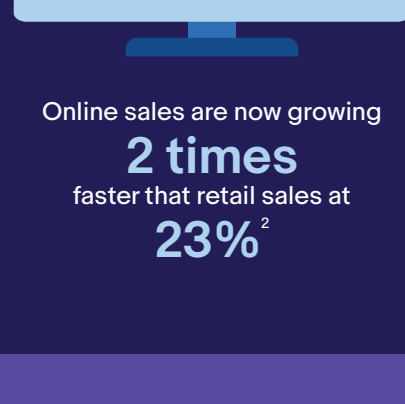


2018 Export Opportunities for MALAYSIAN BUSINESSES



2.7% of Malaysian retail sales are online and is worth **RM5 billion**



Online sales are now growing **2 times** faster than retail sales at **23%**¹



An estimated **40%** of all Malaysian eCommerce sales are cross border²

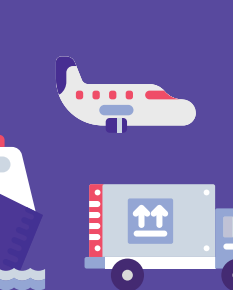
DRIVING FORCES OF CROSS BORDER ECOMMERCE



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



Readiness
Malaysian 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, Malaysians are more tech-savvy and have shown more willingness to engage in cross border trade.



Foreign Market Access
Malaysia has a large number of free trade agreements that allow foreign business access such as the Malaysia-Australia Free Trade Agreement, ASEAN-Australia and New Zealand Free Trade Agreement and ASEAN Free Trade Area.

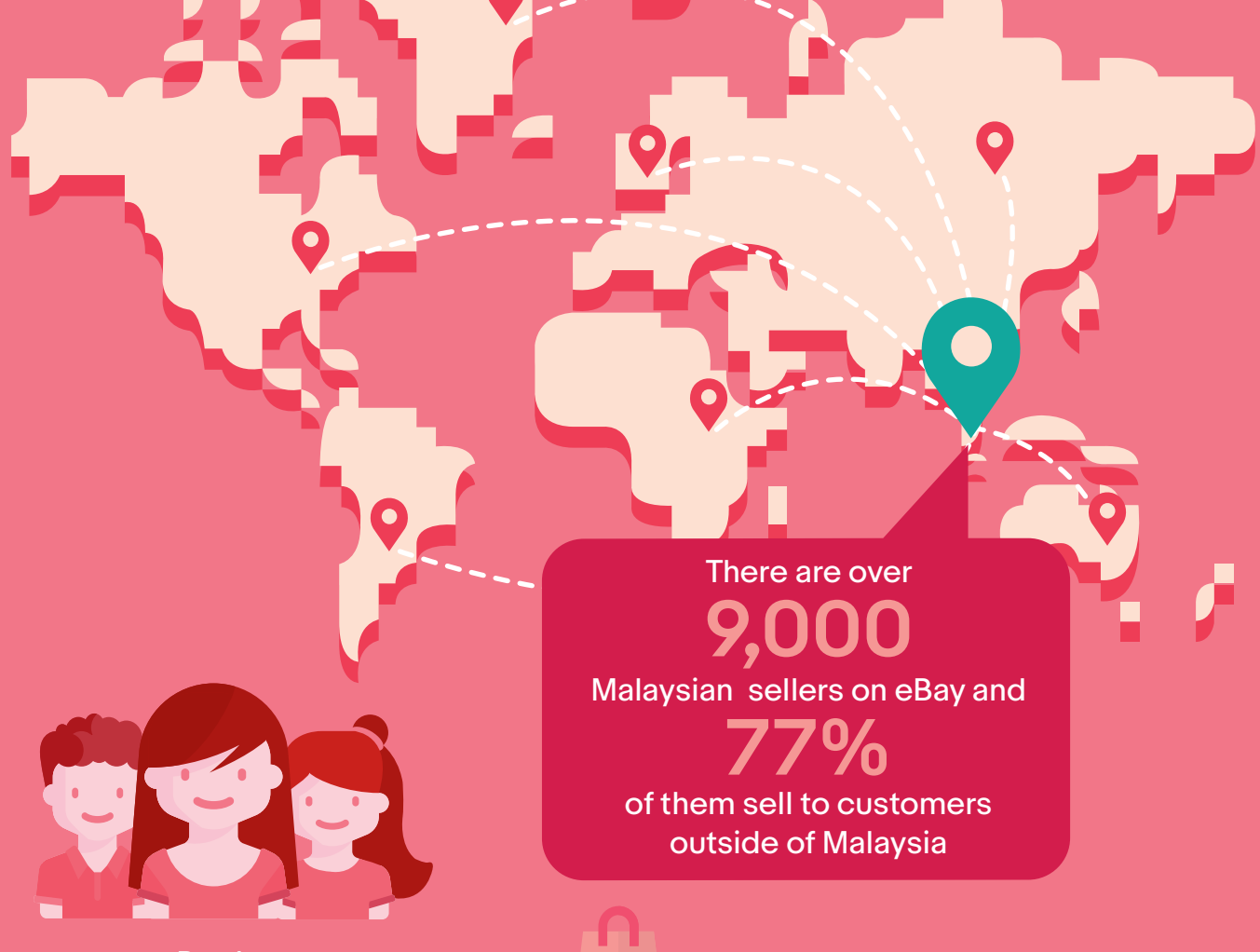


eCommerce Regulatory Environment
Malaysia has a strong regulatory environment for cross border eCommerce. Regulations such as the Electronic Commerce Act 2006 and the Electronic Government Activities Act 2007 makes it safe for buyers and sellers to trade across borders.



Logistics
The credibility and capability of international logistics providers who also offer services at a reasonable cost in Malaysia are highly ranked.

CROSS BORDER TRADE IN MALAYSIA ON EBAY



There are over **9,000** Malaysian sellers on eBay and **77%** of them sell to customers outside of Malaysia

eBay has **170 million** active buyers worldwide



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

TOP EXPORT DESTINATIONS FOR MALAYSIAN SELLERS ON EBAY

The top three countries Malaysian 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.



55% of exports to USA with 1 item sold every **12** seconds



27% of exports to AU with 1 item sold every **18** seconds



18% of exports to UK with 1 item sold every **16** seconds

TOP 5 EXPORT CATEGORIES ON EBAY IN 2017



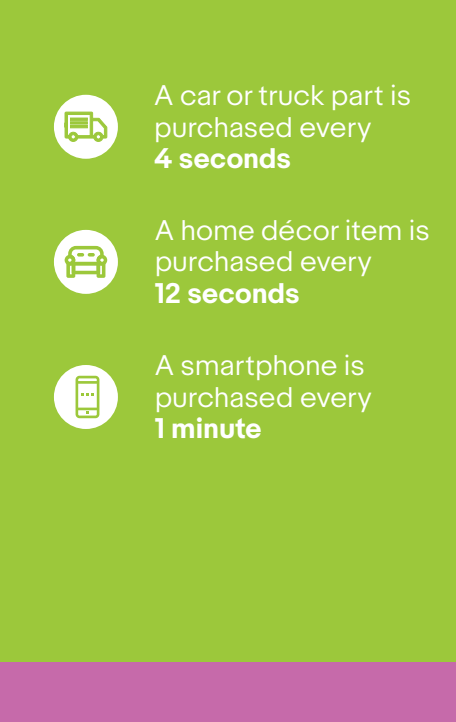
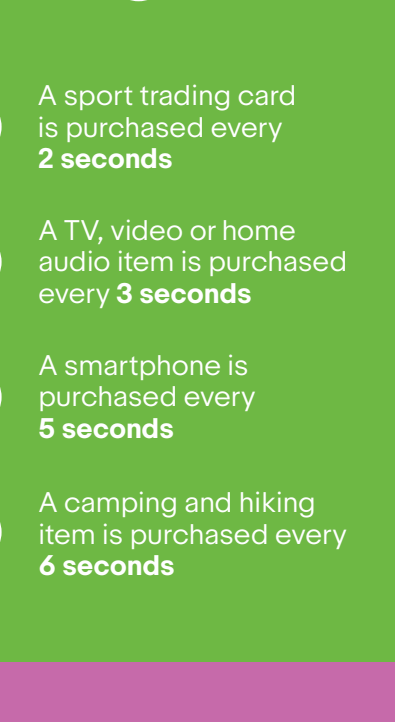
In 2017, auto parts was the leading category of sales on eBay from Malaysian sellers to consumers in the USA, AU and UK.

- USA**
- Consumer Electronics
 - Cell Phones and Accessories
 - Home Furnishing
 - Auto-parts
 - Sporting Goods

- AU**
- Cell Phones and Accessories
 - Auto-parts
 - Home Improvement
 - Computers
 - Health & Beauty

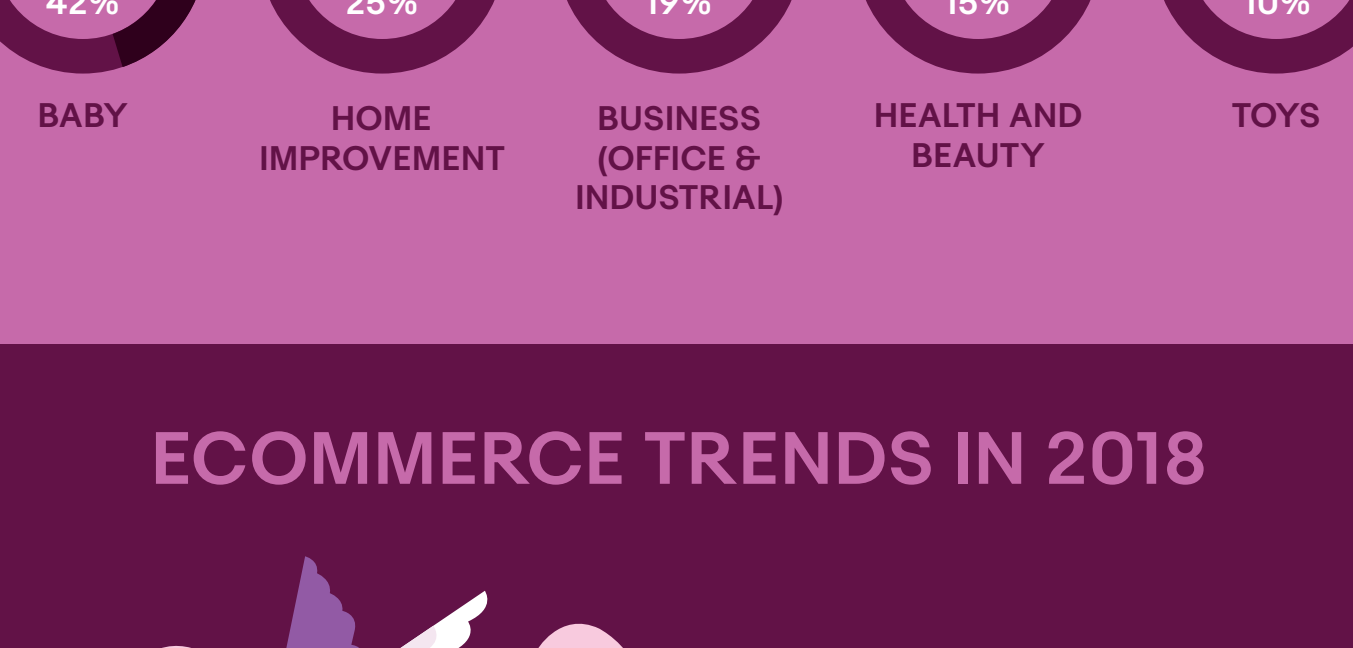
- UK**
- Telecomm
 - Home Improvement
 - Auto-parts
 - Computers
 - Sporting Goods

FREQUENCY OF PRODUCT PURCHASES GLOBALLY ON EBAY



HIGH GROWTH MALAYSIA EXPORT CATEGORIES ON EBAY

The following categories experienced solid year over year growth in sales from Malaysia to the USA 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

Join eBay and start your cross border business now!
<https://info.ebay.com.my>

Sources:
 1 eBay Internal Data Full Year Ending 2017 vs Full Year Ending 2016
 2 User Penetration of Ecommerce in Malaysia (https://www.statista.com/outlook/243/22/e-commerce/malaysia)
 3 AT Kearney, 2017 Global Retail Development Index (http://www.theedgemarkets.com/article/malaysiae-commerce-market-grow-23-year-till-2021-says-kearney) Trading Economics (Malaysia) (https://tradingeconomics.com/malaysia/retail-sales-yoy)
 4 eCommerce Sales, Cross-border eCommerce in Asian Markets: Singapore And Malaysia (https://www.payvision.com/cross-border-e-commerce-singapore-malaysia)