



**100%**



Share of eBay - Enabled MSMEs Exporting

**97%**



Share of eBay - Enabled MSMEs Selling to 4+ Continents

**97%**



Share of eBay - Enabled MSMEs Exporting to 10+ Markets

**54**



Avg. # of Foreign Destinations Markets

## TOP 5 DESTINATIONS FOR EXPORTS



1 - UNITED STATES



2 - AUSTRALIA



3 - UNITED KINGDOM



4 - CANADA



5 - ISRAEL

## COMMERCIAL SELLER COMMERCE DATA (2015)

**20%**

Compound Annual Growth Rate in Sales of Continuous Commercial Sellers (2011 - 2015)



**7%**

Average Annual Growth in the Number of In-Country MSME eBay Sellers (2011 - 2015)\*



\*2011 baseline seller number determined using the domestic currency equivalent of \$10,000 USD in 2015



**-7%**

Third - Year Sales Growth of Newcomers



**73%**

Newcomer Share of Commercial Sellers