



## eBay Mobile Fast Facts (As of November 24, 2009)

- Launched in 2007 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 integrated PayPal into the eBay mobile website and iPhone application in 2009, delivering an end-to-end mobile shopping experience.

<b>Gross Merchandise Volume</b>	<ul style="list-style-type: none"> <li>• eBay’s mobile GMV (the value of goods sold) is on track to reach <b>more than \$500 million</b> by the end of 2009</li> <li>• eBay mobile GMV is growing at a double-digit rate month-over-month</li> <li>• Approximately half of eBay’s mobile GMV comes from outside the U.S.</li> </ul>	
<b>User Statistics</b>	<ul style="list-style-type: none"> <li>• The average eBay mobile user spends more than <b>10 minutes</b> viewing eBay listings, with an average of <b>20 page views</b> per user</li> <li>• Over 1 million users from over <b>165 countries</b> visit the eBay mobile website and iPhone application</li> <li>• The average eBay mobile user spends <b>\$200 in GMV</b> year to date</li> </ul>	
<b>Velocity Statistics</b>	<ul style="list-style-type: none"> <li>• 1 item is purchased every 2 seconds using eBay mobile</li> <li>• The eBay iPhone application has been downloaded more than 5 million times</li> <li>• eBay mobile (WAP site and iPhone application) receives an average of <b>750,000 unique visitors per month</b></li> </ul>	
<b>Top Categories</b>	<p><b>Top 5 categories by GMV:</b></p> <ol style="list-style-type: none"> <li>1. Cars &amp; Trucks</li> <li>2. Apparel</li> <li>3. Sporting Goods</li> <li>4. Auto Parts</li> <li>5. Computers</li> </ol>	<p><b>Top 5 categories by items bought:</b></p> <ol style="list-style-type: none"> <li>1. Apparel</li> <li>2. Auto Parts</li> <li>3. Cell Phones &amp; Accessories</li> <li>4. Sporting Goods</li> <li>5. Collectibles</li> </ol>
<b>Other</b>	<ul style="list-style-type: none"> <li>• eBay users see no barrier to using mobile. Items such as vehicles with six-figure prices have been purchased over the eBay iPhone application</li> <li>• Push alerts notify eBay iPhone app users when an item they’re watching is ending soon and when they’ve been outbid, allowing them the opportunity to bid again.</li> </ul>	