



eBay Marketplaces Fast Facts At-A-Glance¹ (Q4 2011)

- Founded in September 1995, eBay is a global online marketplace where practically anyone can trade practically anything
- In **Q4-11**, eBay Marketplaces reported **100 million** active users worldwide
- **eBay Instant Sale** is a different way to get cash for your used electronics on eBay. With Instant Sale, you can get an immediate cash offer in three easy steps – and less than 60 seconds.
 - eBay Instant Sale has generated more than 7.3 million offers to date
 - Top trade in items on eBay Instant Sale include smartphones (55%), MP3 players (9%) and tablets (7%)

Lifestyles Categories

	Clothing, Shoes & Accessories	Electronics	Home & Garden
GMV²	In Q4-11 , the worldwide Gross Merchandise Volume ⁵ for the Clothing, Shoes and Accessories, Jewelry and Health & Beauty category was approximately \$3.2 billion	In Q4-11 , worldwide Gross Merchandise Volume ⁵ for Computers, Consumer Electronics, Cell Phones, Photo and Video Games is \$3.7 billion	In Q4-11 , the worldwide Gross Merchandise Volume ⁵ for the Home & Garden category was approximately \$2.5 billion
Top Searches	Coach, Abercrombie & Fitch, Nike, Guess, Juicy Couture, Adidas, Lacoste, Banana Republic, Gucci, Ed Hardy, Michael Kors and GAP	iPad 2, iPhone 4S, Nook, Canon, GPS, Xbox, Macbook Pro, HTC EVO 3D, Monster Beats, Samsung HDTVs	Anthropology, Urban Outfitters, Furniture, Pottery Barn, Dyson Vacuum Cleaner, Urban Outfitters, John Deere, Grill and Tractor
U.S. Velocity Statistics	<ul style="list-style-type: none"> ▪ A pair of shoes sold every 7 seconds ▪ Women's accessories sold every 5 seconds ▪ A woman's dress sold every 8 seconds ▪ A pair of women's jeans sold every 17 seconds ▪ A pair of men's sunglasses sold every 33 seconds ▪ A men's necktie sold every 24 seconds ▪ A pair of Chuck Taylors sold every 6 minutes ▪ A pair of retro sunglasses sold every 4 minutes 	<ul style="list-style-type: none"> ▪ A cell phone sold every 5 seconds ▪ An MP3 Player sold every 22 seconds including Apple iPod, Creative Zen, and others ▪ A video game system sold every 22 seconds ▪ Headphones sold every 16 seconds ▪ A GPS Device sold every minute ▪ An Apple Laptop or Notebook sold every 2.4 minutes ▪ An iPad sold every 2.3 minutes 	<ul style="list-style-type: none"> ▪ An item in the home décor category sold every 7 seconds ▪ A bedding item sold every 21 seconds ▪ A bath item sold every 21 seconds ▪ A major appliance sold every 51 seconds ▪ A baby gear item sold every 4 minutes ▪ Patio and Garden furniture sold every 4 minutes ▪ Tea cups sold every 9 minutes ▪ A hammock sold every 26 minutes

	Clothing, Shoes & Accessories	Electronics	Home & Garden
Trends⁴	<ul style="list-style-type: none"> — Pastels: pale ice cream hues will rule — Patterned Jeans: polka dots, hearts or tie-dye, basic blue is a thing of the past — Walking Shorts: a longer silhouette feels fresh — Smoking Slipper: popular in the fall, these will continue to be seen on the streets come springtime — Portfolio Clutch: like a clutch / briefcase hybrid that's classic and practical — Choker Necklace: wear it over a collared shirt for an unexpected pop — Adventurer / Outdoors: Look to Wes Anderson's new movie Moonrise Kingdom for a new take on Indiana Jones style with military green and leather accessories — Yellow: the sunshine color will be everywhere from denim to coats — Lower Heel Heights: towering stilettos can take a break for a bit — Ear Cuffs: high end, bejeweled ear cuffs are making a comeback 	<ul style="list-style-type: none"> — Tablets: Apple iPad 2, Samsung Galaxy Tab, 4G Tablets, Motorola Xoom, Acer Iconia Tab — Cell Phones: iPhone 4, HTC EVO 3D, Samsung Galaxy 2 II, Blackberry Bold — Notebooks: Apple Macbook Air, Macbook Pro — Gaming: Microsoft Xbox Kinect, Nintendo 3DS — GPS: Garmin Nuvi, Tomtom — SLR Digital Cameras: Nikon D3100, Canon EOS Rebel T3i, Canon Rebel EOS 5D MARK II, Nikon D7000 — Lens and Filters: Nikon, Canon, Bower, Sigma, Zeiss — MP-3 Players: iPod Touch, iPod Nano — eReader: Barnes and Noble Nook, Kobo, Pandigital — TV's (Connected/3D): Samsung, Panasonic, and LG — Home Audio (Receivers/Sound Bars): Onkyo, Harman Kardon, Yamaha, Polk Audio, Pioneer — Home Theater Accessories: Apple TV, Logitech Harmony One, Roku 2 	<ul style="list-style-type: none"> — Sunshade Umbrellas: design driven shapes are redefining the modern outdoor umbrella — Woven Lighting Fixtures: wood woven lighting and shades — Geometric Shapes: Looks clean and architectural in cut glass form — Stainless Steel: the almost clinical look is actually quite contemporary — River Stone: refined stoneware tabletop settings in neutral colors — Brightly Colored Washer Dryers: so much more cheerful than plain white — Vitamix: the gold standard of blenders — Punchbowl: mix up your party cocktails in something outrageous — Clear Glass Teacups & Pot: makes serving a cuppa so delightful — Mountain Weave Cotton Tablecloths: very New England, very classic

¹Rent.com, Shopping.com, and eBay Classifieds web sites are not included in these metrics

²Previously reported annualized figures

³Previously reported Nielsen figures

⁴Selected by eBay trend experts

⁵ Total value of all successfully closed items between users on eBay Marketplaces trading platforms during the quarter, regardless of whether the buyer and seller actually consummated the transaction.