

eBay in Ireland

Creating opportunity for small businesses

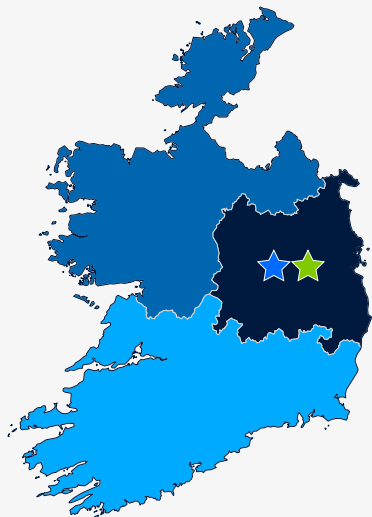
eBay Digital Density in Ireland



Highest population



Highest GDP per capita



eBay Digital Density regional ranking

1. Eastern and Midland

2. Northern and Western

3. Southern

eBay powers small businesses across borders



Share of enterprises exporting

100% eBay small businesses

3.8% Traditional businesses



Avg. number of destination markets

28 eBay small businesses

4 Traditional businesses



Top product categories exported by eBay small businesses

1. Auto parts
2. Health & Beauty
3. Business, Office & Industrial
4. Home & Garden
5. Jewellery & Watches

Top cross-border destination markets for eBay small businesses

In the EU

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

Outside the EU

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

Share of eBay small businesses exporting to 10+ markets

85%

Share of eBay small businesses exporting to 4+ continents

67%