

**LONG-TERM GOAL:** We'll be a disruptive force for creating economic opportunity around the world

## ACCELERATE THE INNOVATORS

**GOAL** Scale 10 social innovations that catalyze economic development



### WHY IT'S IMPORTANT

If we're going to meet the most pressing social challenges, we have to find a way to help organizations accelerate their impact.

### WHERE WE WERE IN 2012

eBay Foundation partnered with both Samasource and Grameen Foundation in 2012 to scale innovations they're pioneering. At Samasource, that innovation is their Sama-Hub technology platform; at Grameen Foundation, their Mobile Transaction Platform and Mobile Marketplace in Indonesia.

### HOW WE'LL GET TO 2015

In addition to our work with Samasource and Grameen Foundation, eBay Foundation has partnered with Santa Clara University's Global Social Benefit Incubator to fund a cohort of four social entrepreneurs. In 2013 and beyond, we'll continue to look for new innovations that create economic opportunities for eBay Foundation to fund and scale.

## ENRICH ENTREPRENEURS

**GOAL** Help >10,000 low income entrepreneurs achieve increased financial returns



### WHY IT'S IMPORTANT

Nearly one half of the world's population lives on less than \$2/day. Helping them increase their income is a critical step in lifting individuals and communities out of poverty.

### WHERE WE WERE IN 2012

In 2012, eBay Foundation signed a grant agreement with Grameen Foundation intended to support and expand the businesses of 1,500-2,500 (primarily female) microentrepreneurs.

### HOW WE'LL GET TO 2015

We'll begin to see results of the Grameen Foundation project in 2013, and expect to expand our efforts to new, additional partners to augment our impact in 2013 and beyond.

## DRIVE ECONOMIC PARTICIPATION

**GOAL** Expand access to goods and services for >5 million people living in poverty



### WHY IT'S IMPORTANT

Most of the 3+ billion people which make up the world's poor face significant barriers: not only do they lack access to markets and to financial services, they also pay higher prices for goods and services than the rest of the world's population.

### WHERE WE WERE IN 2012

In 2012, eBay Foundation signed a grant agreement with Grameen Foundation intended to allow the entrepreneurs that we're supporting through the project to reach a customer base of 150,000-250,000.

### HOW WE'LL GET TO 2015

We'll begin to see the results of the Grameen Foundation project in 2013, and expect to expand our efforts to new, additional partners that are focused on making markets more efficient, competitive and inclusive. We'll be looking to new, different partners to augment our impact in 2013 and beyond.

*In 2012, our economic opportunity goals are specific to the impact that we believe we can drive through eBay Foundation. We're currently identifying goals for our other core business and advocacy efforts and the social impact we hope to achieve through them.*

**LONG-TERM GOAL:** We'll be the leading global engine for greener commerce

## RUN CLEANER

**GOAL** Source at least 8% of eBay Inc. energy use from cleaner sources by 2015



### WHY IT'S IMPORTANT

Using cleaner sources of energy is our best and most impactful opportunity for reducing eBay's direct environmental footprint.

### WHERE WE WERE IN 2012

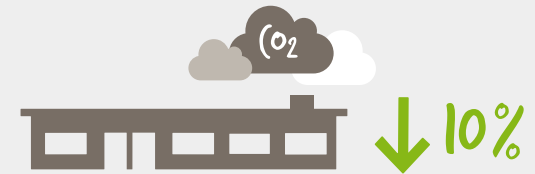
1.4% of total US electricity came from renewables in 2012, 5.6% globally. Sources include solar and fuel cells at our San Jose north campus location as well as green power purchases in Dreilinden and Dublin.

### HOW WE'LL GET TO 2015

Prioritize cleaner energy investments where they make business sense and where grid electricity is particularly carbon-intensive.

## DRIVE EFFICIENCY

**GOAL** Achieve 10% reduction in carbon per transaction in 2013\*



### WHY IT'S IMPORTANT

Data centers are eBay's "factories," and becoming the greenest commerce platform in the world means making them as efficient as possible.

### WHERE WE WERE IN 2012

Using our newly developed Digital Service Efficiency metric, we calculated a baseline of 11.5 grams of carbon per 1,000 transactions on eBay.com.

### HOW WE'LL GET TO 2015

Renewable energy and innovation across the stack – from tuning the code that runs the platform to efficiency projects across the data center portfolio.

\* The carbon reduction goal that we have articulated for 2013 is a one-year vs three-year target, as this goal is based on a new methodology that we're still testing. Next year, we'll reassess our metrics, and articulate a new goal for 2014 and beyond.

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## SHIP GREENER

**GOAL** Incorporate environmental criteria into global shipping vendor contracts in 2013



### WHY IT'S IMPORTANT

Operating under eBay values extends beyond just our own employees. To affect real change, we need to get everyone on board.

### WHERE WE WERE IN 2012

In 2012, we undertook a project to assess scope of global shipping footprint and identify ways to build green programs. We developed draft criteria as a first step in working with vendors to report and improve environmental performance.

### HOW WE'LL GET TO 2015

Implement a clear set of vendor expectations and criteria into all RFPs and, eventually, contracts.

## EXPAND THE COMMUNITY

**GOAL** Realize 10% growth in number of users that engage with our greener commerce programs by 2015 over 2012 baseline



### WHY IT'S IMPORTANT

What we aim to affect is the people behind the transactions, not just the products themselves.

### WHERE WE WERE IN 2012

In 2012, we identified attributes necessary for a program to be deemed 'green' (measurable environmental impact, green messaging, etc) and developed specific 'people' metrics associated with each.

### HOW WE'LL GET TO 2015

Expand current key programs, embed features and tools in the core experience and develop new, greener commerce offerings.



**LONG-TERM GOAL:** We'll power the world's largest platform for charitable giving

## MORE DONORS

**GOAL** Double the number of customers that take action on behalf of a charity through our giving programs and platforms



### WHY IT'S IMPORTANT

We believe that the good that we do as a company is only the beginning – our bigger opportunity is to enable our hundreds of millions of customers to do more good.

### WHERE WE WERE IN 2012

32.4 million customers took action on behalf of a charitable organization through our programs and platforms in 2012.

### HOW WE'LL GET TO 2015

We'll look to expand our programs internationally, further embed giving features and tools into core product experiences and enhance our offerings through incentives, personalization and relevance, making them more accessible and attractive to our customers.

## MORE FUNDS GENERATED

**GOAL** Double the total value of funds generated for charitable organizations through our giving programs and platforms



### WHY IT'S IMPORTANT

Our technology and business processes can spur more innovative, more personalized, and more on-demand forms of giving and help charitable organizations ultimately raise more money towards their missions.

### WHERE WE WERE IN 2012

\$3.7 billion generated for charitable organizations through our giving programs and platforms in 2012.

### HOW WE'LL GET TO 2015

By leveraging our core technologies and business processes; expanding our partnerships with merchants, retailers and brands, and embedding charitable giving into all of our commerce experiences, we believe we have the potential to significantly increase the funds raised for charitable organizations over time.

## MORE CHARITIES BENEFITTING

**GOAL** Double the number of charities that benefit from our giving programs and platforms



### WHY IT'S IMPORTANT

We believe that every organization can benefit from our suite of giving programs and platforms, and we're committed to opening them up to as many as we can, regardless of their mission, size, or location.

### WHERE WE WERE IN 2012

More than 332,000 charities benefitted from our giving programs and platforms in 2012.

### HOW WE'LL GET TO 2015

By consolidating and streamlining our charity on-boarding flows, cross-promoting our offerings so they're more easily findable, and enhancing the value proposition of participation for charities, we have a huge opportunity to create value for twice as many charities by 2015.