

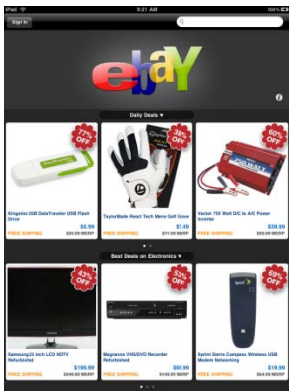
eBay iPad Application

Fast Facts



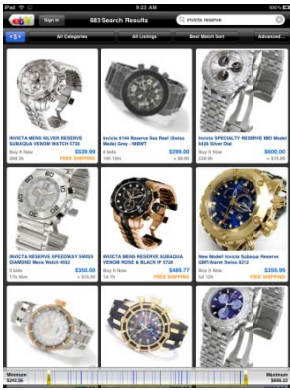
- **Launched in conjunction with the iPad in April 2010**, eBay app for iPad continues to transform the mobile commerce world by creating a new experience to find and shop eBay utilizing the iPad's unique features.
- The new eBay for iPad is the latest addition to the **expanding portfolio of iPhone apps** that include Seller, Classifieds and Deals apps. Additionally, eBay's popular core iPhone application, which was launched at the same time as Apple's app store, has been **downloaded more than 8 million times**.
- eBay's mobile GMV (the value of goods sold) reached **more than \$600 million** by the end of 2009, and it **projects \$1.5 billion** in sales for 2010.

Getting Started

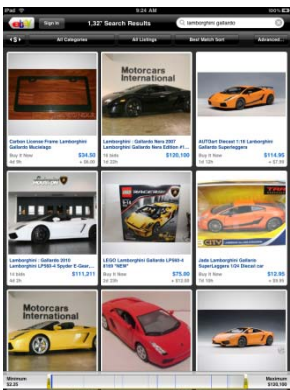


- **Home Screen:** When you open up the application you will be taken to the home screen where you will have an instant gallery of the latest eBay offerings. This screen features two rows of listings so you can start your shopping right away. On the bottom row, you will see eBay's latest deals in a variety of categories - such as electronics, jewelry, et cetera - that you can check out by tapping on the pull down menu, and on the top row it features eBay's popular "Daily Deals" which are limited time offered hot-must-get items that have special low fixed-pricing and free shipping. The only other screen on the app is the search results screen minimizing the toggling back and forth from page to page.
- **My eBay:** If you are logged into the app you can also customize the top row of your home screen to feature to access My eBay to view the listings you are most interested in such as watched items, won auctions, and even your sale listings. Simply tap on the pull down menu and select the view you wish to see. You can also access My eBay from anywhere in the app by tapping the My eBay button at the top of the screen (you must be logged in to do this).
- **Logging In:** In addition to the log-in button the app let's you sign-in directly from listing view whenever you want to take an action on a listing without interrupting your search results. Simply tap on watch, bid or buy and the app flips-up the page you are on to reveal the log-in screen. Once you are done in putting your information will be taken back to your listing.

A New Way to Search eBay



- **Gallery View:** The app takes advantage of the iPad's larger screen and image resolution to give you a stunning hi-res image gallery view of your search results while still providing important text information— like price, bid history, shipping info and listing duration – that you can use to determine if something is right for you.
- **Window Shopping:** The joy about gallery view is that you don't have to flip from page to page to view your entire search results as they are all listed in a continuously streamlined fashion. By sliding your finger across the screen you can scroll up and down to view hundreds of listings without missing a beat. You can window shop in both landscape and gallery mode with portrait giving you 9-12 listings per screen and landscape 8 listings per screen.
- **Simplified Search:** The app features a convenient way to refine your search listings quickly without having to leave the search results screen. Just tap on any of the filter tabs at the top of the screen you can filter your results by category/subcategories, listing type, best matches or localized information, such as country of origin or max distance, in advanced search.
- **Price Histogram:** You can filter your results by using the handy price histogram at the bottom that gives you the lowest and highest price of all of the listings in your search. From here you set your price range so you can only view that suit your budget. This tool is also handy if you want to check concentration of listings at certain price points represented by vertical blue lines within the histogram –



A New Way to Shop eBay:

- **Item View:** When you find something of interest, you can get additional details by simply tapping on the picture and a pop-up screen appears with all the stats you need to make an informed purchase decision without ever having to leave the search results view.
- **Detailed Descriptions:** In item view you have the option to see full product descriptions, seller information including buyer feedback, and scroll through stunning high-res images viewable in portrait or landscape mode all at your fingertips. You can also check out the next listing in this view by using the arrow buttons at the top of the window. When you are done simply tap anywhere outside of the item view and you will be back in window shopping mode.
- **Watching, Bid and Buying:** You can watch, bid and buy directly from the item window by tapping on the corresponding buttons on the screen. This information will be logged into My eBay so you can stay on top of your transactions.
- **PayPal integration:** Delivering end-to-end mobile shopping experiences in a safe and secure environment. (**NOTE:** eBay for iPad does not currently integrate third-party check-out or immediate payment methods).

