

eBAY.com

Company Report - Factsheet

Industry - E-Commerce

eBay is The **World's Online Marketplace®**, enabling trade on a local, national and international basis. With a diverse and passionate community of individuals and small businesses, eBay offers an online platform where millions of items are traded each day. The eBay community includes more than a hundred million registered members from around the world. People spend more time on eBay than any other online site, making it the most popular shopping destination on the Internet.

- Founded in September 1995 by Pierre Omidyar's in San Jose
- eBay **India** (formerly Baazee.com) launched in India in 2000
- eBay's **Mission** is to provide a global trading platform where practically anyone can trade practically anything.
- eBay India had over 2.3 million unique visitors in December 2004 (Source: Web Trends).

- **Executive Team:**

Beth Axelrod	Senior Vice President	Human Resources
Matt Bannick	President	eBay International
William C. Cobb	President	eBay North America
John Donahoe	President	eBay Marketplace
Rajiv Dutta	Chief Financial Officer	
Michael Jacobson	Senior Vice President and General Counsel	
Jeff Jordan	President	PayPal
Alex Kazim	Senior Vice President	New Ventures
Pierre Omidyar	Founder and Chairman of the Board	
Scott Thompson	Senior Vice President and Chief Technology Officer	PayPal
Maynard Webb	Chief Operating Officer	
Meg Whitman	President and CEO	

- **Major acquisitions:**

- 1999 – Billpoint, Butterfield & Butterfield (sold in 2002 to Bonhams), Alando (eBay Germany)
- 2000 - Half.com
- 2001- Mercado Libre, Lokau and iBazar, Latin Americas auction sites.
- In July, 2002, PayPal, for \$1.5 billion in stock.
- On July 11, 2003 - EachNet, a leading ecommerce company in China, paying \$150 million.
- On June 22, 2004, acquired all outstanding shares of Baazee.com
- 2004 - craigslist.org (25%), Internet Auction Co. (IAC), Marktplaats.nl, rent.com.
- In May 2005 - Gumtree

- **eBay's Business Model**

- Brings millions of people together
- Utilizing the power of Mass Communication
- Comprehensive Catalogs
- Person-to-Person trading

- **eBay's Revenue Model**

- Browsing & bidding on auctions is free
- Insertion Fee - charged depending on the seller's opening bid on the item.
- Additional Listing Options Fee - charged for additional listing options to promote the item.
- Final Value - A Final Value (final sale price) fee is charged at the end of the seller's auction.

- **Facts about eBAY**

- Present in 32 countries
- Gross Merchandise Volume - \$ 44.3 Billion, 79% CAGR (2005)
- Registered User – 181 Million 88% CAGR (2005)
- Ranked 8th in the Global Retailer listing
- #1 in E-Commerce Brand Awareness
- #1 in E-Commerce Traffic

- **Future of eBay**

- Growth after collaboration with Skype, Paypal
- Powerful e-commerce with enhanced communication engines
- Growth through SMS, PDA, Mobile Devices