

# 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 14,100 people globally. <sup>1</sup>

### eBay inc. by the numbers

**170**

#### Million buyers

Number of active eBay Inc. buyers worldwide

**\$24.4**

#### Billion GMV

Amount of eBay Inc. GMV – the total value of successfully closed transactions – in Q4 2017 <sup>2</sup>

### Mobile data points

**\$12.7**

#### Billion mobile volume

Amount of eBay Inc. sales volume completed on mobile devices in Q4 2017

**\$2.6**

#### Billion revenue

eBay Inc. reported revenue for Q4 2017

**88%**

#### Fixed price

Percentage of eBay Inc. GMV that is fixed price

**391**

#### Million downloads

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

**57%**

#### International

Percentage of eBay Inc. revenue that is international



## 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 marketplaces by the numbers

**\$23**

#### Billion GMV

Amount of eBay Marketplace GMV – the total value of successfully closed transactions – in Q4 2017

**1.1**

#### Billion listings

Approximate number of eBay Marketplace live listings

### Mobile data points

**61%**

#### Touched by mobile

Percentage of eBay platform GMV that involves a mobile touch point

**\$2.1**

#### Billion revenue

Amount of eBay Marketplace revenue for Q4 2017

**70%**

#### Ship for free

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

**13.4**

#### Million listings

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

**81%**

#### New items

Percentage of new items sold on the eBay platform



## Largest ticket marketplace in the US

Our StubHub platforms include our online ticket marketplace located at [stubhub.com](http://stubhub.com), the StubHub mobile apps and Ticketbis. These platforms connect fans with their favorite sporting events, shows and artists and enable them to buy and sell tens of thousands of tickets whenever they want.

## StubHub by the numbers

# \$1.4

**Billion**

Amount of StubHub GMV – the total value of successfully closed transactions – in Q4 2017

# \$307

**Million**

Amount of StubHub revenue for Q4 2017



## A market leader in Classifieds

Our Classifieds platforms include a collection of brands such as Mobile.de, Kijiji, Gumtree, Marktplaats, eBay Kleinanzeigen 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

# \$244

**Million**

Amount of Classifieds revenue for Q4 2017

# Fun Facts Velocity Stats By Region

Frequency of product purchases via desktop and mobile

\*data as of December 31, 2017



## US

A watch is purchased every 5 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 3 sec

A tool is purchased every 4 sec

A sports trading card is purchased every 2 sec



## UK

A makeup product is purchased every 2 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 5 sec

A car part is purchased every 2 sec

A video game is purchased every 6 sec



## Germany

A ladies fashion accessory is purchased every 14 sec

A pair of boots is purchased every 20 sec

A Lego is purchased every 13 sec

A video game is purchased every 11 sec

A tire is purchased every 13 sec



## Australia

A wedding item is purchased every 25 sec

A home décor item is purchased every 12 sec

A watch is purchased every 22 sec

A tool is purchased every 19 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, 2017



### US

A pair of women's shoes is purchased every 6 sec

A women's handbag is purchased every 11 sec

A home décor item is purchased every 7 sec

A video game is purchased every 7 sec

An action figure is purchased every 8 sec



### UK

A men's pair of shoes is purchased every 10 sec

A cookware item is purchased every 3 sec

A bedding item is purchased every 10 sec

A tablet is purchased every 10 sec

A car part is purchased every 3 sec



### Germany

A pair of women's shoes is purchased every 19 sec

A book is purchased every 10 sec

A cookware item is purchased every 9 sec

A smartphone accessory is purchased every 4 sec

A tire or car part is purchased every 4 sec



### Australia

A jewelry item is purchased every 14 sec

A camping or hiking product is purchased every 44 sec

A baby clothing item is purchased every 55 sec

A tool is purchased every 37 sec

A smartphone accessory is purchased every 4 sec

A truck or car part is purchased every 7 sec