

## EBAY & SOTHEBY'S

# A WORLD CLASS BUYING EXPERIENCE

The global leader in commerce and technology partners with the most iconic international art business and auctioneer

## AN OVERLAPPING OPPORTUNITY

Each day on eBay, more than 3,500 auctions close with a price of **>\$5K**

In 2013 more than half of Sotheby's lots were sold within **\$5K and \$100K**



## MOBILE INNOVATION

eBay Mobile Sales (2013)

eBay Volume Touched by Mobile

Sotheby's Mobile Growth (2012-13)

Sotheby's Mobile as % of total website traffic



## COMPLEMENTARY AUDIENCES

### Sotheby's



Online bidders competed for **17%** of total lots in 2013



Number of lots purchases online increased **36%** from 2012-2013

### ebay™

Access to **145M** active online buyers in 190 countries

Collectibles accounted for nearly **\$8 billion** of GMV with 36 million active buyers in 2013