

EBAY INC. – Q4 2016 COMPANY FAST FACTS

Collectively, we connect millions of buyers and sellers around the world

eBay Inc. is a global commerce leader including our Marketplace, StubHub and Classifieds platforms. Collectively, we connect millions of buyers and sellers around the world. The technologies and services that power our platforms are designed to enable sellers worldwide to organize and offer their inventory for sale and buyers to find and purchase it, virtually anytime and anywhere. eBay Inc. employs approximately 12,600 people globally.*

EBAY INC. BY THE NUMBERS

167 MILLION BUYERS

Number of active eBay Inc. buyers worldwide **

\$22.3 BILLION GMV

Amount of eBay Inc. GMV – the total value of successfully closed transactions – in Q4 2016 **

\$2.4 BILLION REVENUE

eBay Inc. reported revenue for Q4 2016

~87% FIXED PRICE

Percentage of eBay Inc. GMV that is fixed price

57% INTERNATIONAL

Percentage of eBay Inc. revenue that is international

MOBILE DATA POINTS

\$10.7 BILLION MOBILE VOLUME

Amount of eBay Inc. sales volume completed on mobile devices in Q4 2016

348 MILLION DOWNLOADS

Number of times eBay Inc. apps have been downloaded across the globe



One of the world's largest and most vibrant marketplaces

Our Marketplace platforms include our online marketplace ebay.com, its localized counterparts and the eBay mobile apps, which are among the world's largest and most vibrant marketplaces for discovering great value and unique selection.

EBAY MARKETPLACE BY THE NUMBERS

\$21.1 BILLION GMV

Amount of eBay Marketplace GMV – the total value of successfully closed transactions – in Q4 2016

1.1 BILLION LISTINGS

Approximate number of eBay Marketplace live listings

\$1.9 BILLION REVENUE

Amount of eBay Marketplace revenue for Q4 2016

67% SHIP FOR FREE

Percentage of transactions on the eBay Marketplace that shipped for free (reflects US, UK and DE)

81% NEW ITEMS

Percentage of new items sold on the eBay platform

MOBILE DATA POINTS

59% TOUCHED BY MOBILE

Percentage of eBay platform GMV that involves a mobile touch point

11 MILLION LISTINGS

Number of new listings currently added via mobile on the eBay platform per week

* As of 12/31/16

** Does not include eBay Classifieds



Largest ticket marketplace in the US

Our StubHub platforms include our online ticket marketplace located at stubhub.com, the StubHub mobile apps and Ticketbis. These platforms provide fans with a safe, convenient place to purchase tickets to the games, concerts, theater and other events they want to attend and an easy way to sell tickets.

STUBHUB BY THE NUMBERS

\$1.2 BILLION

Amount of StubHub GMV – the total value of successfully closed transactions – in Q4 2016

\$279 MILLION

Amount of StubHub revenue for Q4 2016



A market leader in Classifieds

Our Classifieds platforms include a collection of brands such as Mobile.de, Kijiji, Gumtree, Marktplaats, Kleinanzeigen, eBay Classifieds and others. Offering online classifieds in more than 1,500 cities around the world, these platforms help people find whatever they are looking for in their local communities.

CLASSIFIEDS BY THE NUMBERS

\$201 MILLION

Amount of Classifieds revenue for Q4 2016

Fun Facts

Velocity Stats By Region

Frequency of product purchases via desktop and mobile

*data as of December 31, 2016



US

A watch is purchased every 4 sec

A camping & hiking item is purchased every 6 sec

A smartphone is purchased every 5 sec

A TV, video or home audio item is purchased every 4 sec

A tool is purchased every 11 sec

A sports trading card is purchased every 3 sec



UK

A makeup product is purchased every 3 sec

A women's necklace is purchased every 9 sec

A pair of women's shoes is purchased every 5 sec

An appliance is purchased every 8 sec

A car part is purchased every 1 sec

A video game is purchased every 8 sec



Germany

A ladies fashion accessory is purchased every 17 sec

A pair of boots is purchased every 21 sec

A tablet is purchased every 3 sec

A video game is purchased every 14 sec

A tire is purchased every 16 sec

A Lego is purchased every 18 sec



Australia

A wedding item is purchased every 26 sec

A home décor item is purchased every 14 sec

A watch is purchased every 29 sec

A tool is purchased every 29 sec

A smartphone is purchased every 1 min

A car or truck part is purchased every 4 sec

Fun Facts

Mobile Velocity Stats By Region

Frequency of product purchases via mobile only

**data as of December 31, 2016*



US

A pair of women's shoes is purchased every 8 sec

A women's handbag is purchased every 13 sec

A home décor item is purchased every 9 sec

A car or truck is purchased every 3 min

A video game is purchased every 11 sec

An action figure is purchased every 13 sec



UK

A men's pair of shoes is purchased every 13 sec

A cookware item is purchased every 5 sec

A bedding item is purchased every 13 sec

A tablet is purchased every 14 sec

A car part is purchased every 4 sec

A car is purchased every 2 min



Germany

A pair of women's shoes is purchased every 22 sec

A book is purchased every 14 sec

A cookware item is purchased every 14 sec

A smartphone accessory is purchased every 5 sec

A tablet is purchased every 10 sec

A tire or car part is purchased every 24 sec



Australia

A jewelry item is purchased every 14 sec

A camping or hiking product is purchased every 49 sec

A baby clothing item is purchased every 50 sec

A tool is purchased every 59 sec

A smartphone accessory is purchased every 5 sec

A truck or car part is purchased every 9 sec