



eBay Fact Sheet

As of 31 March 2006

- Founded in September of 1995, eBay is a global online marketplace where practically anyone can trade practically anything.
- eBay has a global presence in 33 markets, including the U.S.
- eBay has 193 million registered users worldwide.
- Profitable since its launch, eBay Inc. net revenues totalled US\$1.39 billion in Q1-06. eBay Inc.'s International business achieved net revenues of US\$642.3 million in Q1-06.
- In Q1-06, gross merchandise volume (GMV), the total value of all successfully closed items on eBay's trading platforms, was US\$12.5 billion.
- eBay users worldwide trade more than US\$1,608 worth of goods on the site every second.
- There were 575.4 million new listings added to eBay worldwide in Q1-06. At any given time, there are approximately 89 million listings worldwide, and approximately 6 million listings are added per day. eBay users trade in more than 50,000 categories.
- Based on Q1-06 GMV, the following categories delivered US\$1 billion or more in worldwide annualized GMV: eBay Motors at US\$14.8 billion; Clothing & Accessories at US\$3.9 billion; Consumer Electronics at US\$3.9 billion; Computers at US\$3.6 billion; Books/Music/Movies at US\$3.0 billion; Home & Garden at US\$2.9 billion; Collectibles at US\$2.5 billion; Sports at US\$2.3 billion; Toys at US\$1.9 billion, Business & Industrial at US\$1.9 billion; Jewellery & Watches at US\$1.7 billion; Cameras & Photo at US\$1.4 billion and Antiques & Art at US\$1.2 billion.
- While eBay is well-known for its auction format, users can also buy and sell in fixed-price formats, which accounted for 34% of total GMV during Q1-06.
- At the end of Q1-06, eBay hosted approximately 486,000 stores worldwide, with approximately 247,000 stores hosted on the U.S. site and 239,000 stores hosted on eBay's international sites.
- More than 724,000 professional sellers in the U.S. use eBay as a primary or secondary source of income. In addition, 1.5 million individuals sell on eBay to supplement their incomes. (Source: ACNielsen International Research, July 2005)
- As of December 2005, eBay members worldwide have left more than four billion feedback comments for one another regarding their eBay transactions.
- The most expensive item sold on eBay to date is a private business jet for US\$4.9 million.

eBay Australia:

- eBay commenced operations in Australia in October 1999.
- There are over three million Australian eBay members or one in every five adult Australians.
- eBay is Australia's leading online marketplace with over 4 million unique visitors in March 2006 according to Nielsen//NetRatings Netview.



- In 2005 the total value of items sold on eBay.com.au was up 90% on the previous year.
- More than 8,500 professional eBay sellers in Australia currently derive their primary or secondary source of income from selling on eBay.com.au according to ACNielsen research. The research also shows:
 - ◆ Almost 2,500 Australians use eBay as their primary source of income.
 - ◆ More than 6,000 Australians run a business and use eBay as a secondary sales channel.
 - ◆ Almost 7,000 eBay sellers in Australia have considered quitting their day jobs to sell full-time on eBay.
 - ◆ Three out of four eBay small businesses believe eBay has helped them reach out to more buyers than is possible through an offline business and over a third believe eBay has helped them become more profitable.
- The most expensive item sold on eBay in Australia was the last Holden Monaro which sold on 19 February for AU\$187,600 with all proceeds going towards the Leukaemia Foundation.

On an average day in Australia:

- ◆ A car is sold every 12 minutes
- ◆ A laptop is sold every 11 minutes
- ◆ A stamp is sold every 2 minutes
- ◆ An antique is sold every 3 minutes
- ◆ A baby item is sold every 38 seconds
- ◆ An item of sports memorabilia is sold every minute
- ◆ A CD is sold every minute
- ◆ A DVD is sold every 30 seconds
- ◆ A toy is sold every 21 seconds
- ◆ A piece of women's clothing is sold every 14 seconds

Interesting Items Sold:

- | | |
|---|-----------------|
| ◆ A chance to drive in the 2005 Formula 1 Grand Prix celebrity race | AU \$100,000 |
| ◆ David Beckham's soccer ball from Euro 2004 | AU \$48,220* |
| ◆ Ian Thorpe's Sydney 2000 Olympic speed suit | AU \$100,000 |
| ◆ Fatso the fat-arsed wombat | AUD \$84,000 |
| ◆ Pat Rafter's ponytail | AU \$2,025 |
| ◆ The boat from The Perfect Storm | AU \$205,030* |
| ◆ The oldest known pair of Levi jeans | AU \$65,745* |
| ◆ The house where Bob Dylan grew up | AU \$133,655* |
| ◆ An Honus Wagner baseball card | AU \$1,787,845* |
- * converted amount

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