

eBay® Fashion iPhone™ Application

Fast Facts

- **eBay's Fashion iPhone app** lets shoppers browse and buy from the world's largest selection of new, designer, branded and vintage merchandise, with millions of listings for clothing, shoes and accessories—virtually anytime, anywhere.
- eBay is a global leader mobile commerce since launching its core iPhone application in 2008; **clothing, shoes & accessories is eBay's number one mobile category** in terms of items sold, and number two in terms of GMV (gross merchandise volume).
- **Launched in July 2010**, the eBay Fashion iPhone app is downloadable for free via iTunes®. Version 1.2 of the Fashion app debuted in January 2011.
- **Augmented Reality** allows shoppers to virtually try on sunglasses with a new “See It On” feature, in addition to clothing through the app’s “Outfit Builder” feature.
- **PayPal® integration** delivers an end-to-end mobile shopping experience in a safe and secure environment.

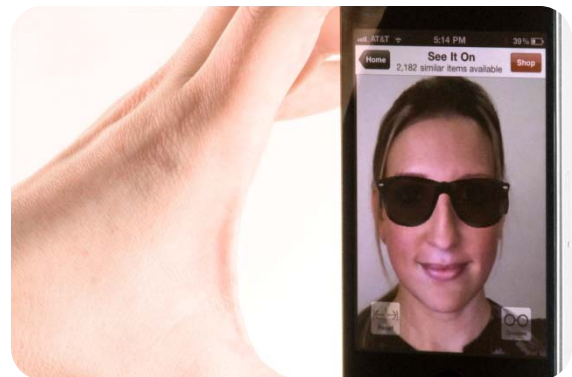


Start Shopping

- Tap the “eBay Fashion” icon to begin shopping. From the home screen, browse popular categories like women, men, kids, baby, vintage and ethnic by tapping “Browse eBay Fashion” – this icon disappears after 10 seconds, but reappears by tapping any image on the home screen.
- Create a specific search by tapping “Search” and typing in a keyword.
- Browse multiple listings by tapping the arrow and swiping to view more, or find out more information about a particular listing by tapping “Info.”
- To refine searches, tap the “Refine” button on any search results screen and filter results by category, sub category, size, price, color and more to find exactly what you’re looking for.
- Need shopping support? Tap “More” to access a video tutorial on the Fashion app from the help section.

Top Features

- **NEW “See It On” Sunglasses:** Enables you to virtually try on sunglasses in real time through augmented reality functionality. Access “See It On” from the “front page” of the app, isolate an image of yourself using a front-facing camera (requires iPhone 4 & iOS 4.0) and then fit the glasses to your face using a pinch and zoom measurement. Choose different styles, including Aviator, Novelty, Fashion, Giro, Wayfarer and Rimless, as well as frames and lenses in multiple colors, to find your perfect look.
- **NEW Expanded Categories:** Access to new categories—Jewelry, Watches, Wedding—from the palm of your hand!



- **Virtual Style Gallery:** Showcases the latest trends and fashions on the home screen in a slide show format. Simply tap the picture of an item you like to search for similar items available on the Marketplace.
- **Personalized Closet:** Allows you to save all the favorite items you find while using the Fashion app in one place; to add an item to your Closet, tap the heart icon. A video tutorial on the feature will launch when you open your personalized Closet.
- **Outfit Builder:** Enables you to mix and match items in your Closet and virtually try them on – through an augmented reality feature – to create unique looks. To access this feature, tap the “+” sign in your Closet. From there, choose the background you’d like to use – a white canvas, a saved photo or live image, which you can do by placing your iPhone on camera mode and pointing toward a friend or a mirror – to “try on” items. Tap any item saved in your Closet to start creating your outfit and edit accordingly with the “edit” tool. Once you’ve created an outfit, you can save it for future reference or share with friends via email.
- **Fashion Vault:** Gives you “Buy It Now” instant access to new, fixed price clothing, shoes and accessories at great value through exclusive, limited time sales on coveted designer brands.
- **Auto Complete Feature:** Automatically recognizes popular searches similar to yours and fills in the rest of the search term for you.
- **My eBay (Fashion):** Gives you a customized view of My eBay from the fashion perspective, only displaying fashion listings for easier organization. My eBay (Fashion) can be found under the “More” tab, but you can always see your entire My eBay contents from the core eBay iPhone app or at eBay.com.

Social Media Integration

- The Fashion app comes enabled with social media and email sharing functions so you can post favorite fashion finds to Facebook and Twitter or send to friends and family via email.
- In order to use social media integration, you must first be logged into Facebook and/or Twitter.
- Tap “Share this item” and select Facebook, Twitter or email. A link with a short comment is posted on your wall, tweeted or sent via email. You can also share pieces of an entire look from the Outfit Builder via email.

About eBay Mobile

eBay launched its first application for iPhone in July 2008 and has since become a leading force in mobile commerce. Its [core iPhone application](#), which is available free via iTunes in eight languages and 190 countries, has been downloaded more than 15 million times and allows users to fully browse and buy without leaving the application. The [eBay app for iPad](#) debuted in the top 10 most downloaded free iPad™ apps in the iTunes Store and delivers a dramatically different, visually compelling shopping experience to browse and purchase the vast selection of products available on eBay. eBay’s suite of mobile apps including [Selling](#), [Classifieds](#), [Stub Hub](#) and [Deals](#) – make selling and buying possible virtually anywhere, anytime. In 2009, eBay’s mobile gross merchandise volume – the value of all goods sold – was more than \$600 million. eBay generated nearly \$2 billion in gross merchandise volume through mobile commerce in 2010. For more information on eBay mobile, visit www.ebay.com/mobile. Global eBay Mobile statistics include:

- A purchase is made every second through eBay’s mobile apps
- 13 pieces of clothing, pairs of shoes or accessories are sold every minute through eBay’s mobile apps
- 94 bids are made every minute via eBay’s mobile apps
- Diamond jewelry, designer handbags and luxury watches topped 2010’s most expensive holiday purchases

eBay Inc.’s PayPal division has been delivering mobile payments since 2005 and has a mobile app for iPhone, Android™ and BlackBerry® smartphones, as well as SMS and WAP-based payments solutions. In 2009, \$141 million transacted over PayPal’s mobile applications. PayPal launched a new version of its iPhone app in March 2010 that was downloaded more than a million times in the first three weeks.

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