

**Powered by sellers,
open for business.**

ebay

Hello!

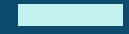
Alexis Gallivan

Small Business Lead, Seller Operations & Engagement

Theresa Cox

Owner of Club Red 97, eBay seller since 2015

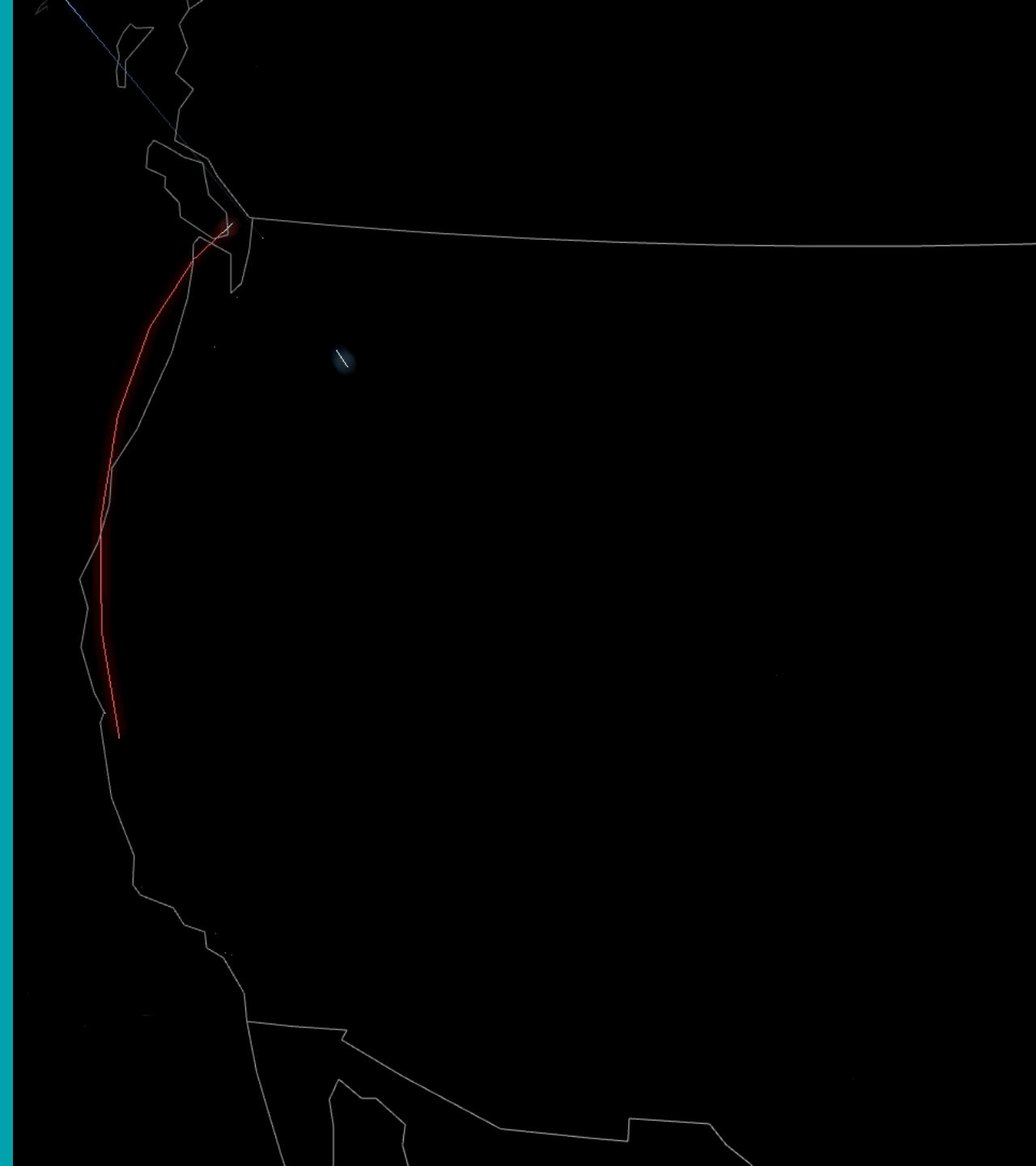




eBay today

“People are
basically
good”

-Pierre Omidyar, eBay Founder



How our global marketplace works



eBay today

21.3B

GMV (\$)

174M

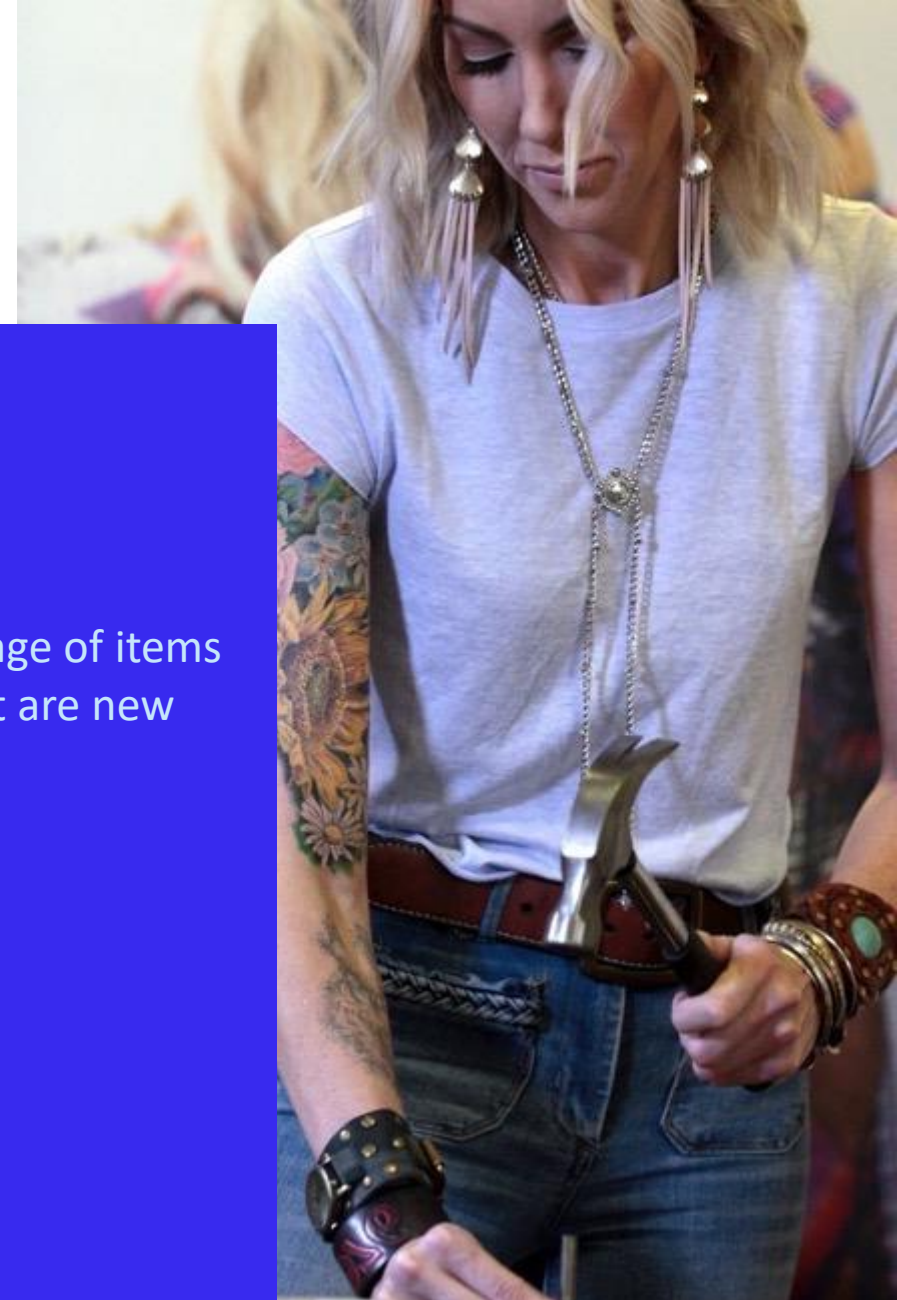
Number of active buyers

1.4B

Number of listings

79

Percentage of items sold that are new



eBay velocity in the U.S.

A watch is
purchased every

5 sec.

A tool is
purchased every

3 sec.

A sports
trading card is
purchased every

1 sec.

A smartphone is
purchased every

5 sec.

Commitment to small business



**Empowering
small businesses
to compete globally
and thrive in the
digital economy**

Our unique value proposition

PARTNERSHIP

- We don't compete with our sellers
- We win when they win

REACH

- 170M+ active buyers
- Tools to help you reach and ship to 190 markets worldwide

FLEXIBILITY

- Free and accessible for businesses of all types and sizes
- Tools and opportunities to help you grow at your own pace

INTEGRITY

- Seller protections
- Transparent pricing systems
- Clear policies and fair enforcement

CONNECTION

- Enthusiastic community of buyers and sellers
- Outreach and engagement programs
- Small business policy advocacy

Our impact

97

% of eBay-enabled small businesses that export

1%
natl.
average

17

Average number of export markets for eBay-enabled small businesses

4
natl.
average

21

Average % growth rate among eBay-enabled small businesses

1%
natl.
average

13

% increase in number of eBay-enabled small businesses in rural counties

<1%
average



COVID-19 response

Challenging times



Do Not Insert Text Here

Our response



Deferred fees
to mitigate cash flow
pressure

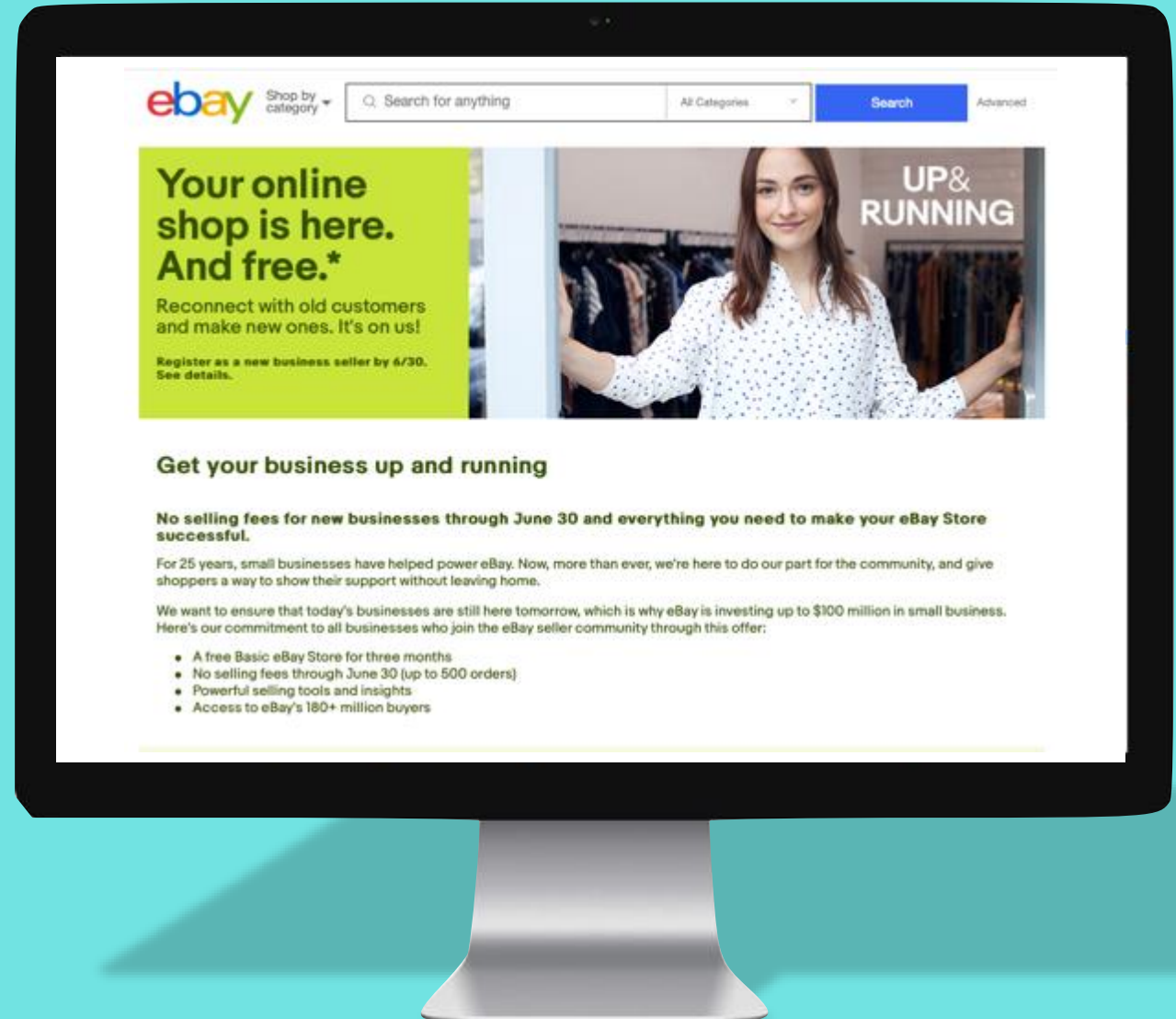


Free listings and higher
listing limits
to enable more sales



Dedicated promotions
to build awareness
and traffic

Up & Running



The screenshot displays the eBay homepage with a prominent banner for the 'UP & RUNNING' promotion. The banner features a woman in a white polka-dot shirt standing in a clothing store. To the left of the image, a green box contains the text: 'Your online shop is here. And free.* Reconnect with old customers and make new ones. It's on us! Register as a new business seller by 6/30. See details.' Below the banner, the heading 'Get your business up and running' is followed by the text: 'No selling fees for new businesses through June 30 and everything you need to make your eBay Store successful.' This is followed by a paragraph: 'For 25 years, small businesses have helped power eBay. Now, more than ever, we're here to do our part for the community, and give shoppers a way to show their support without leaving home.' Another paragraph states: 'We want to ensure that today's businesses are still here tomorrow, which is why eBay is investing up to \$100 million in small business. Here's our commitment to all businesses who join the eBay seller community through this offer:'

- A free Basic eBay Store for three months
- No selling fees through June 30 (up to 500 orders)
- Powerful selling tools and insights
- Access to eBay's 180+ million buyers

Spectrum of support



1

Free three-month
Basic Store
subscription*

2

Discounts on
fees during
promotional
Period*

3

Access to
exclusive
e-learning
opportunities

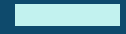
4

Seller-to-seller
mentorship and
access to vibrant
seller community

5

Promotional
support

* Limited-time offer, check [ebay.com/UpandRunning](https://www.ebay.com/UpandRunning) for current promotion details.



Join us



Get started



1

Register

Free and quick. Set up a business account in minutes with just an internet connection and some basic business information.

Flexible. Register and manage your account on a computer or smartphone.

Customizable. Brand your eBay storefront to create a unique shopping experience for your customers.

2

List

eBay makes listing your inventory simple with [recommendations](#), [pricing guidance](#), and more.

Make your items look their best with our free [image clean-up feature](#) in the eBay app.

Use eBay's [promotions tools](#) to help you reach millions of buyers around the world.

3

Ship

Sellers enjoy end-to-end support with:

Rate calculators to help manage costs

Carrier discounts to boost profits

Branded shipping supplies to add a professional touch to your packages

Global shipping support to service buyers around the world

Protective policies to keep your transactions and business secure

4

Grow

Use eBay's [Seller Hub](#), a custom dashboard for your business to help you analyze performance, view buyer trends, and access growth recommendations.

Explore our [store subscription](#) options for enhanced branding options, discounted fees, free shipping supplies, and more.

Get the support you need in our online [community](#), at [seller events](#), and from our [24/7 customer service](#) team.

Learning resources

Get started selling on eBay

**UP&
RUNNING**
ebay

Listing Essentials

Get your products seen and sold

**UP&
RUNNING**
ebay

Shipping & returns

Deliver great service from start to finish

**UP&
RUNNING**
ebay

Planning for growth

Set your eBay business up for success

**UP&
RUNNING**
ebay

[ebay.com/upandrunning](https://www.ebay.com/upandrunning)

Join today!

Theresa Cox

Club Red 97

Gilbert, AZ

- My eBay Story
- What ecommerce and selling on eBay has meant to my business
- Tips and tricks to selling online successfully





Thank you!

We are always here to support you!

government_relations@ebay.com