



For Immediate Release

New Study Reveals 11,688 Hong Kong Residents Rely on eBay Sales for Income

Hong Kong, July 12, 2006 – Individuals and small businesses in Hong Kong are becoming more successful in internet commerce and are using eBay's global trading platform to scale their business, according to a new survey conducted by ACNielsen for eBay. Nearly 12,000 of eBay's Hong Kong sellers generate their primary or secondary income through sales on its online marketplace.

"eBay has empowered thousands of individuals in Hong Kong, and is enabling them to take control in making decisions about their work/life balance," said Kerry Wong, Managing Director for eBay Hong Kong. "The nature of the work environment in Hong Kong is to invest long hours at the office. Our community members are choosing a richer quality of life."

An additional 15,584 eBay Hong Kong members supplement their income by selling on eBay on a part-time basis. One out of ten business owners who use eBay are considering early retirement or quitting their jobs to trade full-time on eBay, while 18% have already resigned from their jobs or retired early to trade on eBay.

"I was bored in my job as a secretary and seldom stimulated by new challenges," said Natalie Lau, an eBay Hong Kong seller. "When I first started selling on eBay as a trial, I began to make a little extra money for myself, and selling on eBay had become my hobby. About 2 months ago, I decided that selling full time on eBay would enable me to live a whole new lifestyle. Now, I've never been happier!"

According to ACNielsen's study, the main reasons individuals and small businesses sell on eBay are:

- Cost savings: Over 40% of respondents say that they can run the business from home, and save on rent or related expenses for a physical establishment



- Control over work schedule: Over 40% of respondents say they can run the online business during their free time, and it affords them flexibility with their work hours
- Wider reach: Over 30% say they can reach more customers online, and are interested in international trade to eBay's 200 million-plus members

60% of Hong Kong sellers use eBay's online payments company, PayPal, for receiving money from buyers. PayPal allows any individual or business with an e-mail address to send and receive payments online securely, and easily using a bank account, credit card, buyer credit or stored balance.

Nearly 80% of eBay's Hong Kong community base has joined in the last 2 years, since the company introduced the eBay.com.hk marketplace. eBay introduced a new local trading platform, complete with advanced seller tools and online store functionality in May 2006 as a response to the surge in membership levels and growing demand for new services.

The survey commissioned for eBay was conducted by ACNielsen in May 2006. Over 400 eBay sellers in Hong Kong participated in the study via online interviews.

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About eBay

Founded in 1995, eBay created a powerful platform for the sale of goods and services by a passionate community of individuals and businesses. On any given day, there are millions of items across thousands of categories for sale on eBay. eBay enables trade on a local, national and international basis with customized sites in markets around the world. Through an array of services, such as its payment solution provider PayPal, eBay is enabling global e-commerce for an ever-growing online community.

eBay is The World's Online Marketplace®.