



## The eBay Story

For **20+ years**, eBay has been Australia’s No 1 online shopping destination.

Our marketplace connects **millions** both in Australia and around the globe to help find the goods they love.

We **partner** with our Sellers to offer unique opportunities for entrepreneurs and businesses of all sizes.



## Highlights

- Australia’s largest online shopping destination with **12 million** unique visitors every month
- **2 in 3** Australians visit eBay every month
- One of Australia’s **top 10** most visited websites
- **1.7 billion** global listings



## Our Business Model

A true online marketplace







## Connecting Sellers To Buyers



## Things We Do, Things We Don't

- **We connect** Buyers with Sellers
- **We don't** sell our own items or determine the price of goods sold
- **We protect** consumers by enforcing policies and removing unsafe items
- **We partner**, but don't compete with our Sellers



## Backing Small Business

- We partner with **40,000** Australian small businesses helping fuel their success online
- **92%** of Australian small businesses who use eBay export to the world
- Since 1999, nearly **5,000** Sellers have become millionaires on ebay.com.au
- In response to COVID-19 thousands of new Australian business Sellers were provided with **3 months free selling** on ebay.com.au

“Having our products available on eBay has really helped us pivot to an online business”

Chris Torgelis,  
CEO, Opus Design



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