eBay Poland Launch

April 22, 2005

Agenda

- eBay Overview
- Europe
- Poland
- Q&A

eBay

The world's online marketplace

eBay's Vision

Provide a global online trading platform where practically anyone can trade practically anything … enabling economic opportunity around the world

The World's Online Marketplace, eBay…

- Creates a central place for buyers and sellers to meet, communicate and trade
- Offers tools to help sellers grow their businesses
- Is a fun shopping experience for buyers
- Provides feedback system and other safety measures
- Enables millions of entrepreneurs to grow the marketplace in new ways

Buyer Benefits

- Greater selection – depth and breadth of products
- Superior value – cost efficiencies passed on to consumers
- Unlimited range – shoppers no longer limited to local stores
- Enormous convenience – 24x7 shopping destination

Seller Benefits

- Breaks down barriers of distance and time
- Creates new markets and expands existing markets
- Vastly reduces entry costs
- Individuals and small businesses compete with big companies and be successful
- Opens up international trade to sellers of all sizes

Community Grounded in Commerce

- Buyers and sellers following their passions
- "Small town" trust through personal communication and Feedback Forum
- Unprecedented loyalty and involvement with eBay
- Millions of entrepreneurs grow the marketplace in new ways

Facts about eBay

- 147 million users
- More than 50,000 categories
- 432 million new items for sale in Q1
- $10.6 billion of goods and services sold in Q1
- More than 430,000 people in the United States make either a full-time or part-time living selling on eBay
- A global presence in 33 international markets

Velocity of Trading

On an average day …

… a tractor sells every 7 minutes in Germany …

Velocity of Trading

… a teddy bear sells every 2 minutes in the UK …

Velocity of Trading

… a comic book sells every minute in France …

Velocity of Trading

… and a car sells every minute in the USA.

Global Trade

- Cross-border trade on eBay has grown more than 330% over past three years
- Accounts for 15% of the total value of items sold on eBay
- Key drivers include tools to help users buy, sell, ship and pay safety and efficiently around the world

Global Footprint

eBay site or majority investment
Minority investment

Americas

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

*MercadoLibre sites

Asia/Pacific

Australia
South Korea
New Zealand
Taiwan
China
Singapore
Hong Kong
India
Philippines
Malaysia

Europe

Austria
France
Ireland
Netherlands
Switzerland
UK
Belgium
Germany
Italy
Spain
Sweden
Poland

Users from more than 150 countries

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eBay in Europe

eBay Countries

1. Germany
2. UK
3. France
4. Italy
5. Spain
6. Switzerland
7. Austria
8. Belgium
9. Netherlands
10. Ireland
11. Sweden
12. Poland

eBay Europe

- Nearly 40 million users
- One quarter of all eBay users worldwide are in Europe
- In 2004, there were more than 500 million listings from Europe
- European eBay users bought and sold goods worth $4.1 billion in Q1

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eBay Poland

Already a Vibrant Community in Poland

- There are many eBay users in Poland already
  - We currently have 100,000 eBay users in Poland, trading items in more than 50,000 categories
- The benefits of eBay Poland to Polish buyers and sellers
  - Local language and local currency
  - Easy to use
  - Free
  - Access to eBay's global community of buyers and sellers
- The most expensive item listed on the site
  - Patek Philippe watch for 27,000 PLN

Source: eBay Internal Data (04/05)

Most Popular Categories

1. Collectibles
2. Music
3. Clothing, Shoes & Accessories
4. Photo & Electronics
5. Toys & Hobbies
6. Jewelry & Watches
7. Stamps

Source: eBay Internal Data (04/05)

What to expect from eBay Poland

- Committed to making eBay a simple and fun place for everyone to trade
- Creating a meeting place for people to trade and connect with anyone in Poland and around the world
- Enabling economic opportunity for Polish buyers and sellers
- Offering trust & safety tools for users to trade with confidence
- Working with the community of buyers and sellers to drive innovation

www.ebay.pl

strona główna | zarejestruj się | zaloguj się | pomoc
Kup
Sprzedaj
Mój eBay
Społeczność
Powered By
.PL
Ogólnoświatowy rynek online
Czego szukasz?
Znajdź
Szukaj lokalnie
Szukaj na całym świecie
dołącz teraz! szybko, łatwo i bezpłatnie! kliknij tutaj
Zarejestruj się
Jak licytować
Jak sprzedawać
Bezpieczny eBay
Kategorie
Antyki i sztuka
Antyki | Pozostałe | Sztuka
Ceramika, porcelana i szkło
Ceramika | Pozostałe
DVD, VHS i filmy
DVD | Kolekcje filmowe | Pozostałe
Filatelistyka i numizmatyka
Numizmatyka - pozostałe | Polskie znaczki | Pozostałe znaczki
Fotografia
Akcesoria fotograficzne | Aparaty fotograficzne | Pozostałe
Gry i zabawki
Gry | Pozostałe | Zabawki
Gry komputerowe
Gry | Pozostałe gry i konsole
Kolekcje
Birofilistyka | Pocztówki | Pozostałe
Komputery
Części i peryferia | Oprogramowanie | Pozostałe
Książki i czasopisma
Książki | Pozostałe
Motoryzacja
Automobilia | Części samochodowe | Samochody i motocykle
Muzyka
Pozostałe | Płyty kompaktowe | Płyty
Witamy w
.pl
Już teraz tysiące aukcji
Licytuj lub kupuj teraz
Wystaw i sprzedaj bez opłat i prowizji
Darmowa rejestracja!
Szybka, prosta i bezpieczna
Rejestracja
Sprzedaj
Porady dla sprzedających
Kup
Porady dla kupujących
Korzystanie z witryny eBay w trzech prostych krokach
znajdź
Przeglądaj lub szukaj przedmiotu
licytuj
Licytuj lub Kup teraz!
kup
Po wygraniu licytacji skontaktuj się ze sprzedającym w sprawie zapłaty

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grdq (3487 ★)
idoraupnor (361 ★)
aucauscon (38 ★)
ishantha (14 ★)
6hbaker2000 (56 ★)
trekkmaster (361 ★)
meipcewy_68 (17 ★)
panchtaq (3487 ★)
harlanrjr (318 ★)
u6i6 (178 ★)
ibncoder (64 ★)
tknbill (36 ★)
golfypotter
dorvina (72 ★) dda_fr (13 ★)
一品馒头 (212 ★) crevette14 (13 ★)
羽翔365 (490 ★) gandalf-le-sage
fromtwenty (106 ★) framboisine_fr
billy089 (94 ★) the-venerable-bede
taford_99 (18 ★) niambai (332 ★)
peaitaly (400 ★) sisterstiffticket
Breizpost (189 ★) top-cool
six-inch-stilettoes (580 ★)
confuddled (23 ★) dieguska
pian2211 (226 ★) usscooter
olivieraudrey (176 ★) cathou9237
jaxx1964 (68 ★) dinofred1 (185 ★)
viphaddad (67 ★) sport365 (59 ★)
vickfpurpledolphin (122 ★)
roxbay (149 ★)
salfer1 (1099 ★)
palmax2 (117 ★)
andnoprise (580 ★)
bidder4every (20 ★)
sirustar28 (46 ★) oek162 (77 ★) asurprice (850 ★)
cipprak43 (55 ★)
lpjokise2002 (586 ★) octoberfallx (168 ★) id876y (7617 ★) arroent (1305 ★)
kfi66 (97 ★) astd5di66 (878 ★) e5ae16s7m (1852 ★) 9dyooog6 (178 ★)
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bhkyump (136 ★) drgnfish (131 ★) brazetar11 (46 ★) almaxep612 (77 ★)
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mytangerine (181 ★) pgsmalley (100 ★) printqueue (21 ★) dragonfly-sf (21 ★)
artdirector4hire (83 ★) catshops (36 ★) sfjohn (65 ★)
the_young_maestro (42 ★) funandlaughs (56 ★) mbmultimedia (409 ★) cariou1 (3972 ★)
bigjimdandee (16 ★) dongjianming (2) bethsusanleber (33 ★) eagle101st (1205 ★)
瑞丽新裳 (1392 ★) prettyboss (945 ★) 玫瑰天涯 (726 ★) lww1688 (64 ★)
pensapositivo (355 ★) wangyuanch (209 ★) chamalia.inc-import-export (988 ★)
funky_haggis (23 ★) cha-ching_2004 (13 ★) 婷美专卖 (1131 ★)
bullkicker (128 ★) im刘洪 (1091 ★) malpern-half (24 ★) peggyabk (34 ★)
微联数码 (386 ★) tnt-transformer (16 ★) BJULIE64 (1) nick8832 (172 ★)
sam1029 (2953 ★) delphine258 (256 ★) misterlee! (1734 ★)
scahill (14 ★) stevetse (1056 ★) soxwsinmylifetime (210 ★)
sanborn707 (27 ★) 友人数码 (1571 ★) kaytunia (38 ★)
pepsi7day (972 ★) 非常手机 (4392 ★) jelaguna (80 ★)
ninadwagle (47 ★) kellybeans (337 ★) scvbass3 (7)
(2333 ★) dd885 (967 ★) toys4u (2619 ★)
smokeyjoescafe (36 ★)
5sprinte7 (56 ★)
pibug4 (20 ★)
hse11com (15 ★)
Hosher71 (13 ★)
pixelrama (16 ★)
huabcdef (175 ★)
iggylovefanny (487 ★)
clownfishken (386 ★)
mista_v (6)
vi_kki (24 ★)
yanlo (13 ★)
sarauk2sf (56 ★)
Wiz.tilt.it (589 ★)
flopity (612 ★) cinquantatre (842 ★)
scipion2003 (27 ★) syland_fr (917 ★)
andre85fr (104 ★) bingotte (951 ★)
alatoffm (325 ★) ato444 (26 ★)
marconav (96 ★) uolkcy (7616 ★)
juug4 (20 ★) yddodsln (22 ★)
(97 ★) out55way (33 ★)
nf2c (2294 ★)
cleobx (111 ★)
boopy (3)

Thank You!

samlewis96 (365 ★)
Beezybee (88 ★) sloper2 (65 ★) (101 ★)
IdealSound (1652 ★) serena1727
orbitalharvest (71 ★) madera6s (46 ★)
arococodri (75 ★) greenm0ss (25 ★)
iirves32 (644 ★) nuiinks (55 ★)
corhdid (325 ★) mcourp (26 ★)
skitterball (45 ★) prei8 (52 ★)
mr_gallo_argentino (4)
04_septe_id5 (56 ★)
kindbdu88 (586 ★)
otnocompr (168 ★)
世纪鞋王 (850 ★)
basledor (55 ★)
modearte (31 ★)
oorkby
r7p8furud (97 ★)
cvilly (58 ★)
panca (18 ★)