



eBay Mobile Fast Facts (As of February 17, 2010)

- Launched in 2005 and 2008 respectively, the eBay web application (WAP) site – and iPhone application extend the eBay experience to the mobile phone.
- eBay’s iPhone application is available in 8 languages and is downloadable in 77 countries.
- eBay’s stand alone Deals iPhone application was launched in 2009, and is available in 8 languages and downloadable in 77 countries.
- In addition to the iPhone applications, eBay launched a BlackBerry and Android application in 2009 and 2010 respectively.
- eBay integrated PayPal into the eBay mobile website and iPhone application in 2009, delivering an end-to-end mobile shopping experience.

Gross Merchandise Volume	<ul style="list-style-type: none"> • eBay’s mobile GMV (the value of goods sold) reached more than \$600 million by the end of 2009, a 200% increase over 2008 • eBay mobile GMV is growing at a double-digit rate month-over-month • Approximately half of eBay’s mobile GMV comes from outside the U.S. 	
User Statistics	<ul style="list-style-type: none"> • The average eBay mobile user spends more than 10 minutes viewing eBay listings, with an average of 20 page views per user • Over 1 million users from over 200 countries visit the eBay mobile website and iPhone application • The average eBay mobile user spends \$200 in GMV per year 	
Velocity Statistics	<ul style="list-style-type: none"> • 1 item is purchased every 2 seconds using eBay mobile • The eBay iPhone application has been downloaded close to 7 million times • eBay mobile (WAP site and iPhone application) receives an average of 750,000 unique visitors per month 	
Top Categories	<p>Top 5 categories by GMV:</p> <ol style="list-style-type: none"> 1. Cars & Trucks 2. Apparel 3. Sporting Goods 4. Auto Parts 5. Computers 	<p>Top 5 categories by items bought:</p> <ol style="list-style-type: none"> 1. Apparel 2. Auto Parts 3. Cell Phones & Accessories 4. Sporting Goods 5. Collectibles
Other	<ul style="list-style-type: none"> • eBay users see no barrier to using mobile. Items such as vehicles with six-figure prices have been purchased over the eBay iPhone application • Push alerts and SMS notifications notify eBay iPhone, BlackBerry and Android app users when an item they’re watching is ending soon and when they’ve been outbid, allowing them the opportunity to bid again. 	