



Over One Third of eBay Local PowerSellers Earn Four Times the Hong Kong Median Income

*eBay survey reveals the increasing use of the Internet
for online trade in Hong Kong*

Hong Kong, September 18, 2007 – eBay Hong Kong announced the results today of a survey into the extent of online international trade being conducted by its Hong Kong members. The survey reveals that more than one third of local PowerSellers in Hong Kong earn more than four times the local median income¹ by selling to overseas buyers via the Internet.

More than 700 eBay Hong Kong members completed the online survey, carried out between April and May 2007. Respondents were categorized into three groups: Experienced PowerSellers; new PowerSellers; and new general sellers. Experienced PowerSellers refer to those registered before 1 April 2006 and with gross merchandise volume (GMV) of US\$12,000 or more; new power sellers refer to those registered between 1 April 2006 and 31 March 2007 and who have achieved the same GMV volume; and new general sellers were those registered between 1 April 2006 and 31 March 2007 and with GMV less than US\$12,000.

The results of the survey show that 34-percent of experienced PowerSellers and 40-percent of new PowerSellers generate more than HK\$ 500,000 a year through online sales to overseas buyers.

“This study of our members provides a rich insight into the state of online trading here in Hong Kong, and how so many entrepreneurs have already capitalized on eBay’s position as the leading global online marketplace,” said Benjamin Grubbs, marketing director, eBay Hong Kong.

The objective of the survey is to identify what motivates sellers to use the Internet for trade, and in particular eBay, as a channel for international trade. In addition to the revenue they generate, the survey also focused on the types of products they sell, the countries they source from and sell to, and the types of marketing channels they use.

Some of the insights revealed by the survey include:

- PowerSellers aged 18-34 have grown in proportion in the recent year. Many existing PowerSellers are aged 25-44.
- Seventy-eight percent of experienced PowerSellers and 51 percent of new PowerSellers operate their own eBay stores
- Ninety-five percent of all respondents use PayPal for online payment of goods

¹ Hong Kong SAR, Census and Statistics Department, Hong Kong 2006 Population By-census Summary Results (22 February 2007)



- The most popular markets for PowerSeller to sell goods are the UK and the US. New PowerSellers have shown a greater tendency to explore markets in Continental Europe
- The majority of PowerSellers source items to sell on eBay every week. The top markets for source include Hong Kong, China and Japan.
- Many PowerSellers have started conducting marketing to drive more online sales. Email marketing and cross-selling tactics are among the most popular activities.

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®.