



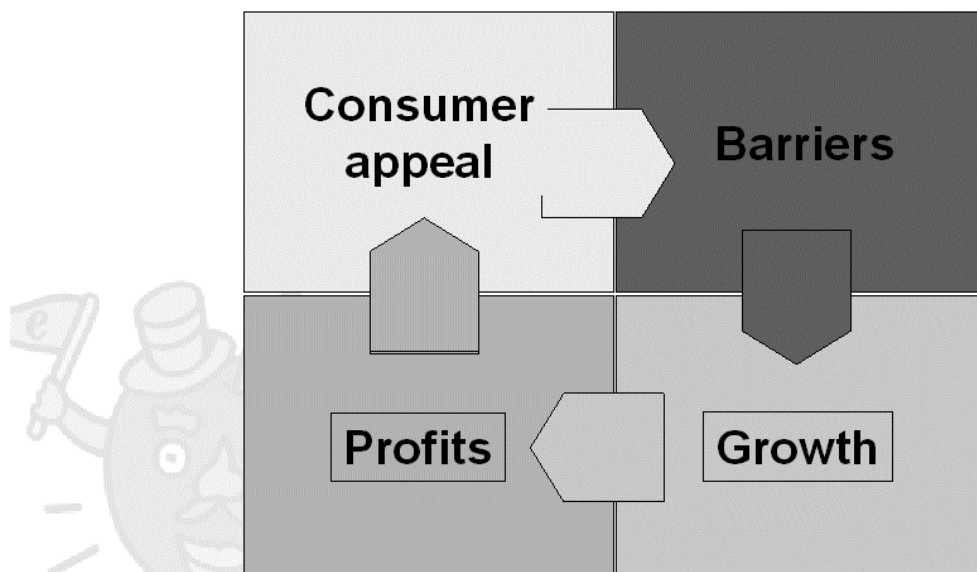
Conference 2000

Frerk-Malte Feller

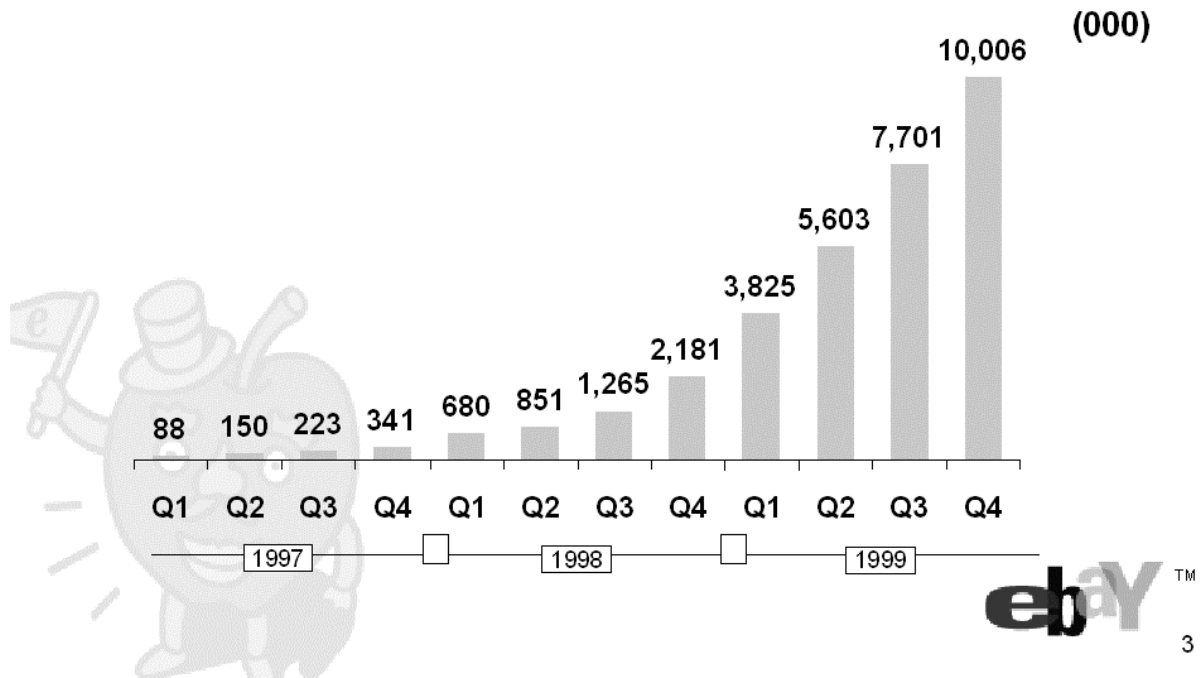
malte@ebay.de



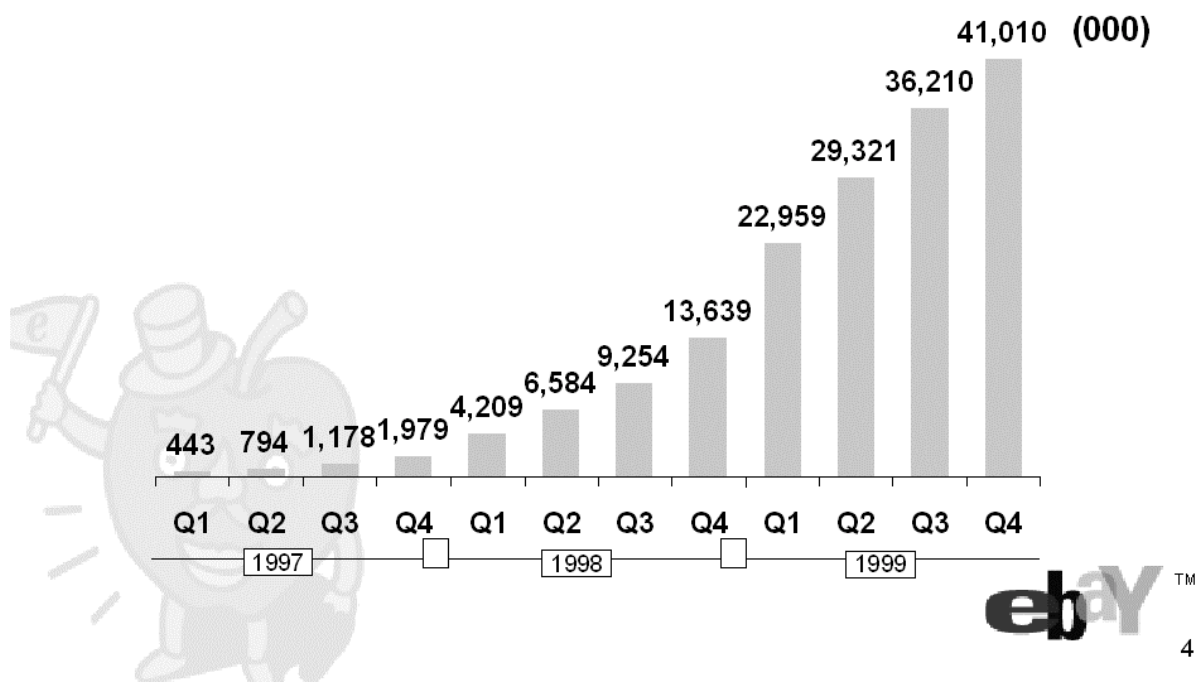
Why eBay?



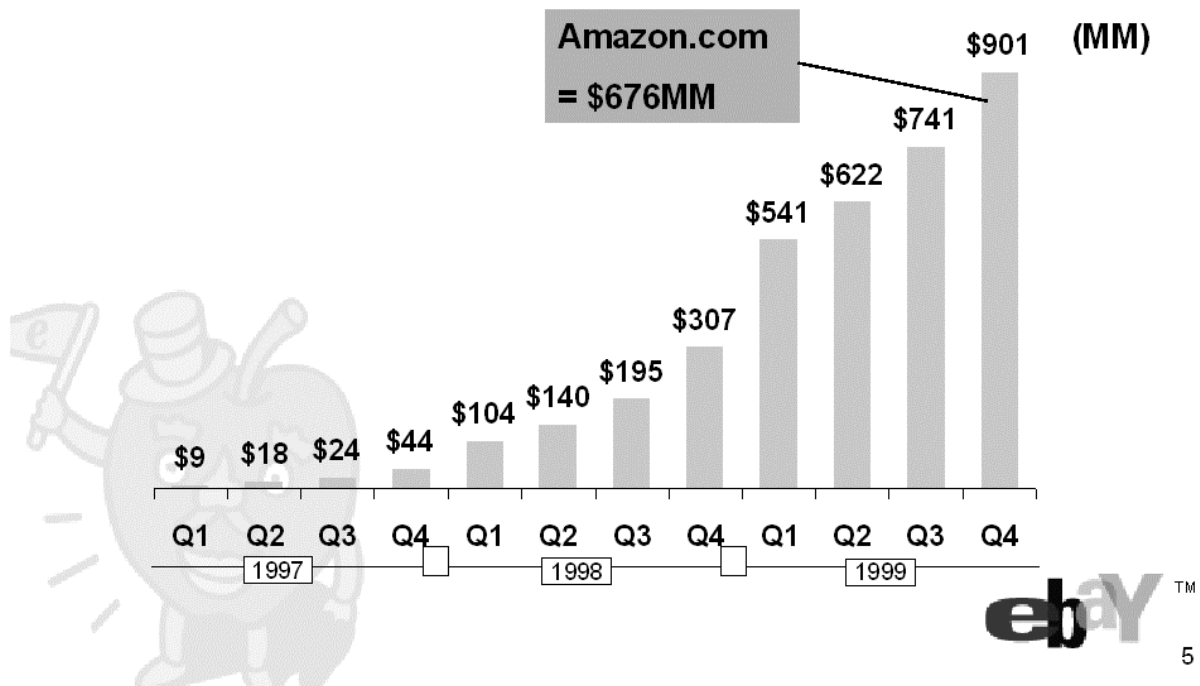
Explosive growth—registered users



Explosive growth—listed items



Explosive growth—gross merch. sales



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Explosive growth - infrastructure

In a typical day...

page views

115 mm

searches

15+ mm

transactions

50+ mm

listings

450K+

bids

1.5+ mm

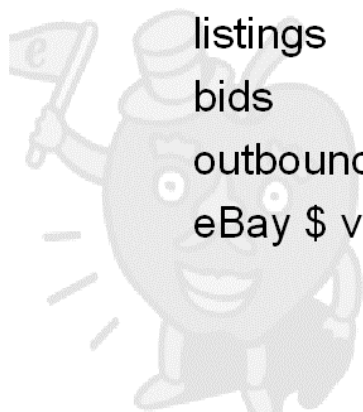
outbound emails

2.0+ mm

eBay \$ volume

\$10+ mm

(=\$113/second)



ebay™

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Features & benefits

Buyer

massive selection
more convenient
saves time and money
more value

Seller

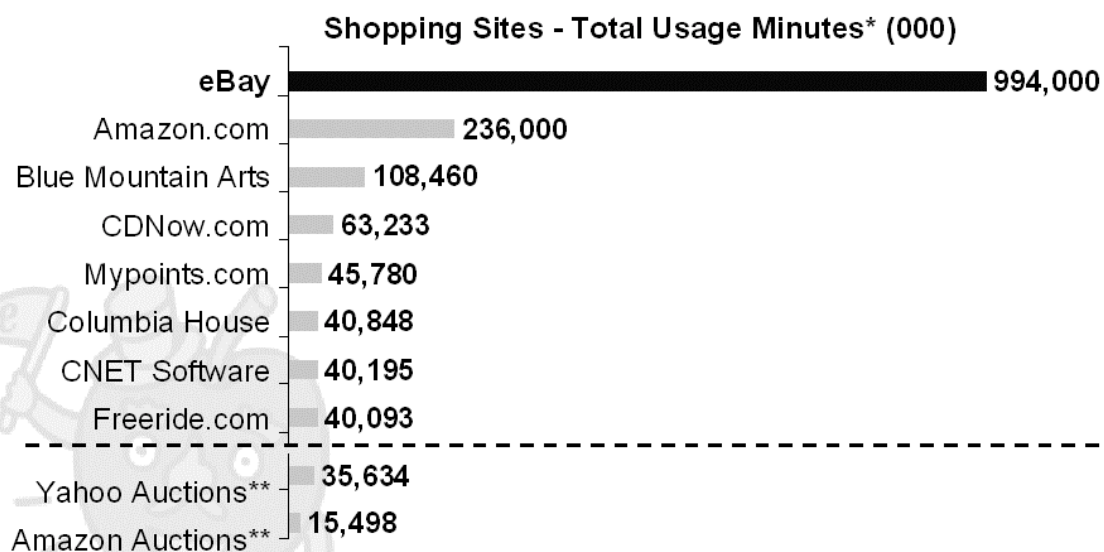
broadens market
lowers distribution costs
maximizes selling price
more money

Easy to use, dependable trading environment
Efficient person-to-person marketplace



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Stickiness and loyalty



*Source: MediaMetrix, November 1999 for eBay and Amazon, June 99 all others
; includes home and work usage

** Home only. Total Usage Minutes for eBay Home only - 705,330



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Sustainable competitive advantage

Brand leadership

Unique content/merchandise

Largest trading community

Affinity/loyalty

Scalable infrastructure

Dedicated focus



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Power of eBay community

	eBay	Amazon		Yahoo Auctions
Q4 1999 Mktg. Budget	\$28.9M	\$179.4M		NA
Daily Reach (Feb 6)	6.5% ^a	Total	Auctions	0.8% ^a
		3.8% ^a	0.3% ^a	
Unique Visitors Per Day (Feb 6)	1,692,000 ^a	983,000 ^a	81,000 ^a	215,000 ^a
GMS Q4 1999	\$901M	\$676M ^b	\$16M ^c	\$49M ^c
Daily GMS Q4 1999	\$9.8 M/Day	\$7.35M/Day ^b	\$0.16M/Day ^c	\$0.53M/Day ^c

^a =Media Metrix Feb 6, 2000

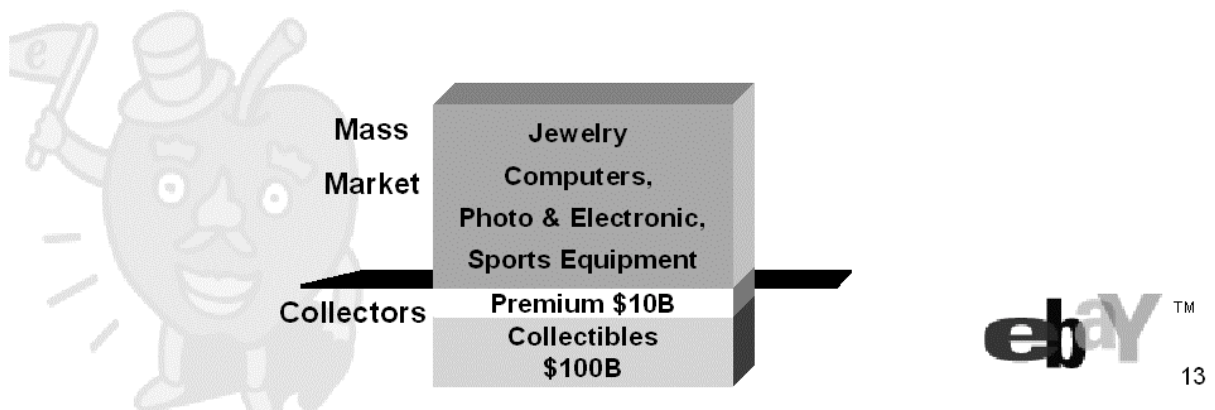
^b = Q4 99

^c = eBay calculated

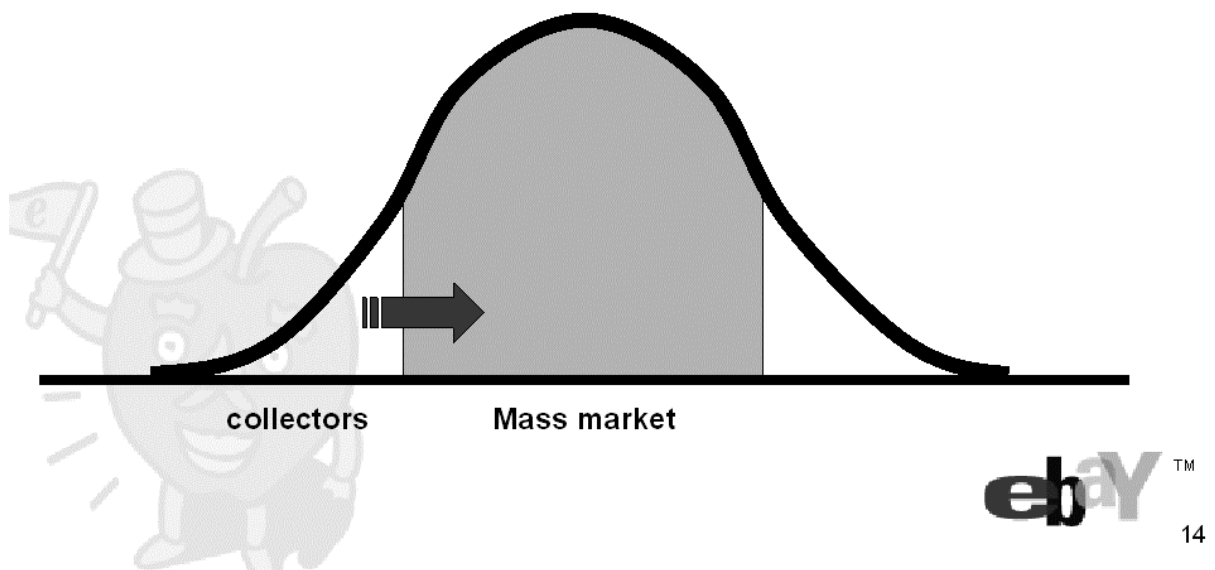


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eBay's market

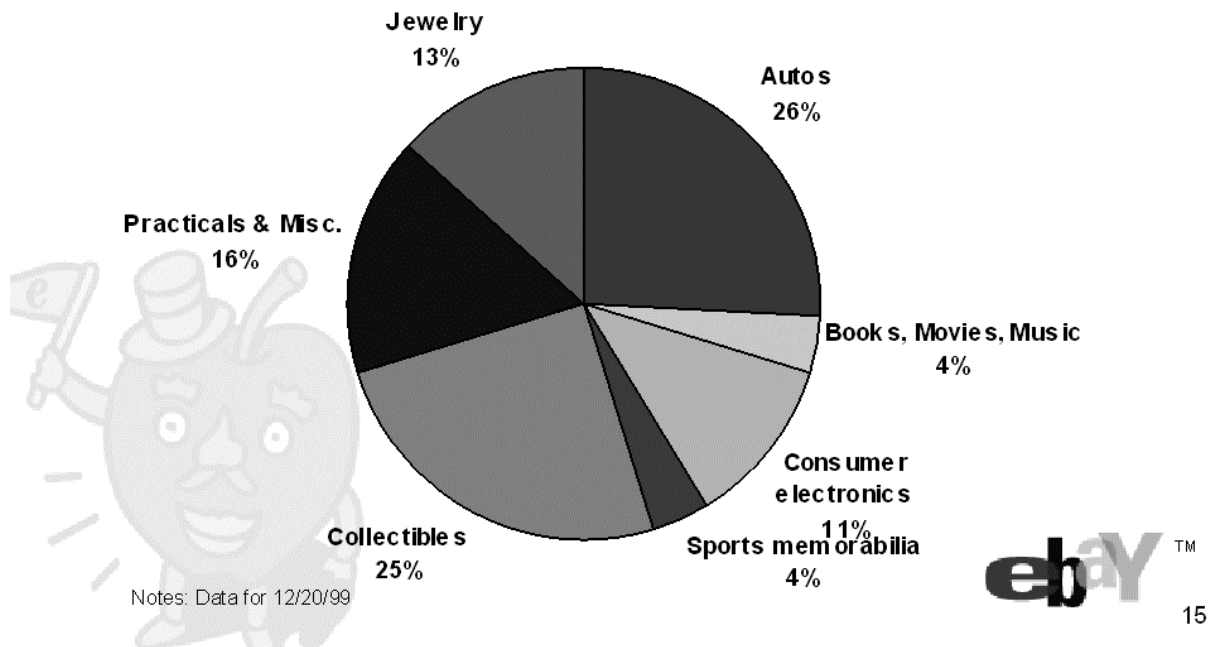


Potential users

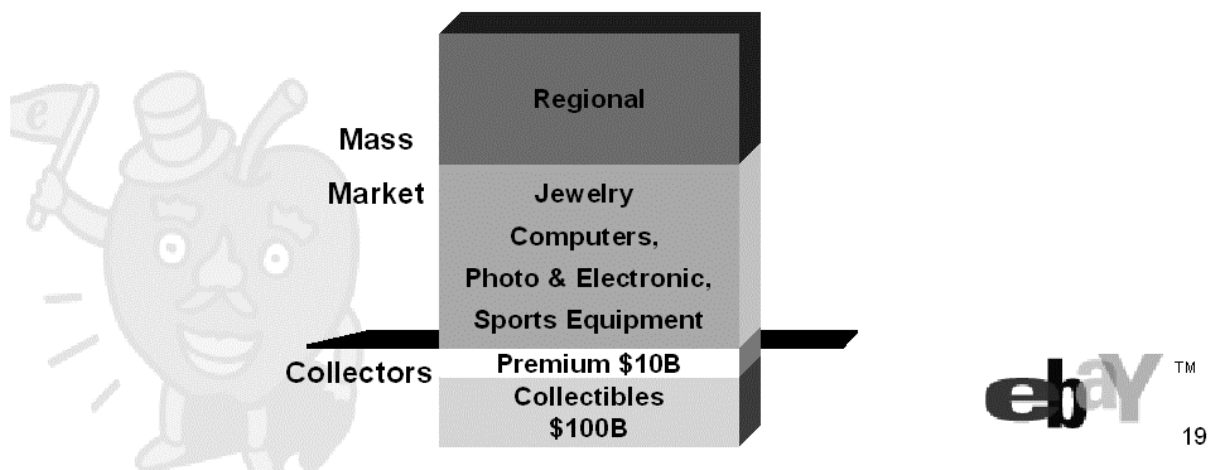


Changing dynamics of eBay

eBay \$ Volume Breakdown of GMS Listed



eBay's market



Regional - new search

go local!
Your Neighborhood Trading Community!
(just click on a region below!)



Enhanced
search

53 individual
regional
homepages

ebay™
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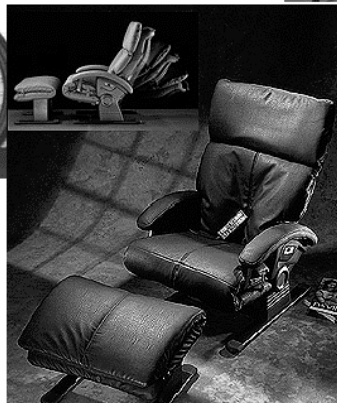
Other regional items

**Titanium Mongoose
Bike
\$1,400**



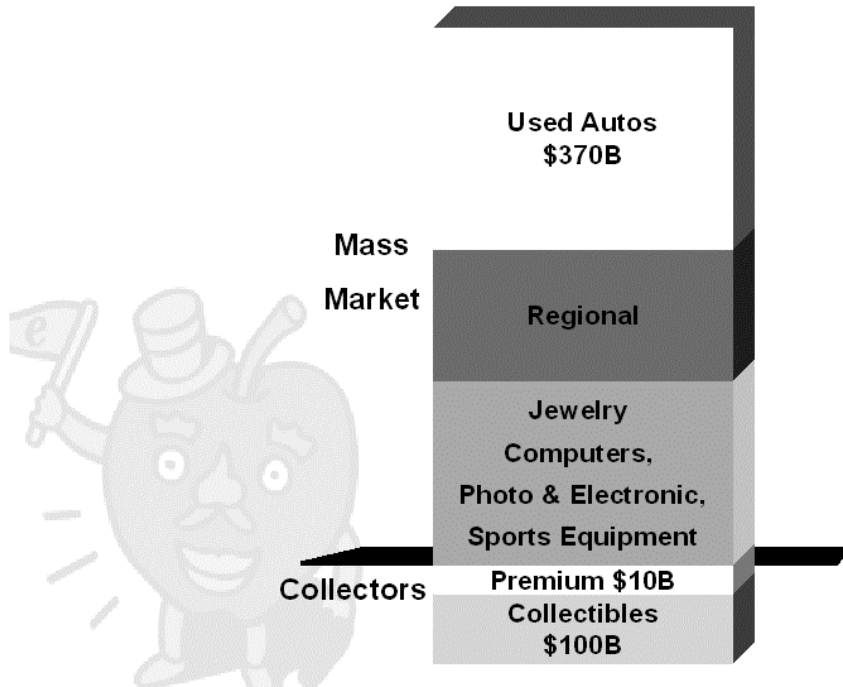
**Dining Table Set
\$1,923**

**Chair with
Ottoman
\$2,999**



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eBay's market



eBay™
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eBay Motors (sneak peek)



Snapshot as of Feb 4

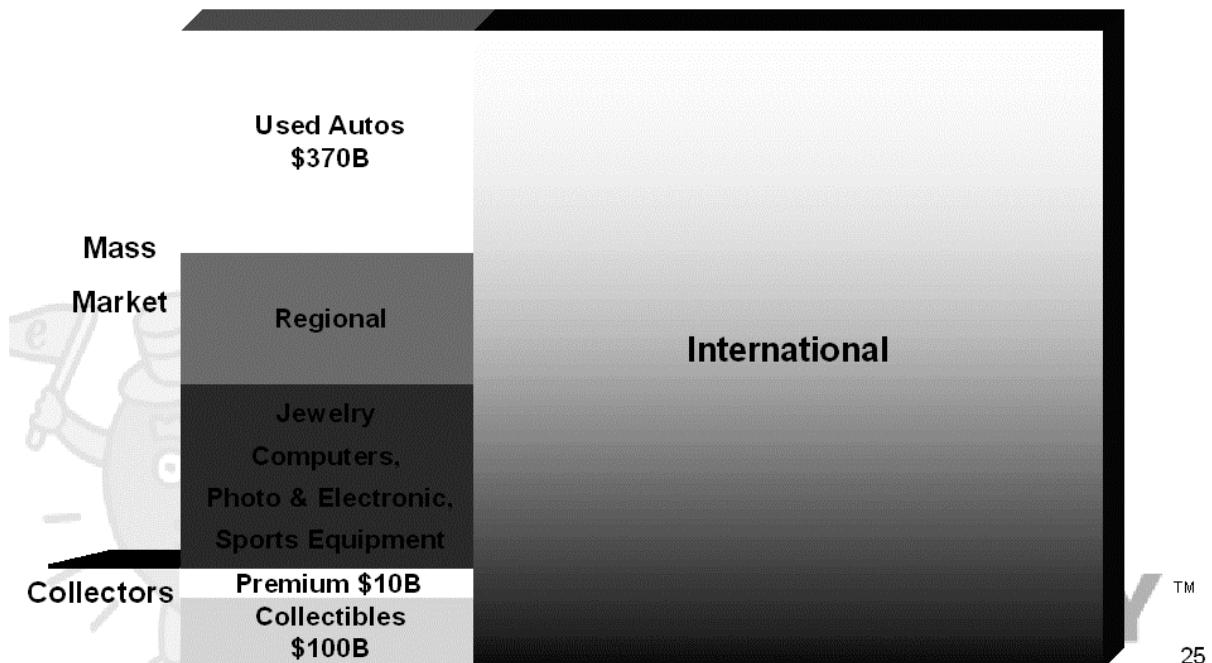
Over 2,600
Used and
Collector Cars

Over 13,600
Motorcycles &
Related

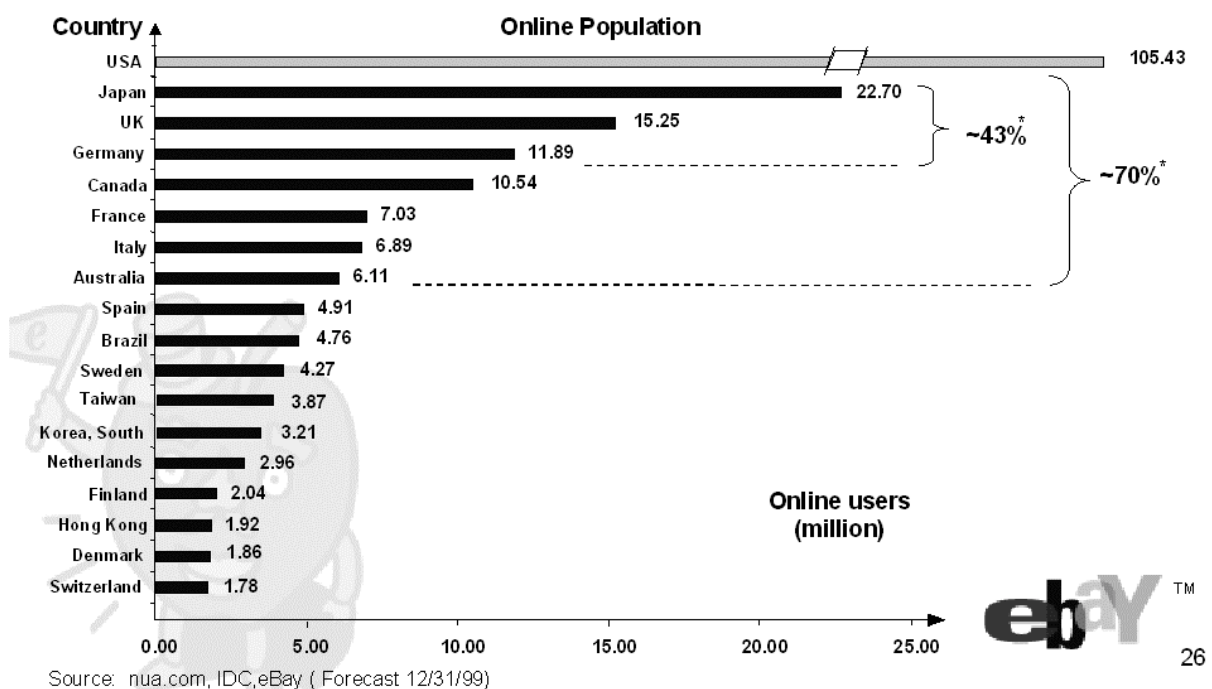
~40,300 parts
& accessories

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eBay's market



International Internet population



eBay international



Leading sites:

Germany, UK, Canada and Australia

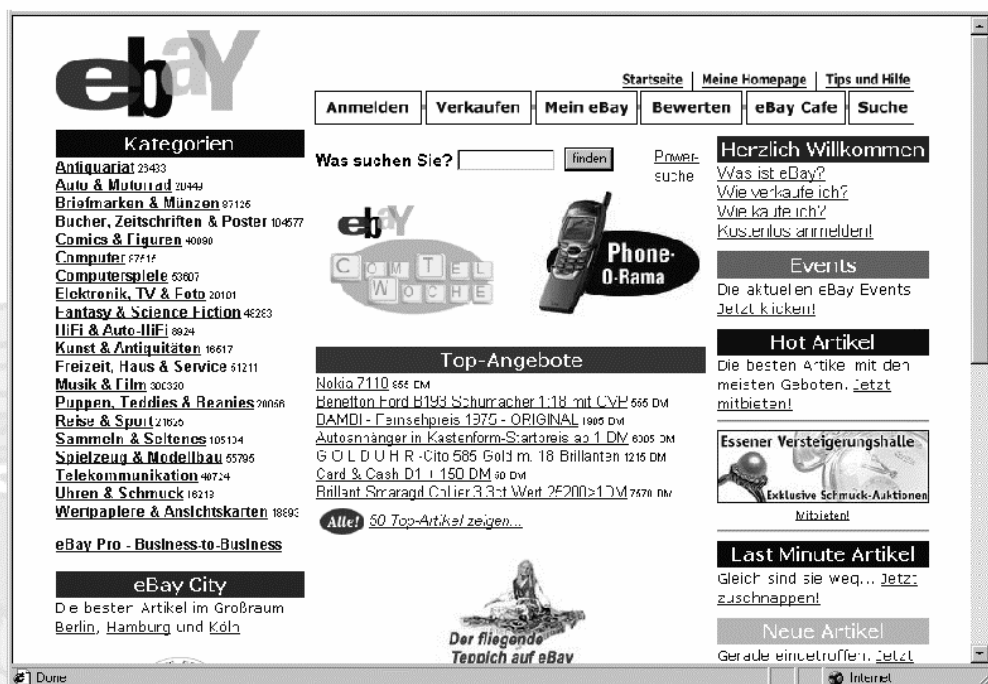
Japan launched 2/18/00

Platform features include local language,
categories and multiple currencies



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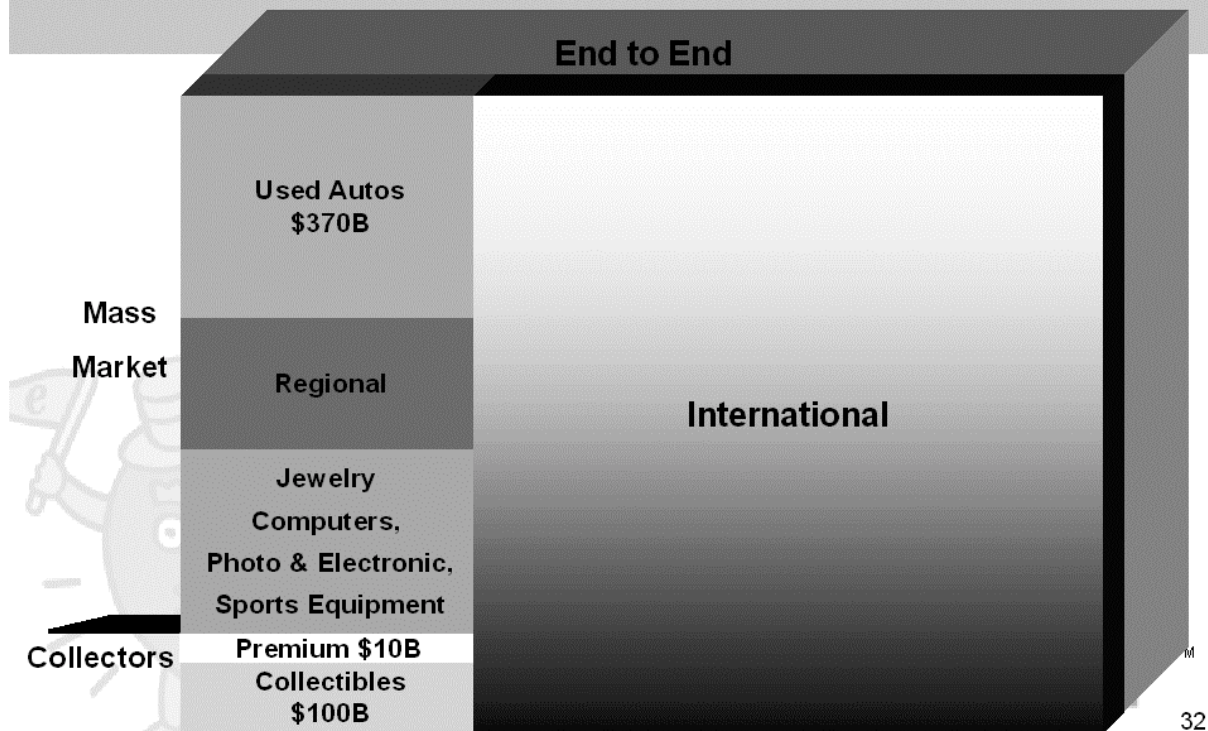
Germany - ebay.de



TM

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eBay's market



End to end services

I-escrow

I-ship

Authentication partners

E-Stamp

Payments

Billpoint - user interface

PoKeMoN PoKeMan Sealed Basic 36 PACK BOX Read
 Item #214348343

[Toys, Bean Bag Push Pokemon General](#)

Bidding is closed for this item.

 Description  Leave Feedback (to seller) (to bidders)	<table border="0"> <tr><td>Lowest</td><td>\$205.95</td></tr> <tr><td>Quantity</td><td>5</td></tr> <tr><td>Time left</td><td>Auction has ended.</td></tr> <tr><td>Started</td><td>12/05/99, 06:16:36 PST</td></tr> <tr><td>Ends</td><td>12/15/99, 06:16:36 PST</td></tr> </table> <table border="0"> <tr><td>Seller (Rating)</td><td>ranger6230@aol.com (2467) ★</td></tr> <tr><td colspan="2">(view comments in seller's Feedback Profile) (view seller's other auctions) (ask seller a question)</td></tr> <tr><td>High bid</td><td>see Dutch high bidders (includes e-mails)</td></tr> <tr><td>Payment</td><td>See item description for payment methods accepted:     High Bidder and Seller; To use Billpoint Online Payments, go to the Dutch high bidders list. Seller pays for shipping. Seller ships to home country only. See item description for details. See item description for shipping charges. </td></tr> <tr><td>Shipping</td><td></td></tr> <tr><td>Relist item</td><td>Seller: Didn't sell your item the first time? eBay will refund your relisting fee if it sells the second time around. Relist this item.</td></tr> </table>	Lowest	\$205.95	Quantity	5	Time left	Auction has ended.	Started	12/05/99, 06:16:36 PST	Ends	12/15/99, 06:16:36 PST	Seller (Rating)	ranger6230@aol.com (2467) ★	(view comments in seller's Feedback Profile) (view seller's other auctions) (ask seller a question)		High bid	see Dutch high bidders (includes e-mails)	Payment	See item description for payment methods accepted:     High Bidder and Seller; To use Billpoint Online Payments, go to the Dutch high bidders list . Seller pays for shipping. Seller ships to home country only. See item description for details. See item description for shipping charges.	Shipping		Relist item	Seller: Didn't sell your item the first time? eBay will refund your relisting fee if it sells the second time around. Relist this item.	<table border="0"> <tr><td>First bid</td><td>\$205.95</td></tr> <tr><td># of bids</td><td>2 "bid his:ory" (with email)</td></tr> <tr><td>Location</td><td>Georgia</td></tr> <tr><td colspan="2">(mail this auction to a friend)</td></tr> <tr><td colspan="2">(request a gift alert)</td></tr> </table> Featured Category Auction	First bid	\$205.95	# of bids	2 "bid his:ory" (with email)	Location	Georgia	(mail this auction to a friend)		(request a gift alert)	
Lowest	\$205.95																																	
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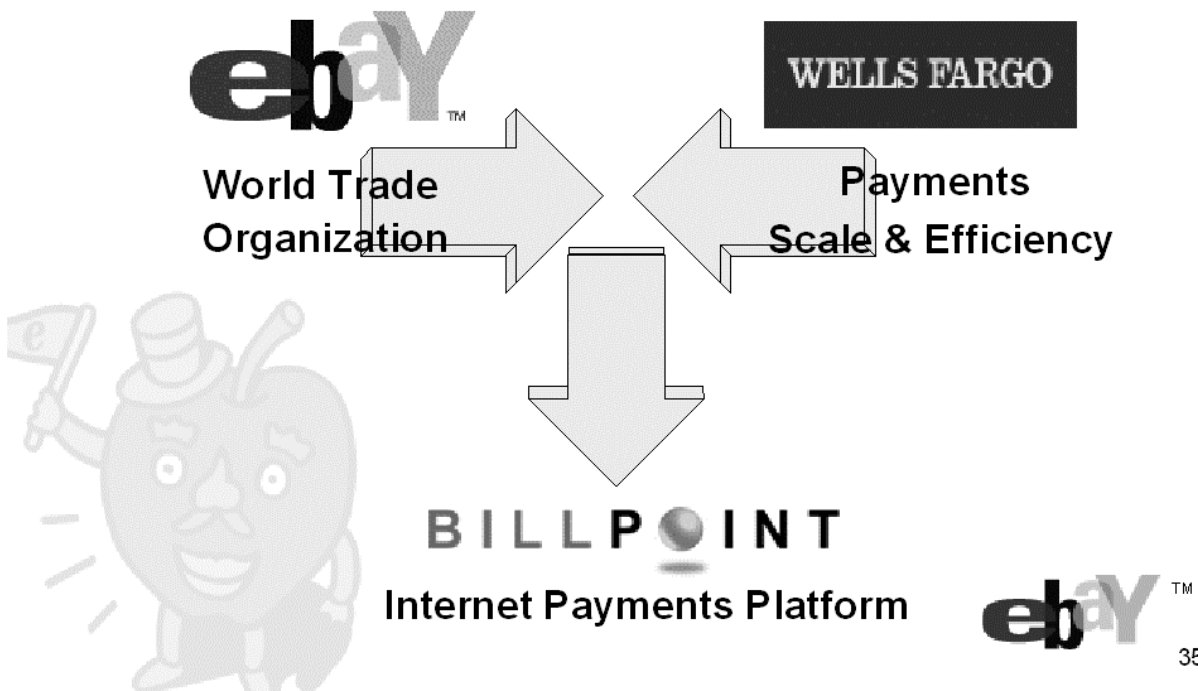
If you are the seller or a high bidder - [now what?](#)

Seller assumes all responsibility for listing this item. You should contact the seller to resolve any questions before bidding. Currency is U.S. dollar (\$) unless otherwise noted.



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Power of partnership



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