



eBay Marketplace Fast Facts As of June 30, 2006

- Founded in September of 1995, eBay is a global online marketplace where practically anyone can trade practically anything.
- eBay has a global presence in 33 markets, including the U.S.
- eBay has 203 million registered users worldwide, with 90 million users in the U.S. and 113 million users in eBay's international markets.
- If eBay were a country, it would be the fifth most populous country in the world behind China, India, the U.S. and Indonesia. (Source: U.S. Census Bureau, International Data Base, April 2005)
- Profitable since its launch, eBay Inc. net revenues totaled \$1.41 billion in Q2-06. eBay Inc.'s U.S. business achieved net revenues of \$724.7 million. eBay Inc.'s international business achieved net revenues of \$686.1 million.
- In Q2-06, gross merchandise volume (GMV), the total value of all successfully closed items on eBay's trading platforms, was \$12.9 billion. eBay's international GMV was \$6.8 billion and eBay's U.S. GMV was \$6.1 billion.
- eBay users worldwide trade more than \$1,640 worth of goods on the site every second.
- There were 596 million new listings added to eBay worldwide in Q2-06. At any given time, there are approximately 104 million listings worldwide, and approximately 6.5 million listings are added per day. eBay users trade in more than 50,000 categories.
- Based on Q2-06 GMV, the following categories delivered \$1 billion or more in worldwide annualized GMV: Motors at \$17.1 billion; Clothing & Accessories at \$3.9 billion; Consumer Electronics at \$3.7 billion; Computers at \$3.5 billion; Home & Garden at \$2.9 billion; Books/Music/Movies at \$2.6 billion; Sports at \$2.5 billion; Collectibles at \$2.3 billion; Business & Industrial at \$1.9 billion; Toys at \$1.7 billion; Jewelry & Watches at \$1.7 billion; Cameras & Photo at \$1.4 billion; Antiques & Art at \$1.1 billion and Coins & Stamps at \$1.0 billion.
- While eBay is well-known for its auction format, users can also buy and sell in fixed-price formats, which accounted for 35% of total GMV during Q2-06.
- At the end of Q2-06, eBay hosted approximately 541,000 stores worldwide, with approximately 255,000 stores hosted on the U.S. site and 286,000 stores hosted on eBay's international sites.
- Approximately 1.3 million sellers around the world use eBay as a primary or secondary source of income. (Source: ACNielsen International Research, June 2006)
- As of April 2006, eBay members worldwide have left more than 4.5 billion feedback comments for one another regarding their eBay transactions.
- The most expensive item sold on eBay to date is a private business jet for \$4.9 million.