

# Fast Facts



## Collectively, we connect millions of buyers and sellers around the world

eBay Inc. is a global commerce leader including our Marketplace, StubHub and Classifieds platforms. Collectively, we connect millions of buyers and sellers around the world. The technologies and services that power our platforms are designed to enable sellers worldwide to organize and offer their inventory for sale and buyers to find and purchase it, virtually anytime and anywhere. eBay Inc. employs approximately 12,600 people globally.\*

### eBay inc. by the numbers

**171**

#### Million buyers

Number of active eBay Inc. buyers worldwide \*\*

**\$2.3**

#### Billion revenue

eBay Inc. reported revenue for Q2 2017

**58%**

#### International

Percentage of eBay Inc. revenue that is international

**\$21.5**

#### Billion GMV

Amount of eBay Inc. GMV – the total value of successfully closed transactions – in Q2 2017 \*\*

**~88%**

#### Fixed price

Percentage of eBay Inc. GMV that is fixed price

### Mobile data points

**\$10.7**

#### Billion mobile volume

Amount of eBay Inc. sales volume completed on mobile devices in Q2 2017

**370**

#### Million downloads

Number of times eBay Inc. apps have been downloaded across the globe



## One of the world's largest and most vibrant marketplaces

Our Marketplace platforms include our online marketplace ebay.com, its localized counterparts and the eBay mobile apps, which are among the world's largest and most vibrant marketplaces for discovering great value and unique selection.

### eBay marketplaces by the numbers

**\$20.5**

#### Billion GMV

Amount of eBay Marketplace GMV – the total value of successfully closed transactions – in Q2 2017

**\$1.9**

#### Billion revenue

Amount of eBay Marketplace revenue for Q2 2017

**81%**

#### New items

Percentage of new items sold on the eBay platform

**1.1**

#### Billion listings

Approximate number of eBay Marketplace live listings

**68%**

#### Ship for free

Percentage of transactions on the eBay Marketplace that shipped for free (reflects US, UK and DE)

### Mobile data points

**61%**

#### Touched by mobile

Percentage of eBay platform GMV that involves a mobile touch point

**12.6**

#### Million listings

Number of new listings currently added via mobile on the eBay platform per week



## Largest ticket marketplace in the US

Our StubHub platforms include our online ticket marketplace located at [stubhub.com](http://stubhub.com), the StubHub mobile apps and Ticketbis. These platforms connect fans with their favorite sporting events, shows and artists and enable them to buy and sell tens of thousands of tickets whenever they want.

## StubHub by the numbers

# \$1.0

**Billion**

Amount of StubHub GMV – the total value of successfully closed transactions – in Q2 2017

# \$236

**Million**

Amount of StubHub revenue for Q2 2017



## A market leader in Classifieds

Our Classifieds platforms include a collection of brands such as Mobile.de, Kijiji, Gumtree, Marktplaats, eBay Kleinanzeigen and others. Offering online classifieds in more than 1,500 cities around the world, these platforms help people find whatever they are looking for in their local communities.

## Classifieds by the numbers

# \$219

**Million**

Amount of Classifieds revenue for Q2 2017

\* As of 12/31/2016

\*\* Does not include eBay Classifieds

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# 2017 Fun Facts Velocity Stats By Region

Frequency of product purchases via desktop and mobile



## US

A watch is purchased every	4 sec
A camping & hiking item is purchased every	6 sec
A smartphone is purchased every	5 sec
A TV, video or home audio item is purchased every	4 sec
A tool is purchased every	11 sec
A sports trading card is purchased every	3 sec



## UK

A makeup product is purchased every	3 sec
A women's necklace is purchased every	9 sec
A pair of women's shoes is purchased every	5 sec
An appliance is purchased every	8 sec
A car part is purchased every	1 sec
A video game is purchased every	8 sec



## Germany

A ladies fashion accessory is purchased every	17 sec
A pair of boots is purchased every	21 sec
A tablet is purchased every	3 sec
A video game is purchased every	14 sec
A tire is purchased every	16 sec
A Lego is purchased every	18 sec



## Australia

A wedding item is purchased every	26 sec
A home décor item is purchased every	14 sec
A watch is purchased every	29 sec
A tool is purchased every	29 sec
A smartphone is purchased every	1 min
A car or truck part is purchased every	4 sec

# 2017 Fun Facts

## Mobile Velocity Stats By Region

Frequency of product purchases via mobile only



### US

A pair of women's shoes is purchased every 8 sec

A women's handbag is purchased every 13 sec

A home décor item is purchased every 9 sec

A car or truck is purchased every 3 min

A video game is purchased every 11 sec

An action figure is purchased every 13 sec



### UK

A men's pair of shoes is purchased every 13 sec

A cookware item is purchased every 5 sec

A bedding item is purchased every 13 sec

A tablet is purchased every 14 sec

A car part is purchased every 4 sec

A car is purchased every 2 min



### Germany

A pair of women's shoes is purchased every 22 sec

A book is purchased every 14 sec

A cookware item is purchased every 14 sec

A smartphone accessory is purchased every 5 sec

A tablet is purchased every 10 sec

A tire or car part is purchased every 24 sec



### Australia

A jewelry item is purchased every 14 sec

A camping or hiking product is purchased every 49 sec

A baby clothing item is purchased every 50 sec

A tool is purchased every 59 sec

A smartphone accessory is purchased every 5 sec

A truck or car part is purchased every 9 sec