCHASES GLOBALLY ON EBAY



HIGH GROWTH SINGAPORE EXPORT CATEGORIES ON EBAY

The following categories experienced solid year over year growth in sales from Singapore to the US in 2017.



ECOMMERCE TRENDS IN 2018

SEAMLESS COMMERCE

Young consumers are accustomed to being connected at all times, meaning they expect to be able to shop 24 hours a day, wherever they are, and expect to be able to move between channels seamlessly.

EBAY INNOVATES TO CREATE A SEAMLESS EXPERIENCE

At eBay, we are continuously innovating to create a seamless buying and selling experience through:

- New personalized platform that allows buyers and sellers to meet and transact effectively
- A cross-device mobile app that allows users to search, sell and buy globally
- Shopbot, shopping assistant for a new and easy way to find great deals on Facebook Messenger

TRUE GLOBAL COMMERCE

Consumers are increasingly able to perform online international shopping. Because the brands and products they love can be difficult to find in their markets, they're willing to shop on foreign marketplaces.

A WORLD OF POTENTIAL WITH EBAY

- 57% of eBay's business is international
- 95% of commercial sellers engage in exporting
- 190 markets around the world

SMART COMMERCE

The adoption of emerging technologies in eCommerce not only enhances the buyer's shopping experience but also improve the efficiency of the seller's business.

EBAY EMBRACING NEW TECHNOLOGIES

At eBay, we embrace the opportunities of new technologies and continuously innovate to enhance the experience of our buyers and sellers

- Powered by AI and debuting on Facebook Messenger, ShopBot is a smart personal shopping assistant that is available whenever customers need it
- By using AI, eBay delivers personalized recommendations to each customer
- Using machine learning and AI allows shoppers to search for products using imagery on their mobile devices

Sources: eBay Internal Data Full Year Ending 2017 vs Full Year Ending 2016
¹eShopWorld (https://www.eshopworld.com/blog-articles/singapore-e-commerce-insights-market/) and Bloomberg (https://www.bloomberg.com/news/articles/2018-04-15/asia-s-policy-makers-just-scored-a-new-e-commerce-growth-measure)
²Trading Economics (Singapore) (https://tradingeconomics.com/singapore/retail-sales-annual) and eShopWorld (https://www.eshopworld.com/blog-articles/singapore-e-commerce-insights-market/)
³eCommerce Sales, Cross-border eCommerce In Asian Markets: Singapore And Malaysia (https://www.payvision.com/cross-border-e-commerce-singapore-malaysia)