

# EBAY INC. FAST FACTS AT-A-GLANCE (Q4 2015)



eBay Inc. is a global commerce leader including the Marketplace, StubHub and Classifieds platforms. Collectively, we connect millions of buyers and sellers around the world, empowering people and creating opportunity through Connected Commerce. Founded in 1995 in San Jose, Calif., eBay is one of the world's largest and most vibrant marketplaces for discovering great value and unique selection. In 2015, eBay enabled \$82 billion of gross merchandise volume. eBay Inc., employs 11,600 people globally.

## EBAY INC.

## EBAY MARKETPLACE

**162** MILLION BUYERS

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

**\$21.9** BILLION

Amount of eBay Inc. GMV – the total value of successfully closed transactions – in Q4 2015 \*\*

**~800** MILLION LISTINGS

Approximate number of eBay Marketplace listings

**\$2.3** BILLION

Amount of eBay Inc. revenue for Q4 2015

**~85%** FIXED PRICE

Percentage eBay Inc. GMV that is fixed price

**63%** SHIP FOR FREE

Percentage of transactions from eBay that ship for free (reflects U.S, UK and DE)

**57%** INTERNATIONAL

Percentage of eBay Inc. revenue that is international

**43%** MOBILE GMV

Percentage of eBay Inc. GMV that was transacted via mobile in Q4 2015

**80%** NEW ITEMS

Percentage of items on eBay that are sold as new

## U.S. VELOCITY STATISTICS

A pair of shoes sold every **2 seconds**

Women's accessories sold every **3 seconds**

Three woman's dresses sold every **2 seconds**

A pair of women's jeans sold every **14 seconds**

A pair of men's sunglasses sold every **26 seconds**

A men's necktie sold every **21 seconds**

A women's handbag sold every **6 seconds**

A cell phone sold every **4 seconds**

An MP3 Player sold every **35 seconds** including Apple iPod, Creative Zen, and others

An LCD television sold every **2 minutes**

Headphones sold every **12 seconds**

A GPS Device sold every **1.5 minutes**

An iPad sold every **11 seconds**

An item in the home décor category sold every **4 seconds**

A bedding item sold every **12 seconds**

A bath item sold every **14 seconds**

A major appliance sold every **15 seconds**

A baby gear item sold every **3.5 minutes**

Three parts or accessories sold every **1 second**

A motorcycle part is sold every **3 seconds**

An engine or component is sold every **7 seconds**

A wheel or tire part is sold every **6 seconds**

A snowmobile, ATV, or personal watercraft part or accessory is sold every **8 seconds**

\*\* Does not include eBay Classifieds

## OVERVIEW

eBay Inc. is a leader in mobile commerce, eclipsing \$33 billion in Mobile Commerce Volume (MCV) in 2015 across its portfolio of apps. And with mobile apps for iPhone®, iPad®, Android™, BlackBerry® and Windows® available in 8 languages and 190 markets, buyers can expect a great shopping experience anywhere, anytime, on any device.



## BY THE NUMBERS

**EBAY INC.** **190** MARKETS  
Number of markets that eBay Inc. apps are available

**\$9.3** BILLION  
Amount of eBay Inc. MCV transacted in Q4 2015

**304** MILLION DOWNLOADS  
Number of times eBay Inc. apps have been downloaded across the globe to date

**EBAY MARKETPLACE** **54%** TOUCHED BY MOBILE  
Percentage of eBay Marketplace GMV that involves a mobile touch point

**1.4** BILLION LISTINGS  
Number of listings created via mobile for eBay Marketplace to date across the globe

**9.2** MILLION LISTINGS  
Number of new listings currently added via eBay Mobile per week

## MOBILE VELOCITY STATS BY REGION (Based on MCV)

**U.S.**  
A car or truck is bought via mobile every **5 minutes**

A pair of ladies shoes is bought via mobile every **7 seconds**

A ladies handbag is bought via mobile every **10 seconds**

A tablet is bought via mobile every **28 seconds**

**UK**  
A car is bought via mobile every **2 minutes**

A pair of ladies shoes is bought via mobile every **6 seconds**

A ladies handbag is bought via mobile every **16 seconds**

A tablet is bought via mobile every **41 seconds**

**GERMANY**  
A car or truck is bought via mobile every **13 minutes**

A pair of ladies shoes is bought via mobile every **18 seconds**

A ladies handbag is bought via mobile every **1 minute**

A tablet is bought via mobile every **2 minutes**

**AUSTRALIA**  
A car is bought via mobile every **24 minutes**

A pair of ladies shoes is bought via mobile every **1 minute**

A ladies handbag is bought via mobile every **2 minutes**

A tablet is bought via mobile every **8 minutes**

**CANADA**  
A pair of ladies shoes is bought via mobile every **6 minutes**

A ladies handbag is bought via mobile every **7 minutes**

A tablet is bought via mobile every **20 minutes**

**ITALY**  
A pair of ladies shoes is bought via mobile every **3 minutes**

A ladies handbag is bought via mobile every **6 minutes**

A tablet is bought via mobile every **9 minutes**

**SPAIN**  
A pair of ladies shoes is bought via mobile every **12 minutes**

A ladies handbag is bought via mobile every **19 minutes**

A tablet is bought via mobile every **27 minutes**

**FRANCE**  
A pair of ladies shoes is bought via mobile every **3 minutes**

A ladies handbag is bought via mobile every **6 minutes**

A tablet is bought via mobile every **24 minutes**

**KOREA**  
A pair of ladies shoes is bought via mobile every **2 hours**

A ladies handbag is bought via mobile every **3 hours**

A tablet is bought via mobile every **5 hours**

**MEXICO**  
A pair of ladies shoes is bought via mobile every **39 minutes**

A ladies handbag is bought via mobile every **33 minutes**

A tablet is bought via mobile every **2 hours**