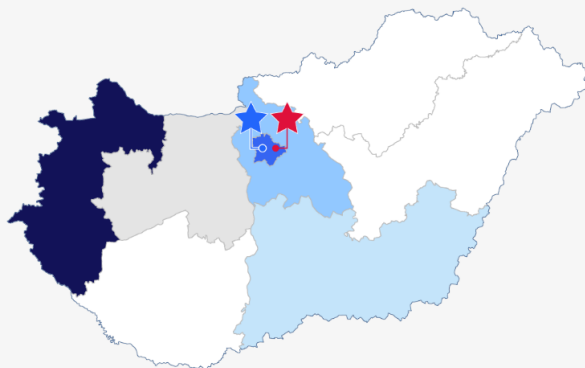


eBay in Hungary

Helping small businesses succeed

eBay Digital Density in Hungary

-  Highest population
-  Highest GDP per capita



Top five eBay Digital Density regions

1. Nyugat-Dunántúl
2. Budapest
3. Pest
4. Dél-Alföld
5. Közép-Dunántúl

Western Transdanubia (Nyugat-Dunántúl), 7th of 8 in population, 4th in population density and below the national average in GDP per capita, tops Budapest's capital region in eBay Digital Density.

eBay is facilitating small business exports



Share of enterprises exporting

100% eBay-enabled small businesses

— compared to only —

3.8% Traditional businesses



Average number of destination markets

29 eBay-enabled small businesses

— compared to only —

5 Traditional businesses



Share of eBay-enabled small businesses exporting to 10+ markets

89%



Total number of markets reached*

161

Top cross-border destination markets for eBay-enabled small businesses

In the EU

1. Germany
2. Italy
3. France
4. Austria
5. Spain

Outside the EU

1. United States
2. United Kingdom
3. Canada
4. Australia
5. China

Top product categories exported by eBay-enabled small businesses

1. Home & Garden
2. Auto parts
3. Clothes, shoes, & accessories
4. Business, Office & Industrial
5. Sporting goods

*Includes countries and territories.



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