



The World's Online Marketplace



American International **TOY FAIR**[™]

THE WORLD MARKETPLACE FOR CHILDREN'S ENTERTAINMENT



Agenda

- **eBay Overview**
- **Case Studies**
- **Getting Started**



A Day in the Life: eBay Toys

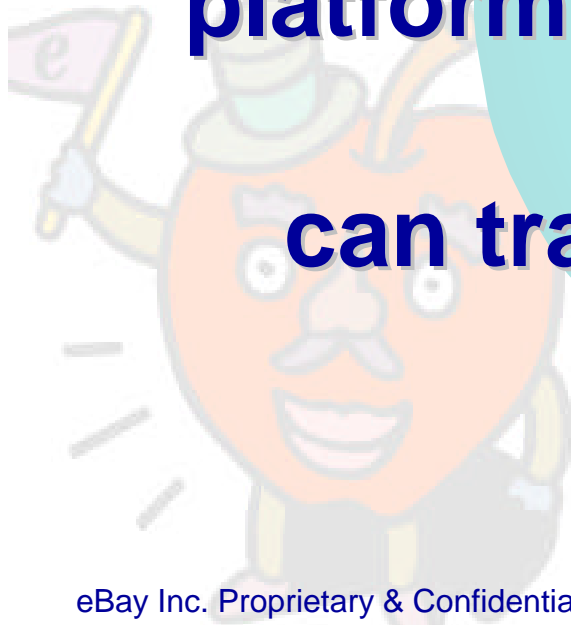
Average units sold each day:

- 2,700 Hot Wheels Cars
- 2,500 Yu-Gi-Oh items
- 1,900 Barbie Dolls
- 1,400 Star Wars Figures
- 1,200 Lionel Trains
- 850 Radio Control Airplanes
- 620 Thomas the Tank Engine items
- 30 Outdoor Climbing Structures



eBay Vision

Provide a global online trading platform where practically anyone can trade practically anything



Bringing Toys Buyers and Sellers Together

Buyer Value Proposition

- Price & Value
- Selection & Availability
- Experience & Community



Seller Value Proposition

- Liquid Market
- Better Economics
- New Customers

***The World's Online Marketplace
for Toys and Dolls with over 45,000
categories!***



What Is eBay?

- A marketplace for goods and services – people meet to buy and sell all types of products
- No inventory or warehouses
- Transaction-based business – sellers pay a fee for listing and after a sale
- A community of 95 million people who come to buy



International Presence in 28 Countries

International business accounts for 42% of eBay's GMS

Americas (10)

USA
Canada
Argentina*
Brazil*
Chile*
Colombia*
Ecuador*
Mexico*
Uruguay*
Venezuela*

*MercadoLibre sites

Asia/Pacific (6)

South Korea
Singapore
Australia
New Zealand
Taiwan
China**

**EachNet site

Global Sites

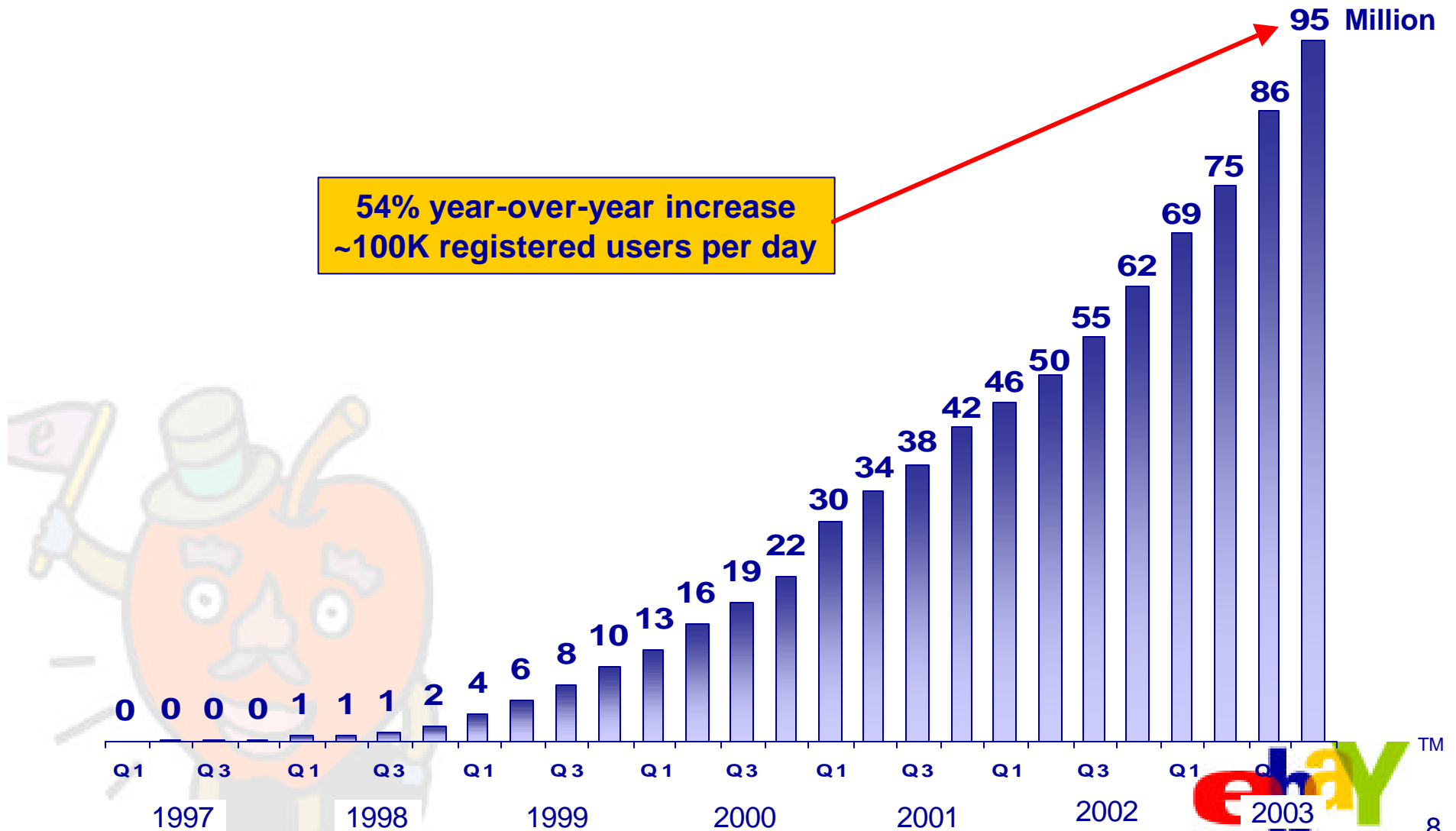
1998:	1
1999:	4
2000:	8
Today:	28

Europe (11)

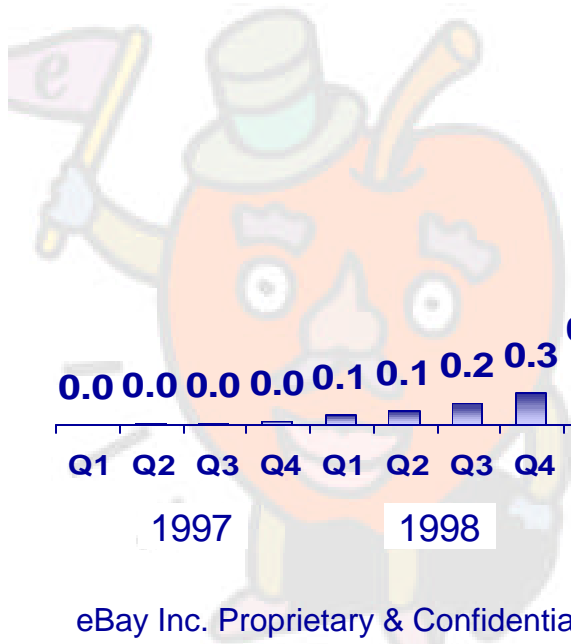
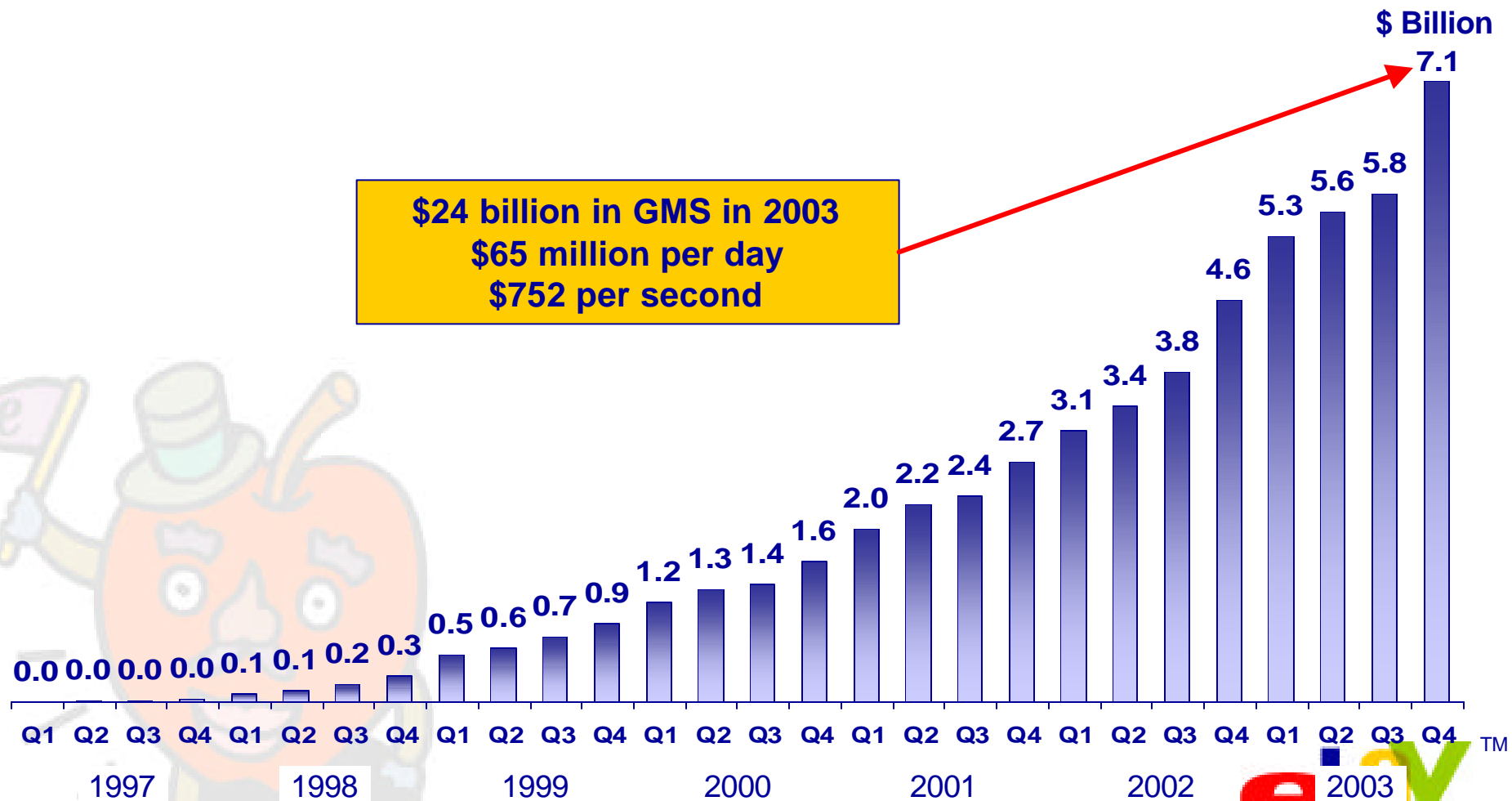
Germany
UK
France
Austria
Italy
Netherlands
Belgium
Spain
Switzerland
Sweden
Ireland



Growth in Registered Users



Growth in Gross Merchandise Sales



Largest US product retailers

	Annual U.S GMS	Age
• Wal-Mart	\$189B	34 yrs
• Home Depot	\$54B	25 yrs
• Target	\$43B	101 yrs
• Costco	\$32B	27 yrs
• JC Penney	\$32B	79 yrs
• Sears	\$32B	97 yrs
• Kmart	\$31B	87 yrs
• Lowe's	\$26B	51 yrs
• Best Buy	\$19B	37 yrs
• Federated Dept Stores	\$15B	74 yrs
• eBay	\$14B	8 yrs

Based on 2002 ranking from National Retail Federation Stores magazine/Triversity - excludes grocery retailers & drug stores, eBay reflects estimated 2003 GMS

Sources: Company annual reports (most recent), eBay estimates
eBay Inc. Proprietary & Confidential



eBay Is The #1 Shopping Destination

Site	Rank	Unique Audience (K)	Web Page Views (K)	Sessions Per Person
eBay	1	49,880	10,568,000	7.77
Amazon	2	37,386	1,813,000	3.17
Yahoo! Shopping	3	21,508	289,482	2.02
Shopping.com	4	17,130	173,925	1.83
Wal-Mart Stores	5	16,718	382,539	2.06
Target	6	13,959	318,003	1.89
BestBuy.com	7	12,918	307,152	1.92
Dell	8	12,677	361,020	2.78
Expedia	9	11,399	233,168	1.82
Orbitz.com	10	9,906	152,699	1.84

Note: eBay traffic excludes PayPal traffic

Source: Monthly traffic data from NetRatings; December 2003 data

eBay Inc. Proprietary & Confidential

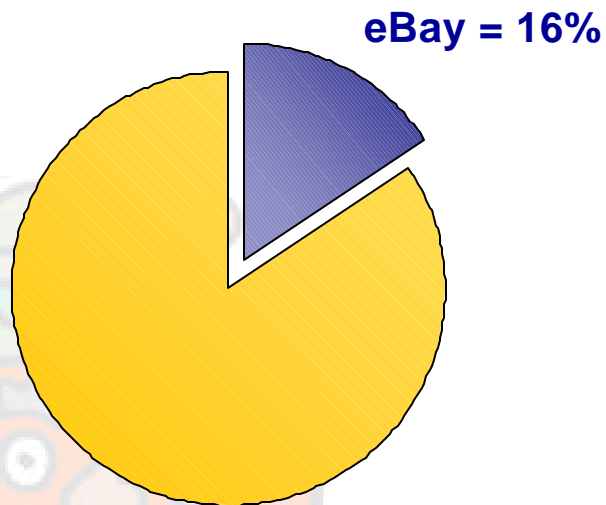


TM

Share of US online e-commerce over time

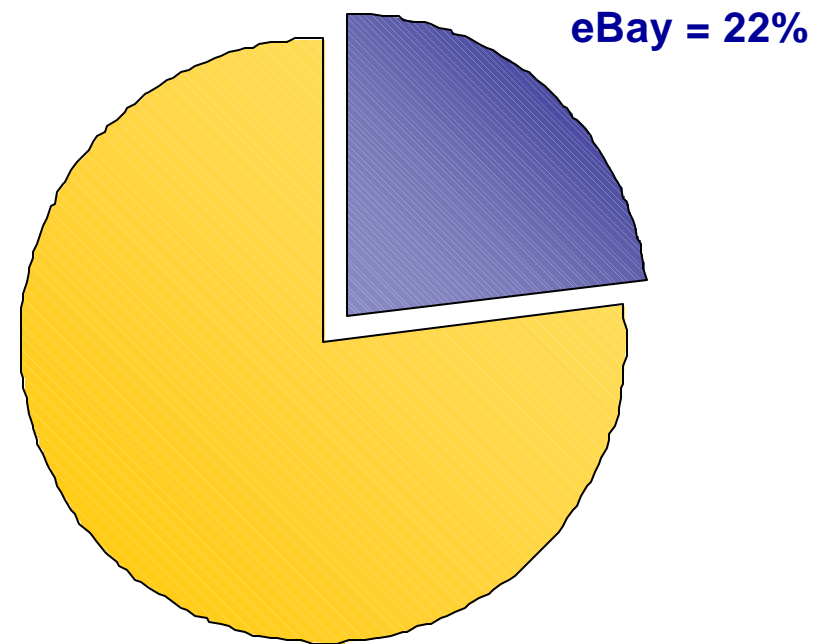
eBay as a % of online retail

2000



Total online = \$30.5B

2003



Total online = \$66.4B

eBay™

Many Brand Name Sellers

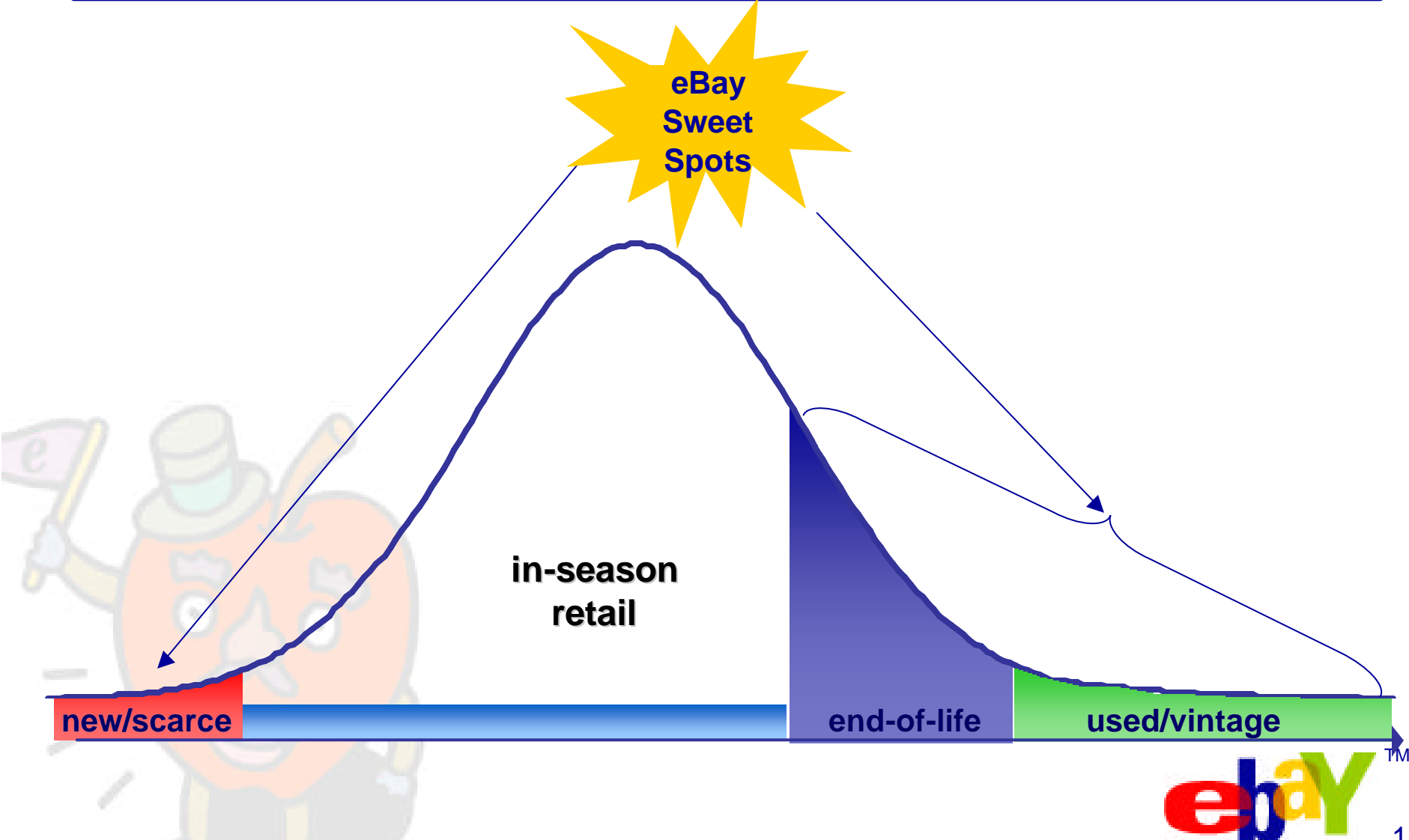


LEXMARK

Sony Music Entertainment Inc.



eBay Provides an Efficient Market For All Stages of the Product Life Cycle



Toys is one of eBay's Largest Global Businesses

2003 Annualized Gross Merchandise Sales (\$B)

Consumer Electronics	\$2.6
Computers	\$2.4
Books, Movies, Music	\$2.0
Sports	\$1.8
Clothing & Accessories	\$1.8
Collectibles	\$1.5
Toys	\$1.5
Home & Garden	\$1.3

Note: Excludes eBay Motors

** Figures are Global*



Case Studies

Expanding Your Business on eBay



Using eBay to Build Your Business

- Alternative sales channel
- Liquidation of excess inventory
- Promotions and product launches
- Exclusive only-on-eBay items
- Sales to eBay Power Sellers



Little Tikes uses eBay as an additional sales channel



Little Tikes Company Store

Maintained by [littletikescompany](#) (79 ★)

"Toys for the Way Kids Really Play." The official eBay source for everything Little Tikes. To find infant toys, preschool toys, climbers, playhouses, furniture, sports and outdoor toys and much more!

Little Tikes Company Store Search

in titles & descriptions

Search

27 items found in **All Categories** View: **All Items**

Sort by items: **ending first** | [newly listed](#) | [lowest priced](#) | [highest priced](#)

Picture hide	Item Title	Price
	Little Tikes TEDDY BEAR TODDLER BED (PINK) (Po)	\$60.00
	Little Tikes All Terrain Vehicle-NIB (Po)	\$14.00
	☀️ Little Tikes Wood Table, Mission Style-NIB (Po)	\$68.00
	☀️ Little Tikes DiscoverSounds Workshop-NIB (Po)	\$20.00

Little Tikes Company Store Categories

Store home

- [Infant](#) (2)
- [Wagons & Ride-Ons](#) (6)
- [Sports](#) (2)
- [Outdoor](#) (1)
- [Kitchens & Roleplay](#) (4)
- [Furniture](#) (11)
- [Playhouses](#) (1)



KB Toys Online uses eBay to sell in-season and popular toys


KB Toys
 Maintained by [kbt](#) (4245 ★)  
 Visit the KBtoys.com "About Our Store" page to see all of our current listings.

KB Toys Search

 in titles & descriptions

120 items found in **All Categories** View: **All Items**

Sort by items: [ending first](#) | [newly listed](#) | [lowest priced](#) | [highest priced](#)

Picture hide	Item Title	Price ▼
	☀️ Bounce 'Round Inflatable Bouncing Room	\$161.50
	Matrix 3-Wheeler Battery-Powered Ride-On	\$80.80
	Barbie Wireless Video Camera - KB Toys!	\$80.80
	☀️ Junior Drum Set - from KB Toys!	\$80.80
	Big Wood Woodget 102-Piece Ferris Wheel Set	\$64.60
	Lil' Quad ATV - NEW from KB Toys!	\$56.60

KB Toys Categories

Store home

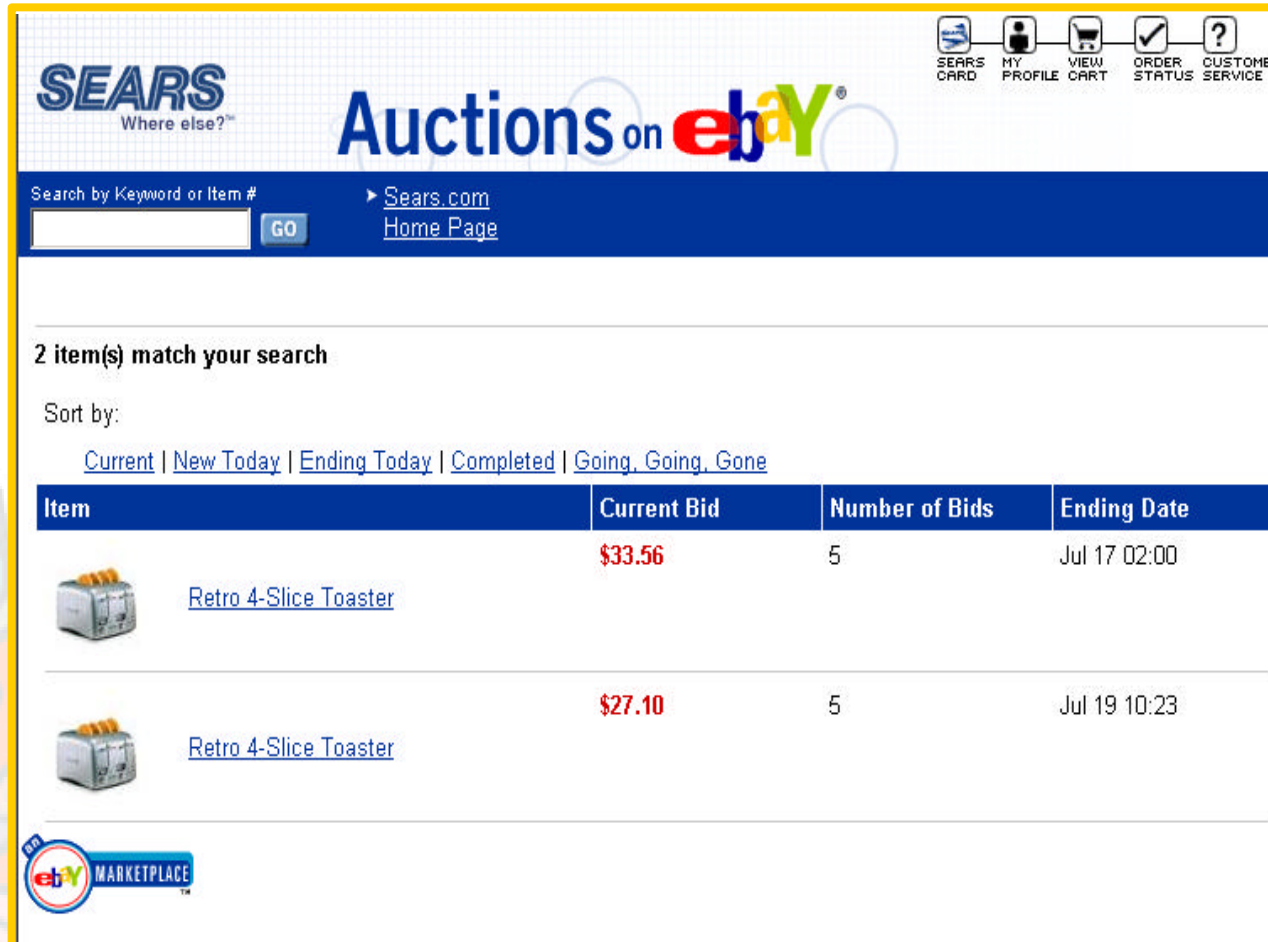
- [Action Figures](#) (23)
- [Arts, Crafts and Hobbies](#) (7)
- [Collectible Toys](#) (1)
- [Computer and Video Games](#) (6)
- [Dolls](#) (21)
- [Electronics](#) (13)
- [Games and Puzzles](#) (19)
- [Learning Toys](#) (18)
- [Riding Toys](#) (4)
- [Sports and Outdoor Play](#) (7)
- [Other Items](#) (1)

Display

- [Gallery view](#)





Sears uses eBay to liquidate returns from each local distribution center



The screenshot shows the Sears Auctions on eBay interface. At the top left is the Sears logo with the tagline "Where else?". To the right is the "Auctions on eBay" logo. In the top right corner, there are navigation links: SEARS CARD, MY PROFILE, VIEW CART, ORDER STATUS, and CUSTOMER SERVICE. Below the logo is a search bar with the text "Search by Keyword or Item #" and a "GO" button. To the right of the search bar are links for "Sears.com" and "Home Page".

Below the search bar, it says "2 item(s) match your search". Underneath, there is a "Sort by:" section with links for "Current", "New Today", "Ending Today", "Completed", and "Going, Going, Gone".

Item	Current Bid	Number of Bids	Ending Date
 Retro 4-Slice Toaster	\$33.56	5	Jul 17 02:00
 Retro 4-Slice Toaster	\$27.10	5	Jul 19 10:23

At the bottom left of the screenshot is the eBay Marketplace logo.



The Sharper Image uses an eBay Store for company-wide liquidation

The screenshot shows the eBay interface for 'The Sharper Image' store. At the top, there are navigation links for 'home', 'pay', 'sign out', 'services', 'site map', and 'help'. Below these are buttons for 'Browse', 'Search', 'Sell', 'My eBay', and 'Community'. A 'Powered By IBM' logo is also present. A secondary navigation bar includes 'categories', 'regions', 'themes', and 'stores'. The breadcrumb trail reads 'Home > eBay Stores > The Sharper Image'. A 'Seller, manage Store' link is visible in the top right.

The store banner features the text 'THE SHARPER IMAGE™ AUCTION' and a description: 'Maintained by the_sharper_image (52503) me stores'. Below the banner, it says: 'Discover exclusives like the Ionic Breeze Quadra Silent Air Purifier, Sound Soothers and massage chairs, plus CD stereos, electric scooters, digital cameras, clocks, watches, shower radios, mini fridges, and all kinds of toys, gadgets and gifts.'

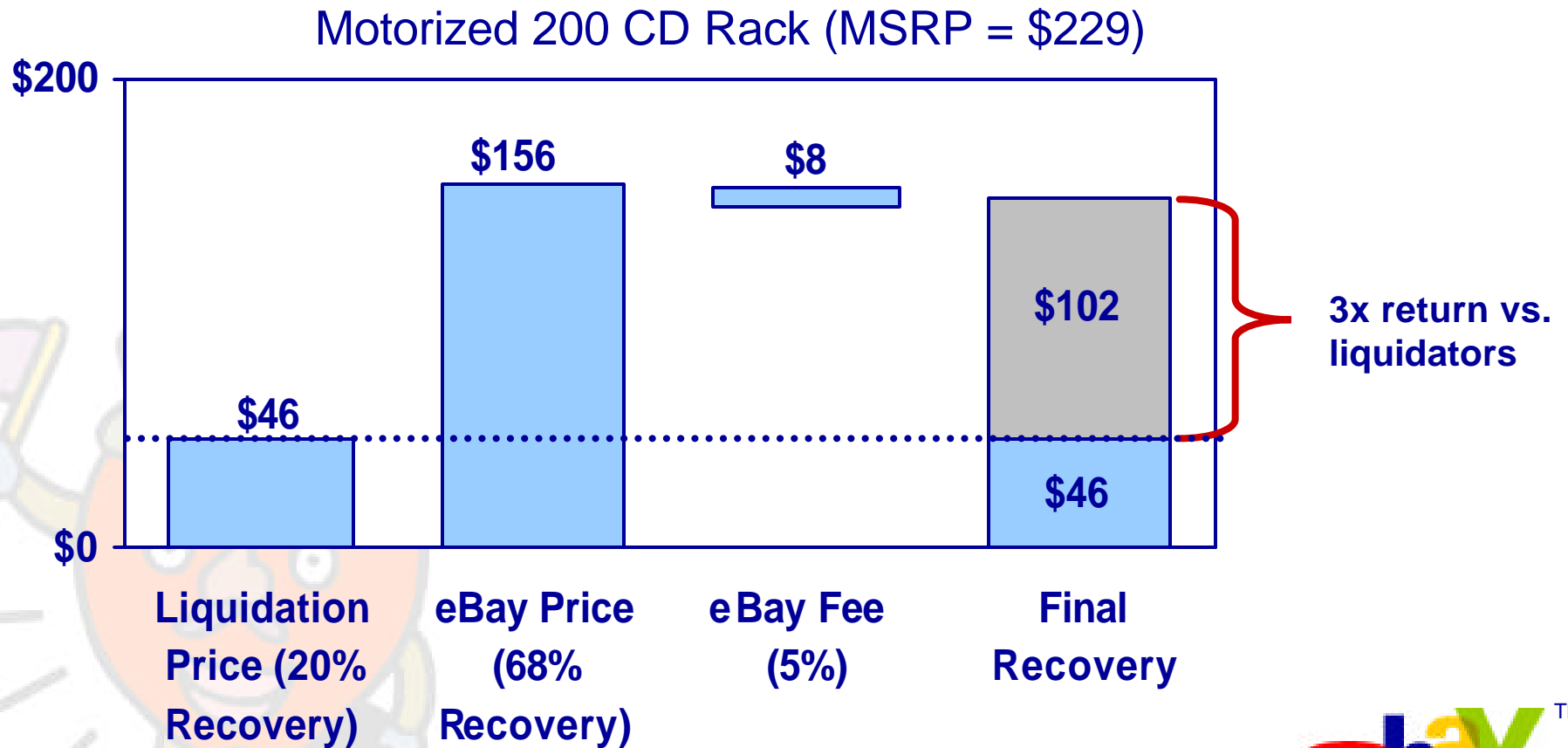
The main content area shows '718 items found in All Categories'. Sorting options include 'ending first', 'newly listed', 'lowest priced', and 'highest priced'. View options are 'All Items', 'Buy It Now only', and 'Auction only'.

Picture hide	Item Title	Price ▼	Bids	Time Left
	Sharper Image: Get-A-Way Massage Chair	\$2,000.00 \$2,500.00	- Buy It Now	7h 29m
	Sharper Image: Ultimate Get-A-Way Chair Black	\$1,100.00 \$1,635.00	- Buy It Now	1d 01h 11m
	Sharper Image: Ultimate Massage Chair	\$1,000.00 \$1,150.00	- Buy It Now	2d 22h 15m

On the left side, there is a search box with a 'Search' button and a checkbox for 'in titles & descriptions'. Below the search box, there are category links: 'Clean Air (120)', 'Home, Yard & Auto (157)', and 'Personal Care (110)'.



The Sharper Image Liquidation Example



Play Along uses eBay to launch new products

WORLD IN ADVANCE Search

207 items found in **Care Bears** View: [All Items](#) | [Buy It Now only](#) | [Auction only](#)

Sort by items: [ending first](#) | [newly listed](#) | [lowest priced](#) | [highest priced](#)

Picture hide	Item Title	Price ▼	Bids	Time Left
	New Special Edition 2004 Care Bears Set of 4	\$60.00	10	23h 47m
	New Special Edition 2004 Care Bears Set of 4	\$47.01	12	3d 23h 56m
	☀️ New 2004 Care Bear Cousins Set of 6 IN STOCK	\$36.00	3	6d 00h 31m
	New 2004 Care Bear Cousins Set of 6 IN STOCK	\$36.00	11	1d 00h 31m

WORLD IN ADVANCE Categories

[Store home](#)

- [Care Bears](#) (207)
- [Lord of the Rings](#) (22)
- [Teletubbies](#) (60)
- [Spider-man](#) (4)
- [Star Trek](#) (36)
- [Other Items](#) (5)

Display

New Special Edition 2004 Care Bears Set of 4

You are signed in



Current bid: **US \$60.00** ([Reserve met](#))

[Place Bid >](#)

Time left: **23 hours 41 mins**
7-day listing
Ends Jan-29-04 16:10:27 PST
[Add to Calendar](#)

History: [10 bids](#) (US \$0.99 starting bid)

High bidder: [shea4709](#) (3)

[Go to larger picture](#)

2004 Talking Teletubbies Tinky Winky IN STOCK

You are signed in



Current bid: **US \$15.00** ([Reserve met](#))

[Place Bid >](#)

Time left: **23 hours 31 mins**
7-day listing
Ends Jan-29-04 16:07:44 PST
[Add to Calendar](#)

History: [2 bids](#) (US \$1.00 starting bid)

High bidder: [luckybeas](#) (4)

[Go to larger picture](#)

Mattel promotes its collector lines with rare and vintage items



**Mattel
Boy's
Vintage Vault™**

- [Hot Wheels](#)
- [Hot Wheels Track Sets](#)
- [Masters of the Universe](#)
- [Big Jim](#)
- [Vintage Vehicles](#)
- [Out of the Ordinary](#)



[Click Here for more Vintage Toys from Mattel](#)



Barbie
COLLECTIBLES

Search

Search only in Barbie [tips](#)

 [welcome new users](#)

Barbie Shortcuts **Barbie Bulletin Board**

Exclusive Only-on-eBay: Disney



- Disney Auctions' eBay-exclusive PINS store, which launched in late-September sold out of a quarter's worth of inventory in 3 days
- Disney plans to maintain 8-10 new pin introductions per week, each with a quantity of 200-1,000 pieces


Exclusive Only-on-eBay: Precious Moments

- Enesco launched an eBay Exclusive figurine on 12/1 and sold out of 3,500 pieces in 5 days

[Back to home page](#) Listed in category: [Collectibles](#) > [Decorative Collectibles](#) > [Enesco](#) > [Precious Moments](#) > [Figurines](#) > [Friends, Friendship](#)
Also listed in: [Home](#) > [Home Decor](#) > [Sculptures, Figures](#) > [Ceramic, Porcelain](#)

Precious Moments "Loving" LE eBay Exclusive Item number: 3255509223
"Make Time For Loving, Caring And Sharing"

You are signed in [Watch this item](#) (track it in My eBay)



[Go to larger picture](#)

Buy It Now Price: **US \$55.00** ([immediate payment required](#))

[Buy It Now >](#)

Time left: **6 days 3 hours**
7-day listing
Ends Dec-07-03 22:00:00 PST

Quantity: 1827 available

History: [Purchases](#)

Location: Elk Grove Village, IL
United States /Chicago

Seller information
[enesco](#) (9) **me**
Feedback rating: 9
Positive feedback: 100%
Registered Oct-08-03 in United States

[Read feedback reviews](#)
[Ask seller a question](#)
[View seller's other items](#)

Visit this seller's eBay Store! [e-stores](#)
[Precious Moments by Enesco](#)

[Purchase Protection](#)

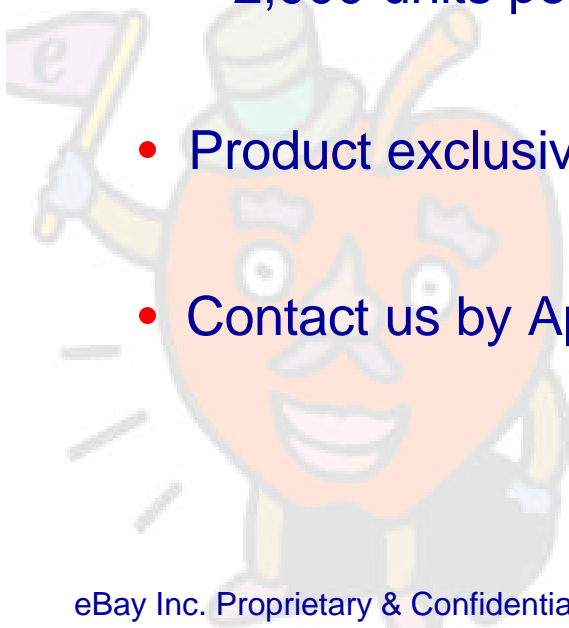
- Other details of the sale:
Piece and packaging included an eBay stamp "Loving" figurine was the first piece of a 3-piece set. To minimize channel conflict, the two additional pieces will only be available through retailers.



Holiday Campaign 2004

eBay will select 5 exclusive products to anchor the Toys holiday campaign

- 5 different categories / age targets
- ~ 2,000 units per item
- Product exclusive to eBay channel
- Contact us by April 1st if you are interested



Sell to PowerSellers on eBay

Toys
& Hobbies



Sourcing Suggestions & Hot categories

Buying direct from manufacturers

Invest in large volumes at the right price

The following manufacturers are interested in selling to eBay Power Sellers:

ABC Corp.

Puzzles, Games, and Plush
(800) 555-1212
Minimum order: \$2,000

XYZ Doll Corp.

Porcelain Dolls
(800) 555-1000
Minimum order: \$1,000

Promote your business to thousands of potential new wholesale customers.

(This listing is free. Just let us know if you want to participate.)

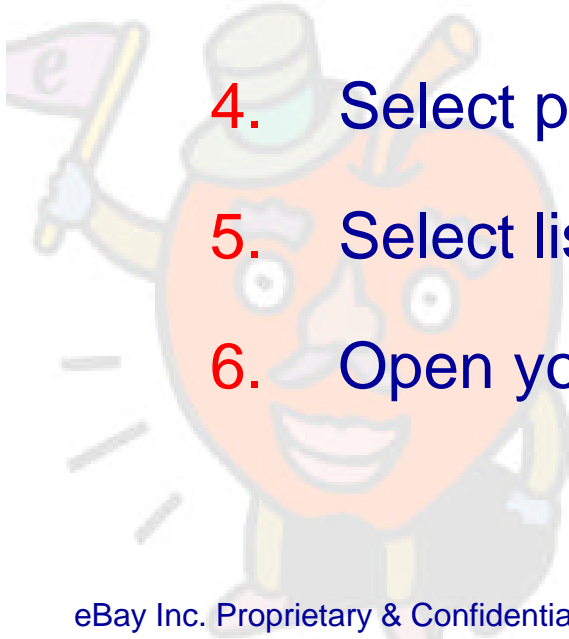


Getting Started













First Steps

1. Determine your eBay goals
(liquidation, promotion, alternative channel, etc.)
2. Appoint an eBay lead on your staff
3. Get to know eBay and what's selling
4. Select product and pricing (start with 50+ items)
5. Select listing software or vendor
6. Open your eBay Store



Option 1: eBay Seller Tools

 List and manage internally within your organization

Product	Description
 <p>SYI Form (Free)</p>	<ul style="list-style-type: none">  Listing directly on the site.  Easiest for first 5-10 listings
 <p>Turbo Lister (Free)</p>	<ul style="list-style-type: none">  Downloadable Windows application for bulk listings.  Good starting point for small businesses.
 <p>Selling Manager (\$4.99/mo)</p>	<ul style="list-style-type: none">  Basic post-sale transaction and email and feedback management.
 <p>Selling Manager Pro (\$15.99/mo)</p>	<ul style="list-style-type: none">  Bulk listing, inventory management, bulk email, bulk feedback, bulk printing of invoices, simple automation, and P&L reports – all right from My eBay.



Option 2: Preferred Solution Providers (PSP's)

 **Third-party companies that provide software and/or services that facilitate trading on eBay**

- Inventory and auction software
- Image hosting and enhanced merchandising
- Customer service/account management
- Logistic services (warehousing, fulfillment, etc...)



Option 3: Trading Assistants


✍ Have eBay Powersellers sell items on your behalf

Search for TA's in your area

Trading Assistants Program

Let an experienced eBay seller sell for you

Trading Assistants are eBay sellers who can sell your items on eBay for a fee. Save time by finding one below:



- [Become a Trading Assistant](#)
- [Edit your profile](#)
- [Remove your profile](#)
- Trading Assistant Information. [Learn more.](#)
- [Discuss](#) this program
- [Click here](#) to learn how to market your Trading Assistant status

Find a Trading Assistant in your area.

Area Code: **Submit**

U.S and Canada

Or Find a Trading Assistant in your State or Country.

State: **OR** **Country:**

Submit **Submit**

While Trading Assistants are experienced members of our community, we can't guarantee their performance. Please research each Assistant before enlisting them to sell your item. The two of you are responsible for negotiating all terms.

Trading Assistants are neither employees nor independent contractors of eBay Inc.

eBay Resources

Tutorials

Live Chat

FAQ's and Information

The screenshot shows the eBay homepage with several key elements highlighted by red circles and arrows. At the top right, navigation links include 'home', 'my eBay', 'site map', and 'sign out'. Below these are buttons for 'Browse', 'Sell', 'Services', 'Search', 'Help', and 'Community'. The 'Help' button is circled in red, with an arrow pointing to the 'FAQ's and Information' box above. The search bar contains the text 'What are you looking for?' and a 'Find It' button. Below the search bar is a 'Smart Search' section with a 'Live Help' button (a yellow speech bubble with a question mark) circled in red, with an arrow pointing to the 'Live Chat' box above. A blue banner for 'Welcome New Users' features buttons for 'buying tips', 'selling tips', and 'register now', with an arrow pointing to the 'Tutorials' box above. A 'Specialty Sites' sidebar lists links for 'eBay Live! Event', 'eBay Motors', 'eBay Stores', 'Half.com by eBay', and 'PayPal'. A large promotional banner at the bottom reads 'Give Your Wallet a Break!' with the eBay logo.

eBay's Homepage



More Information

- Visit us at the Internet Lounge in the Crystal Palace Lobby, Javits
- toysellers@ebay.com
- (408) 376-8662
- www.ebay.com/selltoys



