

Empty_Shelf Research

Tech.

come2list



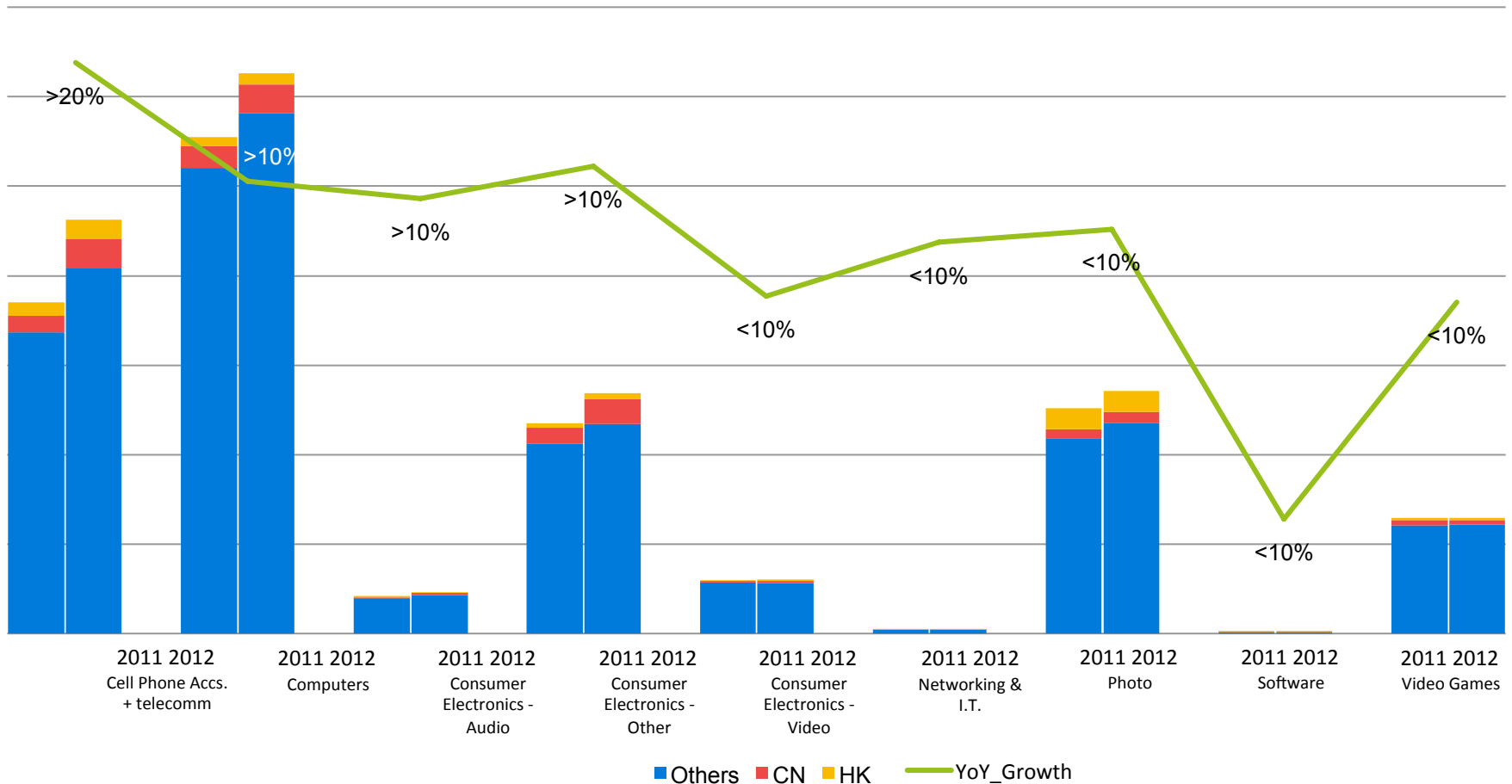
HG 2012 GMV REVIEW

HK, CN & Other Region

HG 2012 GMV growth (YoY+ >10%) (Jan-Dec)

Driven by Cell Phones Acc. + Telecomm. (>20%), Greater growth rate than Computers , Consumer Electronics – Other

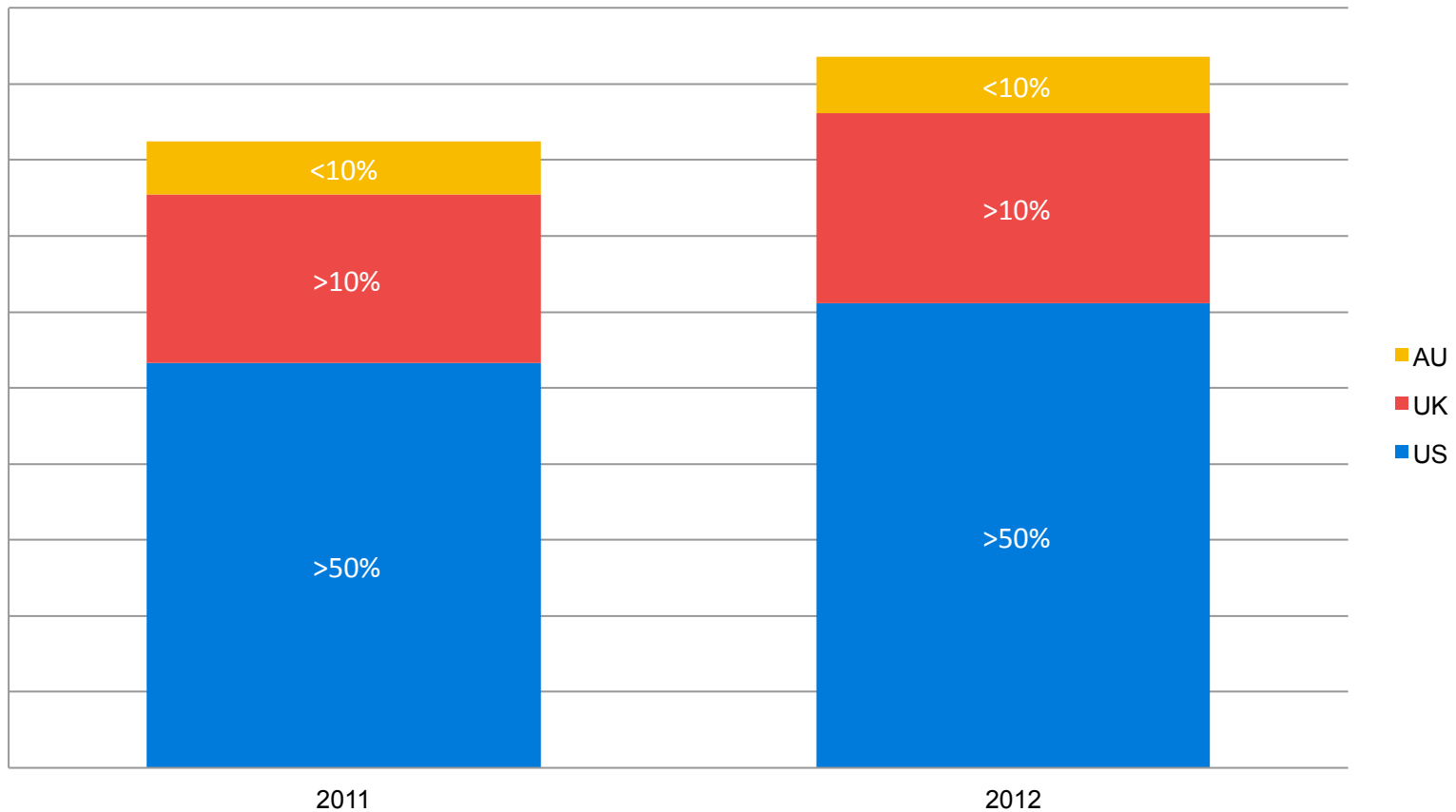
2012 GMV YoY Growth By Categories



HG 2012 GMV growth (YoY+ >10%) (Jan-Dec)

Driven by CN Seller growth >20%, HK Seller and Other Region Seller growth >10%

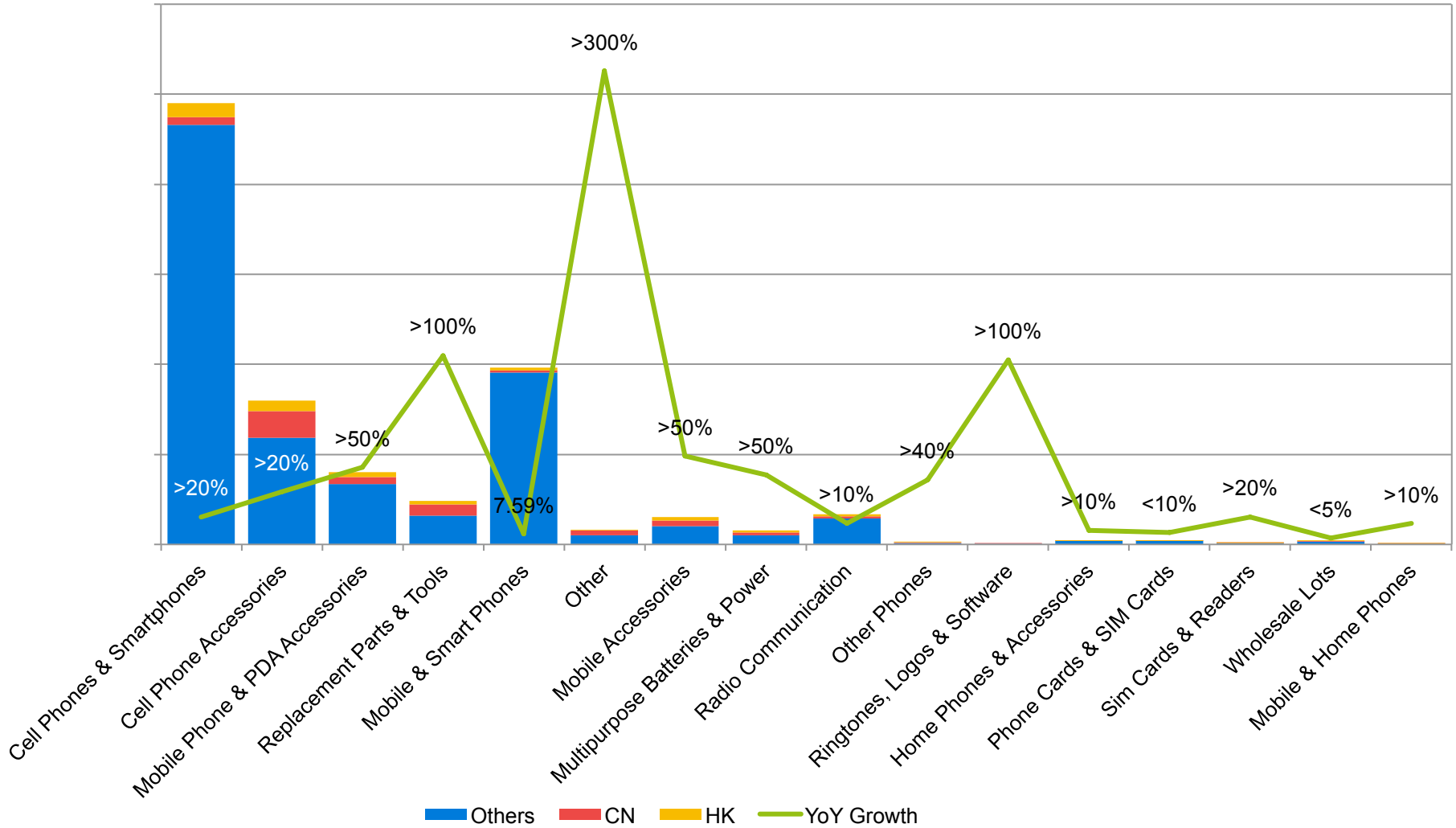
2012 YoY Growth By Site



CELLPHONES & ACCESSORIES + TELECOMM.

Lv2 categories study

Lv2 Category Performance Overview

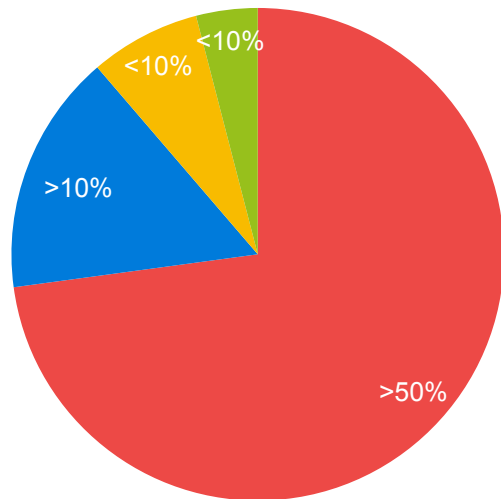


Cellphones & Accs. + Telecomm. YoY Growth >100%

CN Seller (+ >50%) Greater than HK Seller (<50%), Other Seller (>10%)

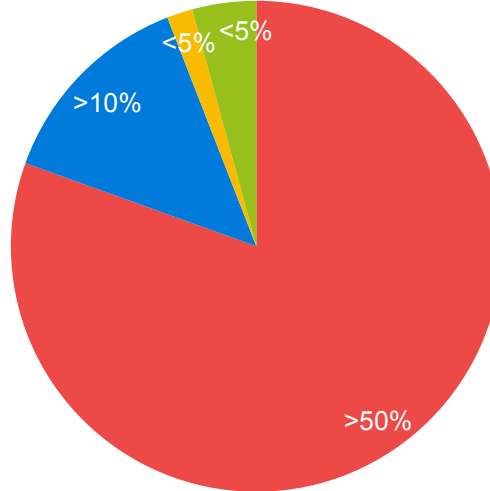
2012 GMV Performance Figures

■ Cell Phone Accessories
 ■ Replacement Parts & Tools
 ■ Multipurpose Batteries & Power
 ■ Home Phones & Accessories



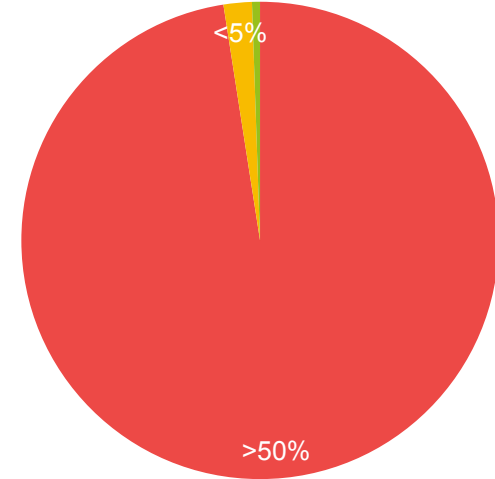
US

	YoY GMV Growth
Cell Phone Accessories	<50%
Replacement Parts & Tools	>100%
Multipurpose Batteries & Power	>50%
Home Phones & Accessories	<10%



UK

	YoY GMV Growth
Cell Phone Accessories	>50%
Replacement Parts & Tools	<100%
Multipurpose Batteries & Power	<50%
Home Phones & Accessories	>10%



AU

	YoY GMV Growth
Cell Phone Accessories	>50%
Replacement Parts & Tools	<100%
Multipurpose Batteries & Power	>50%
Home Phones & Accessories	<10%

Cellphone & Accessories + Telecomm. – Product Level Deep Dive Study

Chargers & Cradles

US



2 Quick Release Plates
for Bogen 3157N NEW
QR Plate

ASP: US\$ 8.45
Sold Item : 11,651

Best Seller : batt*****
30 Days GMV : US\$ 76,721
ASP: US\$ 8.53
Item Sold : 8,993

UK



11 inch Variable Friction
Magic Arm + Super
Clamp UK

ASP: £1.39
Sold Item :29,079

Best Seller :h2 *****
30 Days GMV : US\$ 75,813
ASP: US\$ 3.52
Item Sold :21,542

AU



USB AC Wall Charger
Adapter for Apple iPhone
4 4G 3G 3GS iPod
iTouch

ASP: AU\$ 10.99
Sold Item : 8,399

Best Seller : af****
30 Days GMV : US\$ 43,154
ASP: US\$ 7.36
Item Sold : 5,867

Cables & Adapters

US



8 Pin to 30 Pin Data
Charger Cable Adapter
For Apple iPhone 5 iPod
Touch 5th

ASP: US\$ 5.97
Sold Item : 5,101

Best Seller : batt *****
30 Days GMV : US\$ 36,205
ASP: US\$ 6.32
Item Sold : 5,728

UK



USB 8 Pin Charging Data
Sync Charger Cable
Lead for iPhone 5 iPad
Mini iPod

ASP: £ 1.75
Sold Item : 8,052

Best Seller : s *****
30 Days GMV : US\$ 24,865
ASP: US\$ 4.75
Item Sold : 5,236

AU



Fast Car Charger Power
8Pin Data Cable for
Apple iPhone 5 5G iPod
Touch 5 Nano 7

ASP: AU\$ 5.29
Sold Item : 5,527

Best Seller : aus *****
30 Days GMV : US\$ 44,371
ASP: US\$ 5.07
Item Sold : 8,758

Mounts & Holders

US



NEW MOUNTEK Car
Mount! iPhone 4 4G 3GS
CD Dock Holder

ASP: US\$ 19.95
Sold Item : 597

Best Seller : yj *****
30 Days GMV : US\$ 18,875
ASP: US\$ 27.28
Item Sold : 692

UK



Windscreen Car Mount
Stand Holder Cradle For
iPhone 4G 4S

ASP: £ 3.99
Sold Item : 4,339

Best Seller : com ***** s
30 Days GMV : US\$ 40,740
ASP: US\$ 6.07
Item Sold : 6,716

AU



Car Holder for iPhone 4
4S Samsung Galaxy
HTC PDA GPS 5
Universal Mount Cradle

ASP: AU\$ 12.99
Sold Item : 2,505

Best Seller : creati ***** 9
30 Days GMV : US\$ 23,222
ASP: US\$ 17.29
Item Sold : 1,343

Cellphone & Accessories + Telecomm. – Product Level Deep Dive Study

Replacement Parts & Tools

US



White Replacement LCD Touch Screen Digitizer Glass Assembly OEM for iPhone 4S

ASP: US\$ 28.95
Sold Item : 10,167

Best Seller : ga *****
30 Days GMV : US\$ 273,673
ASP: US\$ 38.17
Item Sold : 7,170

UK



Replacement Black LCD Screen and Digitizer For iPhone 4 -Tools Included

ASP: £ 21.99
Sold Item : 6,948

Best Seller : afr *****
30 Days GMV : US\$ 79,068
ASP: US\$ 19.14
Item Sold : 4,132

AU



New iPhone 4 Replacement LCD Touch Screen Digitizer Glass Assembly + 8 Tools

ASP: AU\$34.29
Sold Item : 8,812

Best Seller : mr*s *****
30 Days GMV : US\$ 30,075
ASP: US\$ 36.32
Item Sold : 828

Multipurpose Batteries & Power

US



OEM SAMSUNG EB625152VA BATTERY for Sprint Galaxy S II Epic 4G Touch D710

ASP: US\$10.49
Sold Item : 3,159

Best Seller : bes ***** 8
30 Days GMV : US\$ 20,357
ASP: US\$ 10.40
Item Sold : 1,958

UK



GENUINE BLACKBERRY MS-1 BATTERY FOR BOLD 9000 9700 9780

ASP: £3.25
Sold Item : 2,637

Best Seller : fo *****
30 Days GMV : US\$ 25,976
ASP: US\$ 7.10
Item Sold : 3,661

AU



Multicolor Slim External Battery Charger Rechargeable Case for iPhone 4 4S 4G

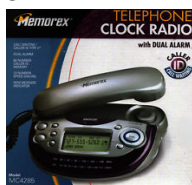
ASP: AU\$15.49
Sold Item : 1,959

Best Seller : au *****
30 Days GMV : US\$ 27,325
ASP: US\$ 12.65
Item Sold : 2,160

Cellphone & Accessories + Telecomm. – Product Level Deep Dive Study

Telephone Batteries

US



Memorex Bedside Office
Caller ID Telephone/Dual
Alarm Clock W/ AM/FM
Radio 4285

ASP: US\$ 39.99

Sold Item : 341

Best Seller : price ***** s
30 Days GMV : US\$ 6,049
ASP: US\$ 109.99
Item Sold : 55

UK



BT DECOR 2500 CORDED
RECORDING TELEPHONE
WITH ANSWER MACHINE
WHITE

ASP: £ 14.99

Sold Item : 247

Best Seller : de ***** k
30 Days GMV : US\$ 8,262
ASP: US\$ 55.08
Item Sold : 150

AU



Telstra T700 Wall/Desk
Mountable Hearing Aid
Corded landline phone LCD
display

ASP: AU\$ 19.99

Sold Item : 115

Best Seller : 200 ***** 8
30 Days GMV : US\$ 1,938
ASP: US\$ 9.55
Item Sold : 537

Corded Telephones

US



Panasonic HHR-P104 Phone
Battery HHRP104

ASP: US\$ 9.79

Sold Item : 8,180

Best Seller : bat ***** y
30 Days GMV : US\$ 39,060
ASP: US\$ 5.80
Item Sold : 6733

UK



New BT Verve 450 Phone
Battery Nimh 2.4v 600mah
2 year guarantee

ASP: £ 4.25

Sold Item : 1,224

Best Seller : jjb ***** 10
30 Days GMV : US\$ 4,599
ASP: US\$ 10.43
Item Sold : 441

AU



Cordless Phone Battery for
Uniden BT-446, BT-909,
BT909, BT-750 NiMH 3.6V
800mAh

ASP: AU\$ 3.4

Sold Item : 4,259

Best Seller : ga ***** y
30 Days GMV : US\$ 5,128
ASP: US\$ 9.55
Item Sold : 537

Telephone Headsets

US



Panasonic KX-TCA430
Foldable Over The Head
Headset

ASP: US\$ 18.95

Sold Item : 1,092

Best Seller : ma ***** ys
30 Days GMV : US\$ 26,007
ASP: US\$ 74.09
Item Sold : 351

UK



JPL JAC Binaural Desk
Telephone Headset RJ11
Connection Noise
Cancelling 2 Ear

ASP: £ 24.99

Sold Item : 185

Best Seller : ds ***** ol
30 Days GMV : US\$29,305
ASP: US\$ 80.95
Item Sold : 362

AU



GENUINE Jabra Clipper
Bluetooth Wireless
Earphone for iPhone 3G
3GS 4 4S 5 Black

ASP: AU\$ 59

Sold Item : 83

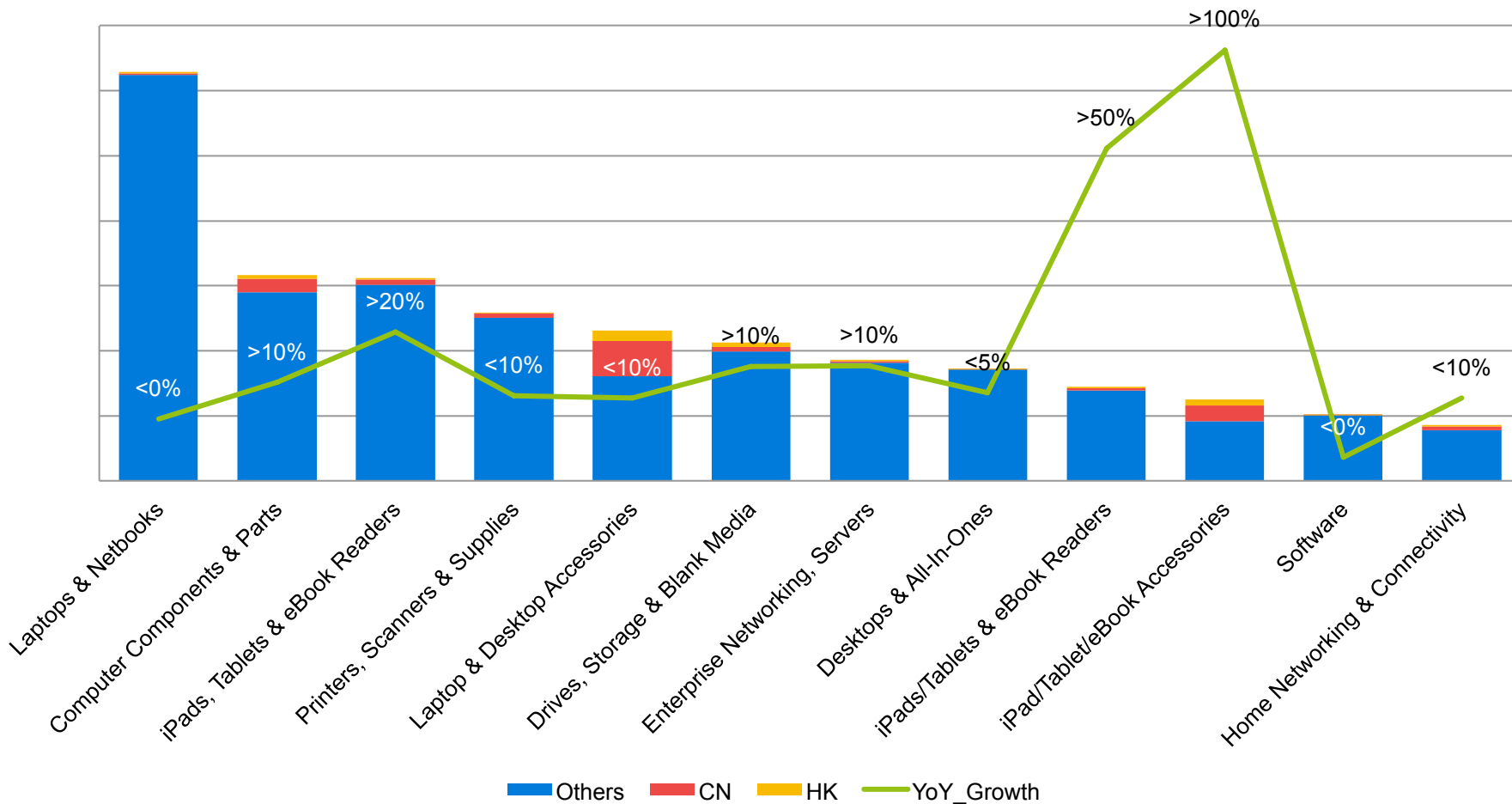
Best Seller : 18 ***** ory
30 Days GMV : US\$ 2,199
ASP: US\$ 75.84
Item Sold : 29

COMPUTER+ SOFTWARE + NETWORKING & I.T.

Lv2 categories study

Lv3 Category Overview

Lv3 Category Performance Overview



Bar Chart Showing the 2012 GMV performance of the Highlight Cate.

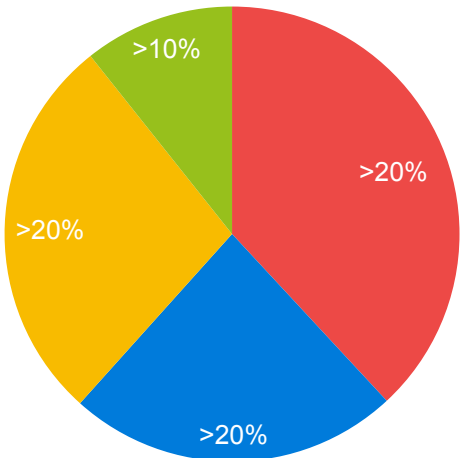
Computers + Software + Networking & I.T. YoY GMV Growth (>10%)

CN Seller Growth (>20%) greater than HK Seller (>20%), Other Region (>10%)

Selecting Criteria
Base on US performance
2012 GMV Performance > USD50M
Hugh Growth in YoY GMV

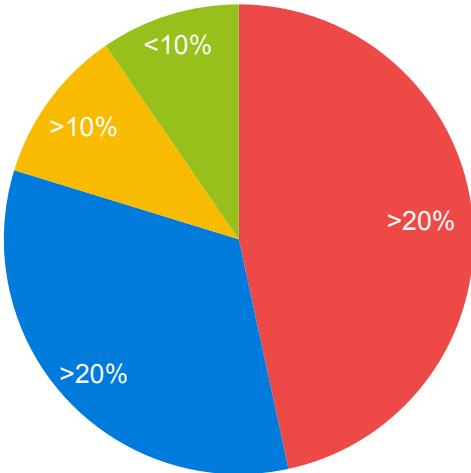
2012 GMV Performance Figures

■ Computer Component & Parts
 ■ Drive, Storage & Blank Media
 ■ Enterprise Networking, Servers
 ■ Home Networking & Connectivity



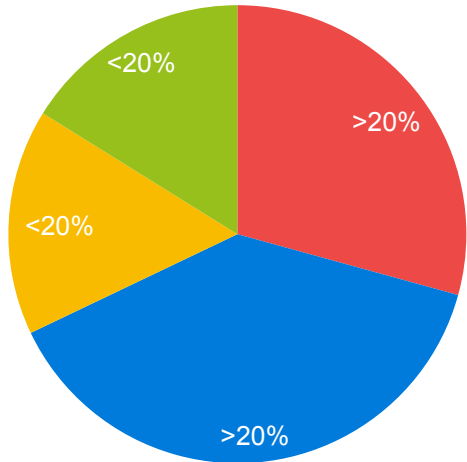
US

	YoY GMV Growth
Computer Component & Parts	>10%
Drive, Storage & Blank Media	>10%
Enterprise Networking, Servers	>10%
Home Networking & Connectivity	<10%



UK

	YoY GMV Growth
Computer Component & Parts	>10%
Drive, Storage & Blank Media	>10%
Enterprise Networking, Servers	>10%
Home Networking & Connectivity	<10%



AU

	YoY GMV Growth
Computer Component & Parts	<10%
Drive, Storage & Blank Media	<10%
Enterprise Networking, Servers	<10%
Home Networking & Connectivity	>10%

Computer Components & Parts

Lv3 Deep Dive Research : Product Level View

Laptop Replacement Parts

US



B173RW01 V.3 V.2 & V.5
NEW 17.3" LED WXGA+
+ Glossy HD LCD Laptop
Screen V2 V3 V5

ASP: US\$ 65.99
Sold Item : 1,011

Best Seller : ckna ***** nc
30 Days GMV : US\$ 510,919
ASP: \$57
Item Sold : 8,963

UK



15.6" LAPTOP LCD
SCREEN LED FOR
DELL INSPIRON 1545
N5030 N5040 N5050
M5030 M5010

ASP: £39.39
Sold Item : 1,012

Best Seller : ci ***** net
30 Days GMV : US\$ 216,837
ASP: \$63.18
Item Sold : 3,432

AU



15.6" LAPTOP LCD
SCREEN LED FOR
DELL INSPIRON 1545
N5030 N5040 N5050
M5030 M5010

ASP: AU\$83.89
Sold Item : 158

Best Seller : a ***** 08
30 Days GMV : US\$ 54,899
ASP: \$78.32
Item Sold : 701

CPUs, Processors

US



Intel Northwood Pentium
4 Socket 478 P4 3.06
GHz 533 Mhz 845
Chipset Upgrade CPU

ASP: US\$ 13.99
Sold Item : 798

Best Seller : al ***** o
30 Days GMV : US\$ 93,927
ASP: \$198.58
Item Sold : 473

UK



Opteron 180
OSA180DAA6CD
2.4GHz sockt 939 Dual
Core(BETTER 4800+
ADA4800DAA6CD)

ASP: £ 12.8
Sold Item : 376

Best Seller : da ***** et
30 Days GMV : US\$25,405
ASP: \$172.82
Item Sold : 147

AU



AMD Athlon 64 3200+
Socket 754 CPU
*BRAND NEW

ASP: AU\$15.8
Sold Item : 79

Best Seller : dig ***** ine
30 Days GMV : US\$ 6,614
ASP: \$194.52
Item Sold : 34

Graphics, Video Cards

US



Force3D ATI 2GB DDR3
PCI Express Video
Graphics Card HMDI
windows 7/vista/XP

ASP: US\$ 55.71
Sold Item : 596

Best Seller : crow ***** tions
30 Days GMV : US\$140,280
ASP: \$137.94
Item Sold : 1017

UK



NVIDIA Palit GeForce GF
210 Graphics Card 1GB
PCI Express 2.0 x16
HDMI VGA DVI-I

ASP: £ 19.98
Sold Item : 302

Best Seller : da ***** let
30 Days GMV : US\$71,750
ASP: \$67.69
Item Sold : 1060

AU



Nvidia GeForce 2GB
GT610 Graphic Card
HDMI Gaming DVI VGA
HD Video PCI-Express

ASP: AU\$59.99
Sold Item : 359

Best Seller : su ***** 03
30 Days GMV : US\$21,710
ASP: \$100.51
Item Sold : 216

Drive, Storage & Blank Media

Lv3 Deep Dive Research : Product Level View

Hard Drives (HDD, SSD & NAS)	US	UK	AU
	 320GB HDD Hard Disk Drive for Microsoft Xbox 360 Slim ASP: US\$ 55.93 Sold Item : 596 Best Seller : cro***** ions 30 Days GMV : US\$ 140,280 ASP: \$137.94 Item Sold : 1,017	 Samsung 1TB M3 Portable 2.5" USB 3.0 External Hard Drive Black ASP: £ 61.98 Sold Item : 2,155 Best Seller : d***** et 30 Days GMV : US\$ 392,828 ASP: \$91.89 Item Sold : 4,275	 TOSHIBA 1TB 2.5" External Portable HDD Hard Disk Drive USB3 PC APPLE MAC LAPTOP ASP: AU\$81.45 Sold Item : 919 Best Seller : b***** ge 30 Days GMV : US\$ 101,253 ASP: \$106.36 Item Sold : 952
	 External Slim 8X DVD DVDRW CD RW Burner Writer Reader Drive All PC MAC UJ-844 ASP: US\$ 23.99 Sold Item : 566 Best Seller : ny***** k 30 Days GMV : US\$ 30,888 ASP: \$25.33 Item Sold : 1,224	 External USB 2.0 DVD+/-RW DL Drive DVD Burner/Player/Writer/ Copier For Laptop/PC ASP: £ 11.79 Sold Item : 1,403 Best Seller : d***** t 30 Days GMV : US\$ 23,909 ASP: \$28 Item Sold : 854	 Samsung SH-224BB 22x DVD R RW Burner Internal SATA writer Optical Drive Nero 9 ASP: AU\$44.99 Sold Item : 1649 Best Seller : su***** 03 30 Days GMV : US\$ 11,664 ASP: \$64.44 Item Sold : 181
Blank Media & Accessories	 10 Verbatim Blank Blu-ray Discs 50GB BD-R DL 4x bluray ASP: US\$ 33.8 Sold Item : 874 Best Seller : la***** op 30 Days GMV : US\$ 44,433 ASP: \$75.18 Item Sold : 591	 100 Ritek Traxdata DVD-R Full Face Printable 8x G05 4.7GB ASP: £ 12.39 Sold Item : 7,203 Best Seller : b*** 30 Days GMV : US\$ 135,895 ASP: \$10.25 Item Sold : 13,256	 10 VERBATIM Blank DVD+R DL 8X Dual Layer 8.5GB DVD ASP: AU\$17.86 Sold Item : 658 Best Seller : b***** a 30 Days GMV : US\$ 19,059 ASP: \$20.49 Item Sold : 930

Enterprise Networking, Servers

Lv3 Deep Dive Research : Product Level View

Switches & Hubs	US  TP-LINK 8 Port Fast Ethernet 10/100Mbps Network Switch Desktop RJ45 - TL-SF1008D ASP: US\$ 14.15 Sold Item : 597 Best Seller : ne ***** le 30 Days GMV : US\$ 51,248 ASP: \$702.03 Item Sold : 73	UK  Aztech 5 Port Gigabit 1000Mbps Network Ethernet Switch LAN 10/100/1000 Mbps ASP: £ 5512.2 Sold Item : 483 Best Seller : da ***** t 30 Days GMV : US\$ 13,018 ASP: \$30.78 Item Sold : 423	AU  TP-Link TL-SF1005D 5 port Network Ethernet Switch Hub ASP: AU\$9.45 Sold Item : 752 Best Seller : p ***** ey 30 Days GMV : US\$ 8,618 ASP: \$146.07 Item Sold : 59
	US  Dell PowerEdge CS24-SC 2X Intel Xeon QC 2.5Ghz L5420, 4X 73Gb 15K SaS RAID, 16Gb ASP: US\$ 189.99 Sold Item : 319 Best Seller : pris ***** cs4 30 Days GMV : US\$ 123,764 ASP: \$273.21 Item Sold : 453	UK  Dell PowerEdge CS24-SC 2X Intel Xeon QC 2.5Ghz L5420, 4X 73Gb 15K SaS RAID, 16Gb ASP: £ 124.73 Sold Item : 330 Best Seller : bar ***** are 30 Days GMV : US\$ 119,104 ASP: \$207.5 Item Sold : 574	AU  AMD-N40L 250GB 2GB HP Microserver ProLiant N40L 2GB 250GB 3.5" SATA 1Yr ASP: AU\$229 Sold Item : 192 Best Seller : de ***** r884 30 Days GMV : US\$ 8,529 ASP: \$48.19 Item Sold : 177
	US  500666-B21 16GB(1X16GB) DDR3 1066MHz Memory HP Proliant ASP: US\$ 99 Sold Item : 472 Best Seller : m ***** e 30 Days GMV : US\$ 144,605 ASP: \$133.28 Item Sold : 1085	UK  8GB PC2-5300F DDR2 667Mhz ECC Server RAM (4x2GB) Fully Buffered FB-DIMM HP Dell ASP: £ 49 Sold Item : 99 Best Seller : bar ***** re 30 Days GMV : US\$ 117,207 ASP: \$230.72 Item Sold : 508	AU  NEW Removable SATA 3.5" HDD INTERNAL HOT SWAP RACK ASP: AU\$16.99 Sold Item : 151 Best Seller : re ***** es 30 Days GMV : US\$ 2,953 ASP: \$98.44 Item Sold : 30
Server Components			

Home Networking & Connectivity

Lv3 Deep Dive Research : Product Level View

Wireless Routers	US  NEW UNLOCKED LINKSYS CISCO PAP2T-NA PAP2T PAP2 VOIP PHONE Adapter SIP Gateway ASP: US\$ 29.99 Sold Item : 536 Best Seller : 1s ***** y 30 Days GMV : US\$ 72,474 ASP: \$20.38 Item Sold : 3,556	UK  Belkin Wireless G 4-Port WiFi Cable Router 54g Virgin Media F5D7230 Access Point ASP: £ 9.99 Sold Item : 780 Best Seller : d ***** t 30 Days GMV : US\$ 18,990 ASP: \$72.48 Item Sold : 262	AU  Netgear DGND3700 N600 Wireless Dual Band ADSL2+ Modem Router Gigabit LAN ADSL ASP: AU\$135 Sold Item : 1707 Best Seller : 24 ***** 30 Days GMV : US\$ 20,745 ASP: \$147.13 Item Sold : 141
	US  Mini 150M USB WiFi Wireless LAN 802.11 n/g/b Adapter nano network N Fast ASP: US\$ 5.59 Sold Item : 4236 Best Seller : ro****d 30 Days GMV : US\$ 25,516 ASP: \$29.46 Item Sold : 866	UK  WIFI 150MBPS WIRELESS ADAPTOR 802.11 B G N LAN NETWORK MINI USB DONGLE ADAPTER ASP: £ 4.15 Sold Item : 4,891 Best Seller : di ***** d 30 Days GMV : US\$ 18,127 ASP: \$8 Item Sold : 2,267	AU  Smallest USB 2.0 Mini Bluetooth V2.0 EDR Dongle Adapter ASP: AU\$2.66 Sold Item : 3,216 Best Seller : val ***** n 30 Days GMV : US\$ 1,982 ASP: \$27.91 Item Sold : 71
	US  9db WiFi Wi-Fi Booster SMA/Wireless LAN Long Antenna ASP: US\$ 6.25 Sold Item : 570 Best Seller : 1s ***** y 30 Days GMV : US\$ 47,671 ASP: \$16.66 Item Sold : 2,861	UK  300Mbps Wireless N 802.11 AP Wifi Range Router Repeater Extender Booster UK Plug ASP: £ 13.75 Sold Item : 5,169 Best Seller : ne*****e 30 Days GMV : US\$ 16,054 ASP: \$20.88 Item Sold : 769	AU  Netcomm 500Mbps Powerline Adapter Ethernet over Power /w AC Pass-Through NP504 ASP: AU\$38.9 Sold Item : 204 Best Seller : in ***** l 30 Days GMV : US\$ 6,940 ASP: \$102.06 Item Sold : 68

USB Wi-Fi Adapters/Dongles

Boosters, Extenders & Antennas

CONSUMER ELECTRONICS - OTHER

Lv2 categories study

US

Penetration Difference

	YoY Growth	CN>HK	Other>HK
Vehicle Electronics & GPS	>10%	>1%	<0%
TV, Video & Home Audio	<10%	>1%	<0%
Portable Audio & Headphones	<10%	>1%	<0%
Gadgets & Other Electronics	<20%	>1%	<0%
Home Surveillance	>20%	>1%	<0%
Vintage Electronics	<20%	>1%	<0%
Stage Lighting & Effects	>20%	>1%	<0%
Home Automation	>20%	>1%	<0%
Wholesale Lots	>50%	>1%	<0%
Multipurpose Batteries & Power	<10%	>1%	<0%
Karaoke Entertainment	<10%	>1%	<0%

AU

Penetration Difference

	YoY Growth	CN>HK	Other>HK
Solar	>20%	>1%	<0%
Home, Personal Security	>20%	<0%	<0%
Radio Equipment	<20%	>1%	<0%
Gadgets	<20%	<0%	<0%
Accessories	>20%	<0%	<0%
Batteries, Chargers	>20%	>1%	>1%
Cables	<20%	<0%	>1%
Laser Pointers	>100%	<0%	>1%
Calculators	>20%	<0%	<0%
Vintage Electronics	<20%	>1%	<0%

Penetration Differences=
CN Penetration Growth>HK Penetration Growth
over 2011 & 2012
Which >1 % = Better Penetration Growth than HK
<0% = Weaker Penetration Growth than HK

UK

Penetration Difference

	YoY Growth	CN>HK	Other>HK
TV & Home Audio Accessories	>20%	>1%	<0%
Multipurpose Batteries & Power	>20%	>1%	<0%
DIY Materials	>20%	>1%	<0%
Security & Home Automation	>20%	<0%	<0%
Electrical & Test Equipment	<20%	>1%	<0%
Mobility, Disability & Medical	>100%	>1%	>0%
Office Equipment & Supplies	<20%	<0%	<0%
Clocks	<20%	<0%	<0%
Vintage	<10%	>1%	<0%

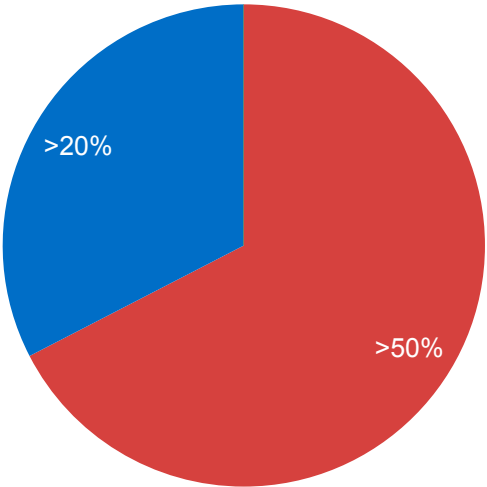
Consumer Electronics – Other GMV YoY Growth (>10%)

CN Seller growth (>50%) greater than HK Seller (>20%), Other Seller (>10%)

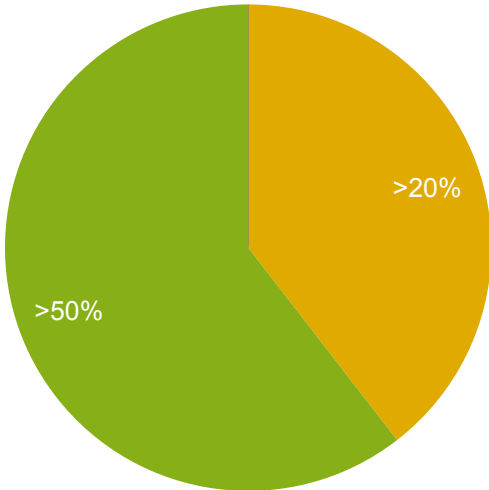
Selecting Criteria
Base on Site 2012 GMV Performance
2012 GMV Performance > \$1M
Hugh Growth in YoY GMV

2012 GMV Performance Figures

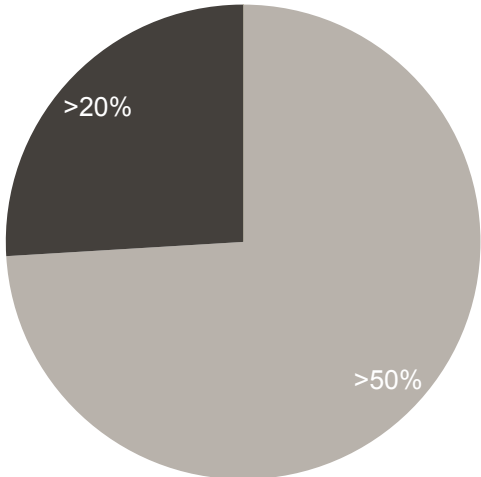
■ Vehicles Electronics & GPS
 ■ Gadgets & Other Electronics
 ■ Multipurpose Batteries & Power
 ■ TV & Home Audio Accessories
 ■ Solar
 ■ Batteries, Chargers



US



UK



AU

	YoY GMV Growth
Vehicles Electronics & GPS	>10%
Gadgets & Other Electronics	<20%
Multipurpose Batteries & Power	
TV & Home Audio Accessories	
Solar	
Batteries, Chargers	

	YoY GMV Growth
	>20%
	>20%

	YoY GMV Growth
	>20%
	>20%

Lv3 Product Level Overview

Multipurpose Batteries & Power

Rechargeable Batteries

US



ASP: US\$ 23.98
Sold Item : 680

10 5000mAh 3.7V 18650 NCR
Li-ion LED Flashlight Torch
Rechargeable Battery Pack

Best Seller : eco ***** s
30 Days GMV : US\$164,406
ASP: US\$37.02
Item Sold : 4,417

UK



ASP: £ 10.59
Sold Item : 6,698

8 DURACELL AAA
RECHARGEABLE BATTERIES
1000mAh BATTERIES

Best Seller : b***
30 Days GMV : US\$249,369
ASP: US\$ 6.44
Item Sold : 38,725

AU



ASP: AU\$12.95
Sold Item : 60

4-Pack AAA Duracell
Rechargeable Batteries 800mAh
NiMH | HR3 New Genuine AUS

Best Seller : km ***** lia
30 Days GMV : US\$5,515
ASP: US\$14.22
Item Sold : 388

Battery Chargers

US



ASP: US\$ 51.97
Sold Item : 419

PowerEx MH-C800S 8 Cell
Smart Battery Charger AA AAA
NiMH NiCd Maha Energy

Best Seller : hk ***** d
30 Days GMV : US\$44,700
ASP: US\$ 27.99
Item Sold : 1,579

UK



ASP: £ 16.95
Sold Item : 2369

Fast Smart Charger for 1 - 8 AA
or AAA NiMH batteries LCD
display Vapextech

Best Seller : v ***** ch
30 Days GMV : US\$ 31,238
ASP: US\$ 16.85
Item Sold : 1,854

AU



ASP: AU\$41.99
Sold Item : 1199

Fast AA AAA D C 9v NiMH
NiCd Battery Smart Charger
Set

Best Seller : b ***** x
30 Days GMV : US\$12,857
ASP: US\$66.27
Item Sold : 194

Remote Controls

US



ASP: US\$ 46.48
Sold Item : 1,331

Logitech Harmony 650
Advanced Universal Remote
Control

Best Seller : o ***** 3
30 Days GMV : US\$48,553
ASP: US\$70.67
Item Sold : 687

UK



ASP: £ 6.99
Sold Item : 9990

Sky PLUS Original Replacement
Genuine Sky+ Remote Control
Controller

Best Seller : 24****x
30 Days GMV : US\$26,949
ASP: US\$9.87
Item Sold : 2,730

AU



ASP: AU\$50
Sold Item : 191

Topfield RCU-7100 HDPVRT
Remote Controls

Best Seller : oks*****1
30 Days GMV : US\$19,014
ASP: US\$208.95
Item Sold : 91

Audio Cable Terminations

US



ASP: US\$ 2.48
Sold Item : 2,200

6FT 3.5mm Male to Male M/M
Stereo Audio Cords Cables for
PC iPod mp3(3S11-06)

Best Seller : de ***** ts
30 Days GMV : US\$39,662
ASP: US\$ 21.5
Item Sold : 1,845

UK

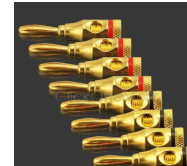


ASP: £ 3.49
Sold Item : 1,164

VOSO 8 x Gold plated Musical
Speaker Cable Wire Screw
Banana Plug Connector 4mm

Best Seller : vos=*****al
30 Days GMV : US\$ 8,034
ASP: US\$ 5.92
Item Sold : 1,356

AU



ASP: AU\$4.79
Sold Item : 243

8 x Gold plated Musical Speaker
Cable Wire Screw Banana Plug
Connector 4mm

Best Seller : go*****gti
30 Days GMV : US\$1,717
ASP: US\$5.08
Item Sold : 338

Lv3 Product Level Overview – Vehicle Electronics & GPS

Vehicle Electronics & GPS

Car Electronics Accessories

US

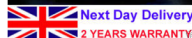


xeno HID KIT H1 H3 H6m H4
H7 H8/H11 H9 H10 H13 9004
9005 9006 9007 D2S D2R
6000K

ASP: US\$ 32.02
Sold Item : 3345

Best Seller : led. ***** 0
30 Days GMV: US\$74,443
ASP: US\$16.55
Item Sold : 4497

UK



Xenon HID Conversion KIT
H1 H3 H7 H9 H11 HB3 HB4
9006

ASP: £ 27.9
Sold Item : 518

Best Seller : 20 ***** er
30 Days GMV : US\$6,771
ASP: US\$5.49
Item Sold : 1,234

AU



12V 55W HID Xenon Lights
Conversion Kit H1 H3 H4-3 Hi/
Low H7 4300K/6000K/8000K

ASP: AU\$58.49
Sold Item : 513

Best Seller : grea ***** nald
30 Days GMV: US\$37,750
ASP: US\$22.19
Item Sold : 1,701

Car Video

US



BOSS BV9558 7" TouchScreen
In-Dash 2 DIN DVD/MP3 Car
Player Receiver USB/SB Aux

ASP: US\$ 168.95
Sold Item : 221

Best Seller : 3k ***** o
30 Days GMV : US\$171,345
ASP: US\$196.5
Item Sold : 872

UK



Brand New 7" Dual Twin Screen
In Car DVD Player Plays DIVX
and AVI - UK Stock

ASP: £ 64.99
Sold Item : 191

Best Seller : dm ***** 11
30 Days GMV : US\$31644
ASP: US\$34.43
Item Sold : 919

AU



C1037 2x9" HD LCD In Car
Black Pillow Headrest DVD
Player IR Headphone n8

ASP: AU\$245
Sold Item : 264

Best Seller : e****n
30 Days GMV : US\$40,333
ASP: 156.33
Item Sold : 258

Lv3 Product Level Overview - Gadgets & Other Electronics

Calculator

US



Texas Instruments TI-84 Plus

ASP: US\$ 62.59
Sold Item : 2,614

Best Seller : ma*****le
30 Days GMV: US\$21,207
ASP: US\$58.42
Item Sold : 363

UK



CASIO FX-83GT

ASP: £ 6.98
Sold Item : 347

Best Seller : batt ***** za
30 Days GMV : US\$2,408
ASP: US\$9.68
Item Sold : 240

AU



Sharp EL-738

ASP: AU\$44.7
Sold Item : 299

Best Seller : jxgr ***** en
30 Days GMV: US\$37,750
ASP: US\$22.19
Item Sold : 1,701

Surveillance Gadgets

US



Ear Bug N9

ASP: US\$ 19.99
Sold Item : 351

Best Seller : 3 ***** io
30 Days GMV :US\$15,178
ASP: US\$19.81
Item Sold : 766

UK



New Unique 6IR LED 270° 2.5"
LCD Car HD DVR Camera
Digital Video Recorder HOT!

ASP: £ 12.3
Sold Item : 486

Best Seller : bo*****y
30 Days GMV : US\$11,620
ASP: US\$44.52
Item Sold :261

AU



Foscam FI8918W

ASP: AU\$85.41
Sold Item : 84

Best Seller : the ***** ctv
30 Days GMV : US\$20,618
ASP: US\$135.65
Item Sold : 152

Metal Detectors

US



GARRETT ACE 250 METAL
DETECTOR WITH
INSTRUCTIONAL DVD

ASP: US\$ 212.46
Sold Item : 540

Best Seller : jt***a
30 Days GMV : US\$141,318
ASP: US\$214.44
Item Sold : 659

UK



Garrett Ace 250 Accurate
Locator Pack Metal Detector

ASP: £ 249.95
Sold Item : 30

Best Seller : r ***** e
30 Days GMV : US\$42,115
ASP: US\$112.12
Item Sold : 379

AU



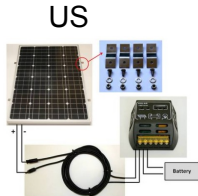
New Deep Target Sensitive
Metal Detector Snoop Finder 5

ASP: AU\$53.91
Sold Item : 614

Best Seller : oz ***** g
30 Days GMV : US\$22,930
ASP: US\$72.69
Item Sold : 308

Lv3 Product Level Overview – Solar Panels

Solar Panels



US
COMPLETE KIT: 100 W Watt
100W 100Watts Photovoltaic PV
Solar Panel 12V RV Boat

Best Seller : re ***** r
30 Days GMV : US\$120,959
ASP: US\$226.94
Item Sold : 533

ASP: US\$220.98
Sold Item : 363



UK
12V VOLT CAR BATTERY
CHARGER SOLAR PANEL
POWER NEW

Best Seller : c ***** s
30 Days GMV : US\$10,921
ASP:US\$20.04
Item Sold : 545

ASP: £ 12.99
Sold Item : 2330



AU
120W FOLDING SOLAR PANEL
MONOCRYSTALLINE
COMPLETE SET

Best Seller : bit*****ls
30 Days GMV: US\$150,017
ASP: US\$146.36
Item Sold : 1025

ASP: AU\$175
Sold Item : 1617

Chargers, Inverters



US
Solar Panel Charger Regulator
Controller 10A/12V/24V Safe
Protection CE Certify

Best Seller : ch ***** al
30 Days GMV : US\$23,655
ASP: US\$139.97
Item Sold : 169

ASP: US\$15.99
Sold Item : 743



UK
4 Watt 12v Volt Solar Panel
Trickle Car Battery Charger Boat

Best Seller : m ***** ic
30 Days GMV :US\$31,441
ASP : US\$54.12
Item Sold : 581

ASP: £ 15.99
Sold Item : 743



AU
30A 12V/24V Solar Controller
Regulator Charge Battery Safe
Protection CE Certify

Best Seller
30 Days GMV: US\$8,708
ASP: US\$21.66
Item Sold : 402

ASP: AU\$44.79
Sold Item : 304

CONSUMER ELECTRONICS – AUDIO + VIDEO

Lv2 categories study

	YoY Growth	CN>HK	Other>HK
Headphones	>20%	<0%	<0%
Other Sound & Vision	>20%	<0%	>1%
Performance & DJ Equipment	>10%	>1%	<0%
Home Audio & HiFi Separates	<10%	>1%	>1%
iPod & MP3 Player Accessories	>10%	>1%	<0%
Televisions	<10%	<0%	<0%
TV & Home Audio Accessories	>10%	>1%	<0%
TV Reception & Set-Top Boxes	<10%	>1%	<0%
Radio Communication Equipment	<10%	>1%	<0%
GPS & In-Car Technology	<10%	>1%	<0%
DVD, Blu-ray & Home Cinema	<10%	>1%	<0%
Portable Disc Players & Radios	<10%	>1%	<0%

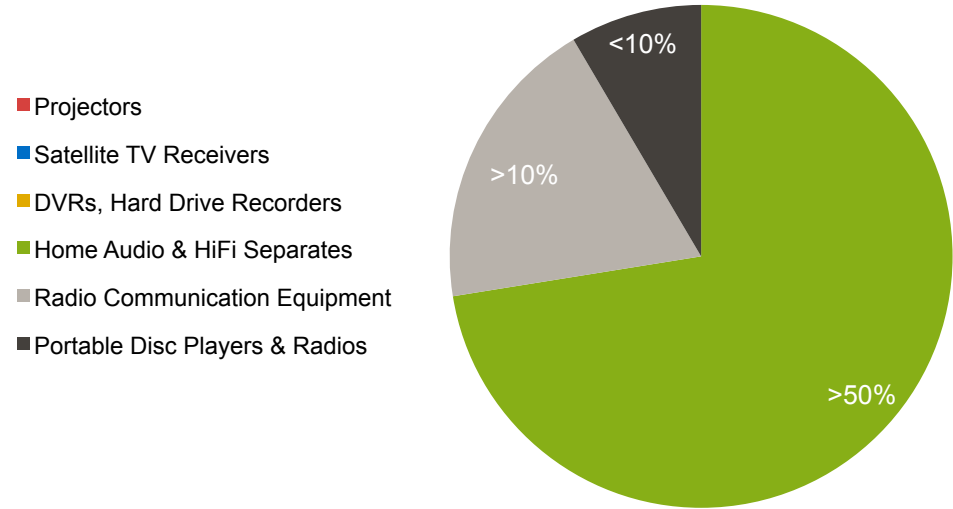
Penetration Differences=
 CN Penetration Growth>HK Penetration Growth
 over 2011 & 2012
 Which >1 % = Better Penetration Growth than HK
 <0% = Weaker Penetration Growth than HK

	YoY Growth	CN>HK	Other>HK
Audio	>20%	>1%	>1%
MP3 Player Accessories	>20%	<0%	>1%
Projectors	>20%	>1%	>1%
Projector Lamps & Bulbs	>100%	<0%	<0%
Internet & Media Streamers	>10%	>1%	<0%
Satellite TV Receivers	>20%	>1%	>1%
DVRs, Hard Drive Recorders	<10%	>1%	>1%
VCRs	>20%		
Projector Screens	<10%		
Digital Set Top Boxes	<10%	>1%	<0%

CE – Audio + Video GMV YoY Growth growth (<10%)
 CN Seller growth (>50%) greater than HK Seller (<10%), Other Seller (<10%)

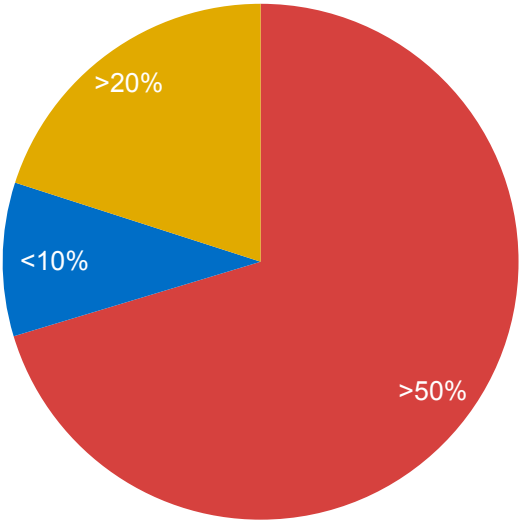
Selecting Criteria
Base on Site 2012 GMV Performance
2012 GMV Performance > \$1M
Hugh Growth in YoY GMV

2012 GMV Performance Figures



AU

	GMV YoY Diff.
Projectors	>50%
Satellite TV Receivers	<10%
DVRs, Hard Drive Recorders	>20%
Home Audio & HiFi Separates	>50%
Radio Communication Equipment	>10%
Portable Disc Players & Radios	<10%



UK

	GMV YoY Diff.
Projectors	>50%
Satellite TV Receivers	<10%
DVRs, Hard Drive Recorders	>20%
Home Audio & HiFi Separates	>50%
Radio Communication Equipment	>10%
Portable Disc Players & Radios	<10%

Consumer Electronics – Video – Product level Deep Dive Study

US

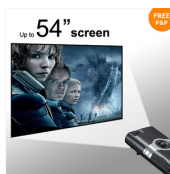


LCD Projector 1080P
Home Theater HDMI HD
TV WII PS3 V01

ASP: US\$ 188.95
Sold Item : 978

Best Seller : my****ts
30 Days GMV : US\$ 1,376
ASP: US\$ 196.56
Item Sold : 7

UK



NEW Mini Portable
Multimedia Pocket
Cinema Mobile Projector
AV SD card micro USB

ASP: £ 75.99
Sold Item : 60

Best Seller : sol ***** fr
30 Days GMV : US\$ 2,878
ASP: US\$ 119.90
Item Sold : 24

AU



PROJECTOR, LED,
DIGITAL HD TV TUNER,
2 x HDMI, USB,
COMPONENT, VGA,
COMPOSITE

ASP: AU\$ 394.95
Sold Item : 536

Best Seller : proje ***** alia
30 Days GMV : US\$ 20,063
ASP: US\$ 358.26
Item Sold : 56

US

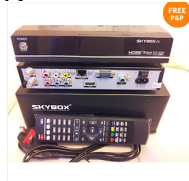


JYNXBOX Ultra HD V2
with JB200 INSTALLED
+FREE HDMI CABLE

ASP: US\$ 160
Sold Item : 209

Best Seller : nng****9
30 Days GMV : US\$ 20,219
ASP: US\$ 177.35
Item Sold : 114

UK



SKYBOX F3 HD + 3
PIN UK PLUG, HDMI,
ORIGINAL

ASP: £ 49.99
Sold Item : 1,451

Best Seller : kk ***** ar
30 Days GMV : US\$ 55,285
ASP: US\$ 78.75
Item Sold : 702

AU



Openbox S16 HD PVR
FTA HDTV Digital
Satellite Receiver Open-
Box Video Recorder

ASP: AU\$ 79.49
Sold Item : 383

Best Seller : le ***** 3
30 Days GMV : US\$ 9,158
ASP: US\$ 83.25
Item Sold : 110

US



TiVo Premiere
TCD746320 DVR -
BRAND NEW,
WARRANTY

ASP: US\$ 113.9
Sold Item : 132

Best Seller : u***h
30 Days GMV : US\$ 26,634
ASP: US\$ 317.07
Item Sold : 84

UK



16 CHANNEL H.264
RECORDER DVR REAL
TIME AVI CCTV
SECURITY SYSTEM
16ch DVR

ASP: £ 1,176.99
Sold Item : 22

Best Seller : cct ***** y
30 Days GMV : US\$ 12,102
ASP: US\$ 302.55
Item Sold : 40

AU



Elgato Game Capture
HD PVR Gaming
Recorder for Xbox PS3
PC Mac H.264 HDMI TV

ASP: AU\$ 208.9
Sold Item : 633

Best Seller : co ***** t
30 Days GMV : US\$ 2,893
ASP: US\$ 321.48
Item Sold : 9

Consumer Electronics – Audio - Deep Dive Study

Home Audio & HiFi Separates

US



NEW Stereo Phono
Preamplifier Preamp Pre-
Amp Amplifier

ASP: US\$14.95
Sold Item : 841

Best Seller : e****v
30 Days GMV : US\$ 987
ASP: US\$14.95
Item Sold : 66

UK



STEREO RECORD
PLAYER 33,45,78
STEEPLETONE ST918

**SAME DAY
DISPATCH !!!**



ASP: £ 38
Sold Item : 1,359

Best Seller : di ***** rse
30 Days GMV : US\$ 16,264
ASP: US\$ 99.78
Item Sold : 163

AU



Wireless Bluetooth Music
Receiver A2DP Audio
Adaptor for Home Stere
Speaker HiFi

ASP: AU\$ 24.8
Sold Item : 163

Best Seller : k*****71
30 Days GMV : US\$ 1,593
ASP: US\$ 28.97
Item Sold : 55

Radio Communication
Equipment

US



BAOFENG UV-5RA+
Plus Dual Band U/V
Radio 136-174 /
400-520Mhz handheld
UV5R

ASP: US\$ 45.3
Sold Item : 389

Best Seller : radi ***** 8
30 Days GMV : US\$ 83,703
ASP: US\$37.42
Item Sold : 2,237

UK

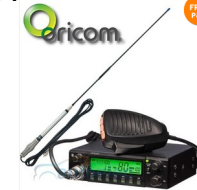


Walkie Talkie BF-UV5R
128CH Mobile 2-Way
Radio UHF+VHF DTMF
+Keypad Ship from UK

ASP: £ 29.99
Sold Item : 520

Best Seller : ra ***** g
30 Days GMV : US\$ 38,255
ASP: US\$ 98.09
Item Sold : 390

AU



ORICOM UHF058 RADIO 80
CHANNEL 5 WATT 477 TWO
WAY 2WAY CB + UNIDEN
AT870 ANTENNA

ASP: AU\$ 189
Sold Item : 247

Best Seller : au ***** u
30 Days GMV : US\$ 32,898
ASP: US\$ 116.25
Item Sold : 283

Portable Disc Players
& Radios

US



EW RCA Portable
Walkman CD Player/
Radio Blue Earphones

ASP: US\$ 29.88
Sold Item : 68

Best Seller : w ***** n
30 Days GMV : US\$ 40,295
ASP: US\$ 45.53
Item Sold : 885

UK



PHILIPS DAB DIGITAL
CLOCK RADIO &
ALARM AJB1002/05

ASP: £ 27.89
Sold Item : 573

Best Seller : a***s
30 Days GMV : US\$ 9,106
ASP: US\$ 36.87
Item Sold : 247

AU



USB Portable Speaker
SD Card U Disk Music
MP3 Player FM

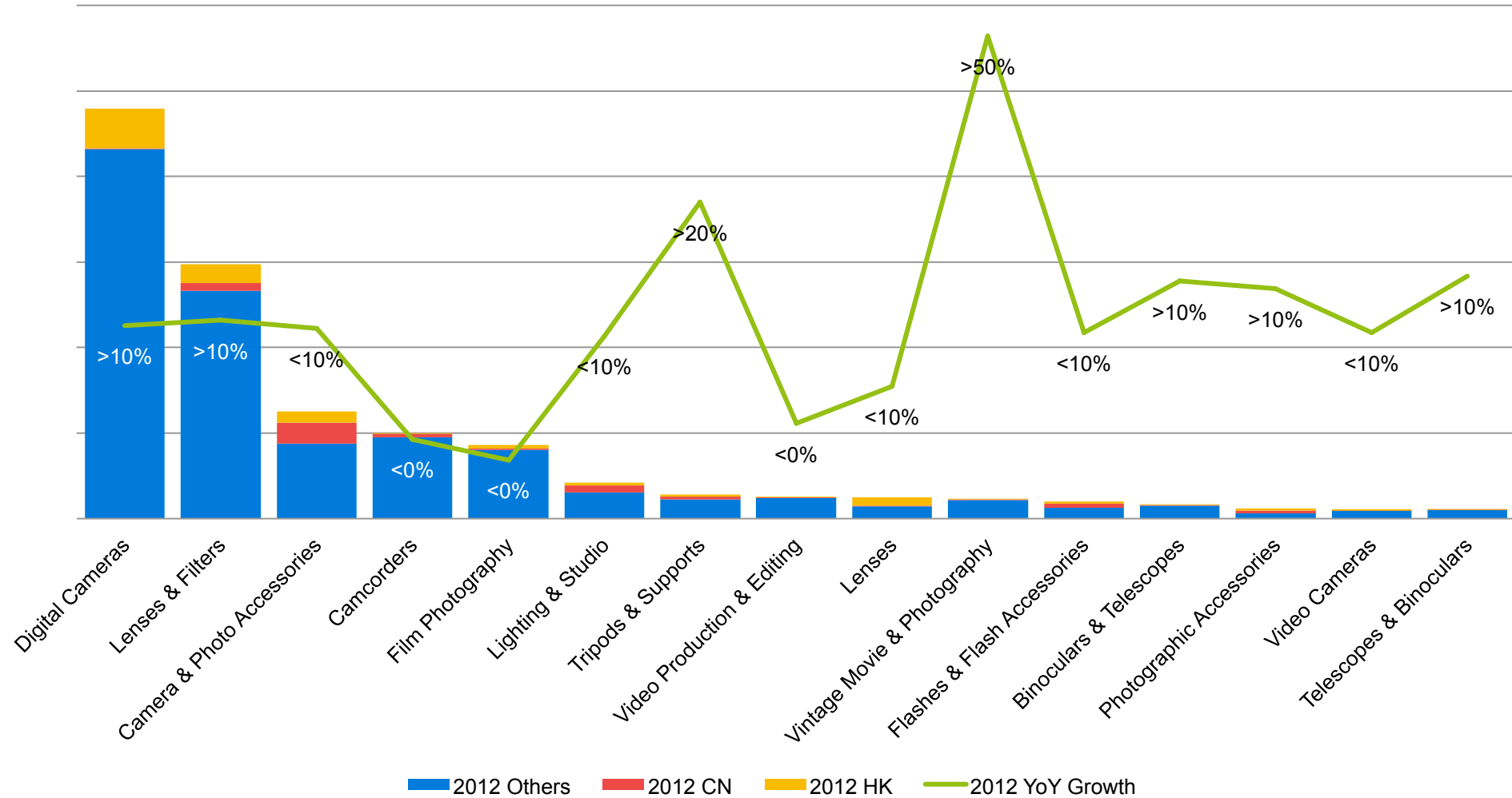
ASP: AU\$ 15.95
Sold Item : 463

Best Seller : la***n
30 Days GMV : US\$ 1,550
ASP: US\$ 48.43
Item Sold : 32

CAMERA

Lv2 categories study

Lv2 Category Performance Overview



Bar Chart Showing the 2012 GMV performance of the Highlight Cate.

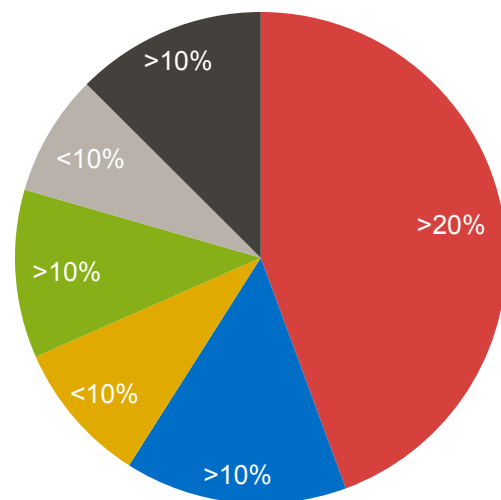
Cameras & Photos GMV YoY Growth (<10%)

Driven By CN Seller growth(>20%) greater than HK Seller (<10%), Other Seller (<10%)

Selecting Criteria
Base on US performance
2012 GMV Performance significantly growth
Hugh Growth in YoY GMV

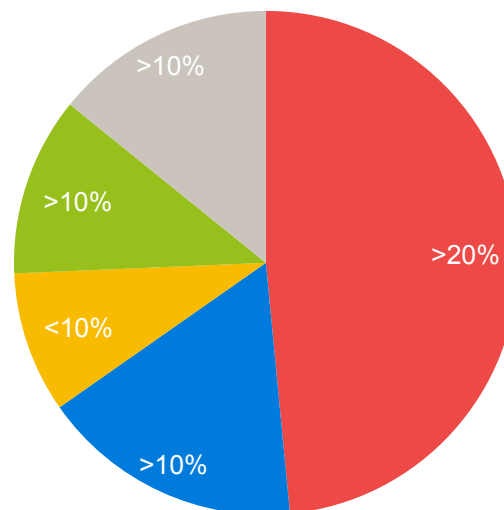
2012 GMV Performance Figures

■ Camera & Photo Accs. ■ Lighting & Studio ■ Tripod & Support ■ Vintage Movie & Photography ■ Binocular & Telescopes ■ Video Production & Editing (US)



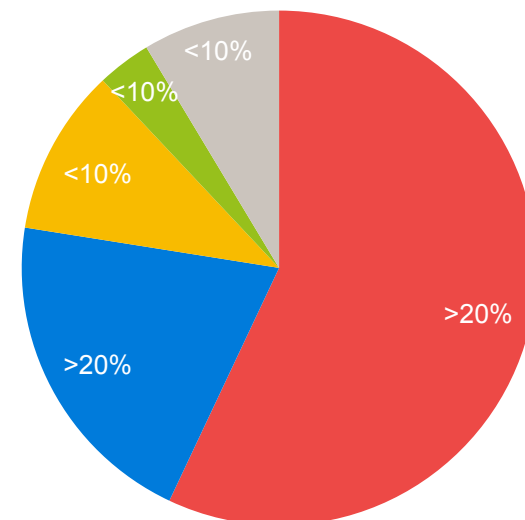
US

	YoY GMV Growth
Camera & Photo Accs.	>10%
Lighting & Studio	<10%
Tripod & Support	>20%
Vintage Movie & Photography	>50%
Binocular & Telescopes	<20%
Video Production & Editing	<10%



UK

	YoY GMV Growth
Camera & Photo Accs.	<10%
Lighting & Studio	<10%
Tripod & Support	>20%
Vintage Movie & Photography	>20%
Binocular & Telescopes	<20%
Video Production & Editing	<10%



AU

	YoY GMV Growth
Camera & Photo Accs.	<20%
Lighting & Studio	>20%
Tripod & Support	>20%
Vintage Movie & Photography	<10%
Binocular & Telescopes	>20%
Video Production & Editing	<10%

Camera & Photo Accessories

Lv3 Deep Dive Research : Product Level View

Cases, Bags & Covers

US



BBK-2 Canvas DSLR Camera Bag Shoulder Messenger Bag For Sony Canon Nikon

ASP: US\$ 28.99
Sold Item : 713

Best Seller : if*****et
30 Days GMV : US\$26,766
ASP: US\$65.6
Item Sold : 408

UK



CAMERA CASE BAG
CANON EOS 500D 550D
600D 1100D 1000D
400D 450D 40D 7D
350D 60D

ASP: £ 15.95
Sold Item : 491

Best Seller : c*****y
30 Days GMV : US\$13,401
ASP: \$9.66
Item Sold : 1,387

AU



4 pcs Neoprene DSLR Camera Lens Soft Protector carry Pouch Bag Case Set S M L XL

ASP: AU\$9.99
Sold Item : 636

Best Seller : mo***** 009
30 Days GMV : US\$239,654
ASP: \$64.91
Item Sold : 3,692

Viewfinder & eyecups

US



Carry Speed Swi-View for LCD View Finder for Swivel LCD Screen panasonic GH2

ASP: US\$ 9.99
Sold Item : 279

Best Seller : tm*****ns
30 Days GMV : US\$5943
ASP: US\$191.72
Item Sold : 31

UK



Eyecup Eye Cup For Nikon DK-21 D200 D300 D100 D80 D90 D60 D50 D50 D70 D70s UK

ASP: £ 1.99
Sold Item : 202

Best Seller : d*****uy
30 Days GMV : US\$2,531
ASP: US\$57.53
Item Sold : 44

AU



Rubber Eyecup Eye cup Viewfinder EF For Canon EOS 300D 400D 450D 500D 550D 1000D

ASP: AU\$1.23
Sold Item : 194

Best Seller : dw*****ras
30 Days GMV : US\$12,326
ASP: US\$103.58
Item Sold : 119

Camera & Camcorder Lights

US



CN-126 LED Video Camera Hotshoe Mount Lamp Light For Canon Nikon Camcorder E2L

ASP: US\$ 31
Sold Item : 310

Best Seller : to*****al
30 Days GMV : \$8,668
ASP: US\$32.96
Item Sold : 263

UK



Mini DV Camcorder DVR Video Camera Spy Webcam MD80 with TF 8GB Card SD Adapter

ASP: £ 9.29
Sold Item : 961

Best Seller : h*****ct
30 Days GMV : US\$6,232
ASP: US\$61.09
Item Sold : 102

AU



LED Macro Ring Flash Light for Canon 7D 5D MarkII 60D 50D 40D 550D 600D 60D 450D

ASP: AU\$27.74
Sold Item : 649

Best Seller : oz*****ore
30 Days GMV : US\$21,128
ASP: US\$98.73
Item Sold : 214

Lighting & Studio

Lv3 Deep Dive Research : Product Level View

Continuous Lighting	US  Photo/Video Fluorescent Diva Ring Light with Dimmer 18" ASP: US\$ 249 Sold Item : 117 Best Seller : sa ***** ing 30 Days GMV : US\$ 116,585 ASP: US\$90.66 Item Sold : 1286	UK  Background Support & 3m x 6m Green Screen Light Kit ASP: £ 100 Sold Item : 1,477 Best Seller : ge ***** n 30 Days GMV : US\$53,142 ASP: US\$123.3 Item Sold : 431	AU  New Photography Studio Soft Box Lighting Light Stand Kit 3 Backdrops Photo Set ASP: AU\$165.5 Sold Item : 330 Best Seller : com ***** sed 30 Days GMV : US\$22,700 ASP: US\$89.37 Item Sold : 254
Flash Lighting	US  Snoot & Gel Filter & Honeycomb Grid Studio Kit for AlienBees AlienBee Alien Bee ASP: US\$ 43.88 Sold Item : 92 Best Seller : ad****a 30 Days GMV : US\$35,854 ASP: US\$717.08 Item Sold : 50	UK  400Ws Digital Lighting Kit Studio Photography Flash ASP: £ 125 Sold Item : 29 Best Seller : b ***** sy 30 Days GMV : US\$11,069 ASP: US\$98.83 Item Sold : 112	AU  540w PHOTOGRAPHY STUDIO STROBE Flash LIGHT LIGHTING KIT + stand/softbox/unbrella ASP: AU\$369.99 Sold Item : 192 Best Seller : pr ***** e 30 Days GMV : US\$43,014 ASP: US\$28.17 Item Sold : 1527
Light Meters	US  200,000 Lux Digital Light Meter Luxmeter meters LX1330B ASP: US\$ 36.99 Sold Item : 447 Best Seller : d****e2 30 Days GMV : US\$8,615 ASP: US\$179.47 Item Sold : 48	UK  Sekonic L-308S Flash Master Digital Light Meter L308S ASP: £ 127 Sold Item : 261 Best Seller : ***** k 30 Days GMV : US\$21,992 ASP: US\$297.19 Item Sold : 74	AU  Digital Lux Meter (Measure Light, Lumens, Lux, FC, Lx) ASP: AU\$34.95 Sold Item : 169 Best Seller : st ***** 9 30 Days GMV : US\$5,718 ASP: US\$60.19 Item Sold : 95

Tripod & Support

Lv3 Deep Dive Research : Product Level View

Other Parts & Accessories

US  2 Quick Release Plates for Bogen 3157N NEW QR Plate ASP: US\$ 11.95 Sold Item : 972 Best Seller : o ***** ra 30 Days GMV : US\$16,839 ASP: US\$56.51 Item Sold : 298	UK  11 inch Variable Friction Magic Arm + Super Clamp UK ASP: £ 24.99 Sold Item : 163 Best Seller : cr ***** ng 30 Days GMV : US\$20,818 ASP: US\$26.55 Item Sold : 784	AU  Pro Ball Head KS-0+Quick-release Plate for Monopod Tripod&DSLR Camera—Load 8 kg ASP: AU\$28.99 Sold Item : 71 Best Seller : gl ***** ar 30 Days GMV : US\$2,962 ASP: US\$134.62 Item Sold : 22
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Stabilizers

US  Opteka CXS-2 Video Shoulder Stabilizer Support System with "Hands Free" Kit ASP: US\$ 145 Sold Item : 75 Best Seller : ha ***** al 30 Days GMV : US\$20,706 ASP: US\$796.38 Item Sold : 26	UK  Easy Cam Steadycam Camera Stabilizer Steadicam ASP: £ 67.99 Sold Item : 309 Best Seller : ha ***** tion 30 Days GMV : US\$12,927 ASP: US\$97.93 Item Sold : 132	AU  STEADICAM DLSR DIGITAL CAMERA STABILIZER ASP: AU\$87.47 Sold Item : 526 Best Seller : ph ***** t 30 Days GMV : US\$6,730 ASP: US\$961.39 Item Sold : 7
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Tripods & Monopods

US  50" Vivitar Aluminum Camera Tripod w/ Bubble Level & Black Nylon Carrying Case ASP: US\$ 13.99 Sold Item : 1365 Best Seller : a ***** nts 30 Days GMV : US\$23,940 ASP: US\$45.34 Item Sold : 528	UK  UNIVERSAL 50" PORTABLE CAMERA CAMCORDER TRIPOD STAND WITH CARRY CASE ASP: £ 6.95 Sold Item : 1,684 Best Seller : ha ***** 11 30 Days GMV : US\$14,952 ASP: US\$133.5 Item Sold : 112	AU  Professional Tripod Photo Digital Camera Camcorder Video Tilt Pan Head 6662 ASP: AU\$39.9 Sold Item : 476 Best Seller : au ***** 10 30 Days GMV : US\$69,753 ASP: US\$55.27 Item Sold : 1262
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Binocular & Telescope

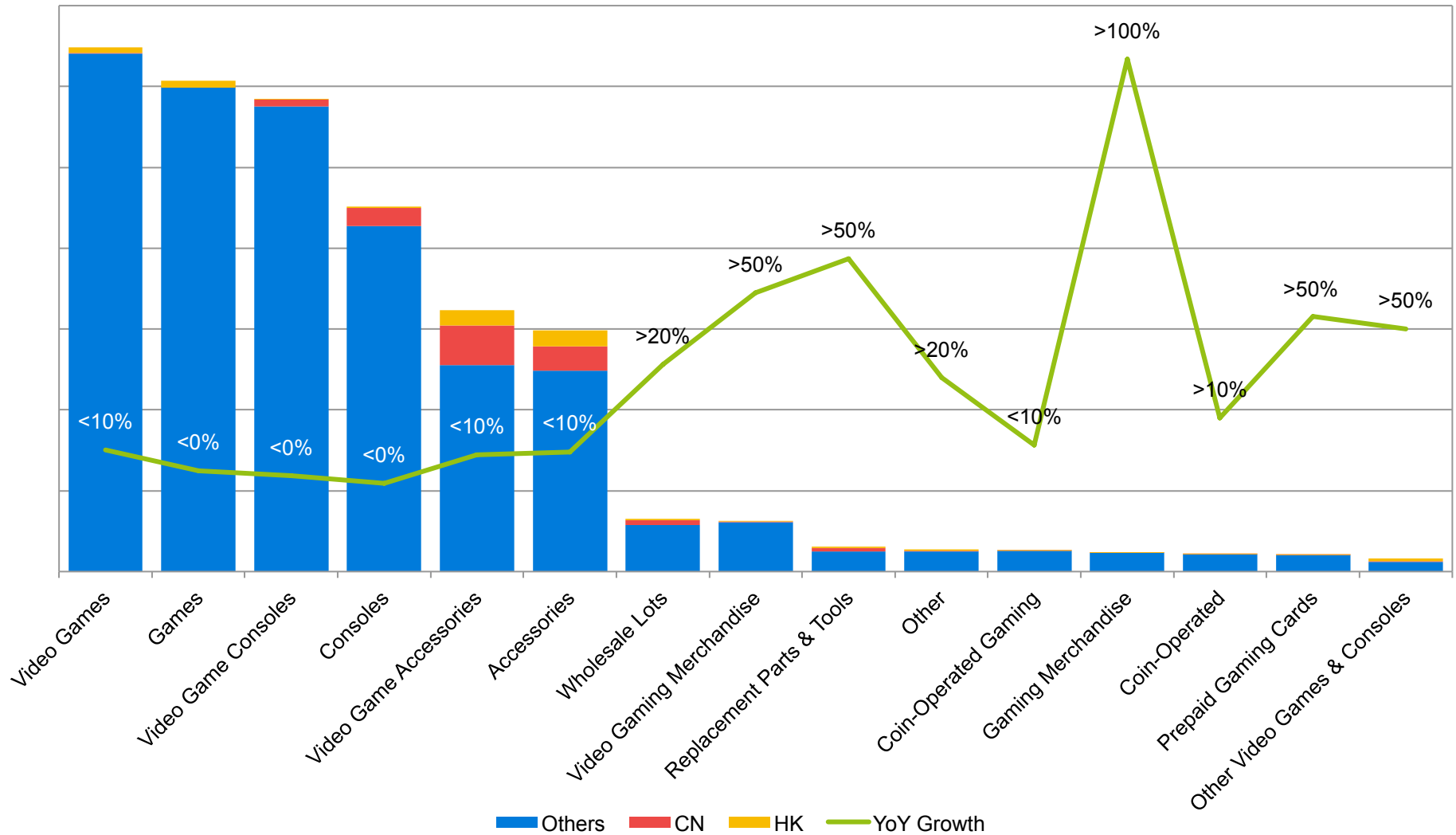
Lv3 Deep Dive Research : Product Level View

Binoculars & Monoculars	US  Barska High Power Zoom Binoculars,10-30X50 Zoom AB10168, w/ Carry Case & Strap ASP: US\$ 39.99 Sold Item : 168 Best Seller : lo ***** s 30 Days GMV : US\$23,796 ASP: US\$594.9 Item Sold : 40	UK  VISIONARY CLASSIC 8x40 BINOCULARS BIRD WATCHING NATURE ASP: £ 17.99 Sold Item : 600 Best Seller : ph ***** t 30 Days GMV : US\$10,888 ASP: US\$197.96 Item Sold : 55	AU  New Binoculars 30x60 Zoom Folding Telescope with Coated Optics Night Vision ASP: AU\$23.99 Sold Item : 419 Best Seller : glo ***** op 30 Days GMV : US\$9,540 ASP: US\$146.77 Item Sold : 65
	US  Vivitar 75x 150x Refractor Telescope with Tripod - VIV-TEL-150X ASP: US\$ 34.95 Sold Item : 67 Best Seller : t ***** et 30 Days GMV : US\$14,663 ASP: US\$187.99 Item Sold : 78	UK  Laser collimator telescope collimator- 1.25 / 2 inches ASP: £ 20 Sold Item : 299 Best Seller : lo*****x 30 Days GMV : US\$12,867 ASP: US\$120.25 Item Sold : 107	AU  Brand New 20-60x60 Zoom High Quality Precision Spotting Scope Telescope Tripod ASP: AU\$70.99 Sold Item : 218 Best Seller : o*****t 30 Days GMV : US\$10,389 ASP: US\$314.81 Item Sold : 33
	US  Meade MA25 25mm 1.25" telescope eyepiece NEW! ASP: US\$ 8.95 Sold Item : 230 Best Seller : ag ***** o 30 Days GMV : US\$20,330 ASP: US\$78.49 Item Sold : 87.62%	UK  PLÖSSL 1.25" Telescope Eyepiece, 4 mm Focal Length ASP: £ 9.99 Sold Item : 69 Best Seller : sk ***** ted 30 Days GMV : US\$16,132 ASP: US\$49.03 Item Sold : 329	AU  Newly Arrived: Professional F300 x 70 Terrestrial Astronomical Telescope ASP: AU\$59.99 Sold Item : 307 Best Seller : m ***** s65 30 Days GMV : US\$1,007 ASP: US\$100.69 Item Sold : 10
Telescope Parts & Accessories			

VIDEO GAMES

Lv2 categories study

Lv2 Category Performance Overview



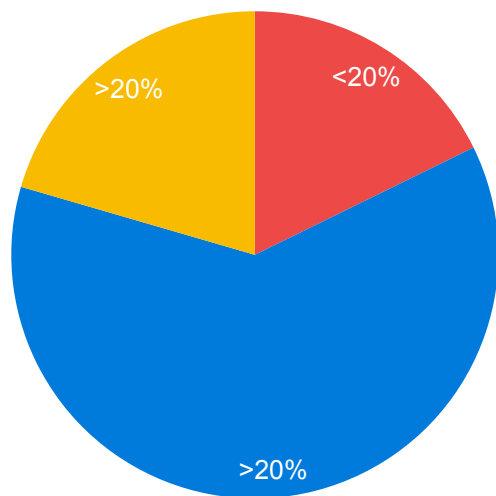
Video Games GMV YoY Growth (<10%)

HK Seller growth (<10%) greater than Other Seller (<5%)

CN Seller drop (>10%)

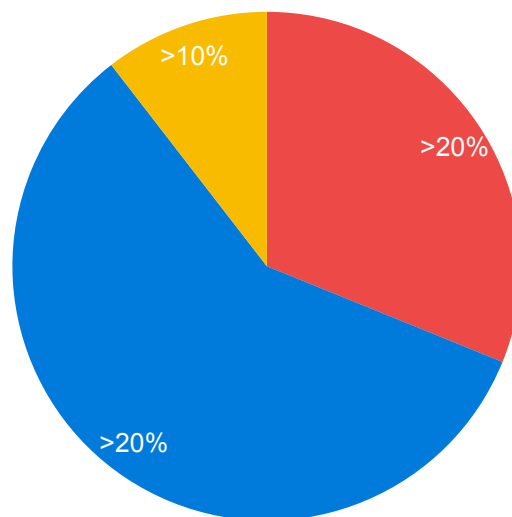
2012 GMV Performance Figures

■ Replacement Parts & Tools ■ Gaming Merchandise ■ Prepaid Gaming Cards



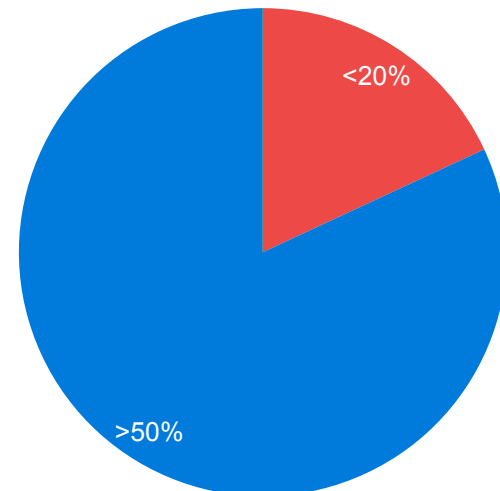
US

	YoY GMV Growth
Replacement Parts & tools	>100%
Gaming Merchandise	>50%
Prepaid Gaming Cards	>50%



UK

	YoY GMV Growth
Replacement Parts & tools	>50%
Gaming Merchandise	>100%
Prepaid Gaming Cards	>100%



AU

	YoY GMV Growth
Replacement Parts & tools	>50%
Gaming Merchandise	>100%
Prepaid Gaming Cards	

Video Games – Product Level Research

Replacement Parts & Tools

US



4.5 MM 3.8 MM
NINTENDO & SEGA
SECURITY GAMEBIT
TOOLS

ASP: US\$ 8.95
Sold Item : 1108

Best Seller : vid ***** urce
30 Days GMV : US\$ 14,358
ASP: US\$ 18.41
Item Sold : 780

UK



BRAND NEW SLIM PS3
REPLACEMENT LASER
KES450A KES-450AAA
KES-450A UK SELLER
FAST

ASP: £ 22.95
Sold Item : 1787

Best Seller : d ***** ts
30 Days GMV : US\$ 22,886
ASP: US\$ 30
Item Sold : 763

AU



White Replacement
Nunchuk Nunchuk
Remote Contol Controller
for Nintendo Wii NEW

ASP: AU\$ 7.59
Sold Item : 312

Best Seller : a ***** ler
30 Days GMV : US\$ 747
ASP: US\$ 8.04
Item Sold : 93

Gaming Merchandise

US



Opteka CXS-2 Video
Shoulder Stabilizer
Support System with
"Hands Free" Kit

ASP: US\$17.99
Sold Item :649

Best Seller :hit****an
30 Days GMV : US\$90,100
ASP: US\$21.95
Item Sold :4,104

UK



Large Minecraft PC
Game Wall Art Poster

ASP: £ 7.99
Sold Item : 152

Best Seller : yo ***** red
30 Days GMV : US\$ 6,156
ASP: US\$ 18.88
Item Sold : 326

AU



MINECRAFT Raw Minerals Kit
with Grass cube, Emerald,
Lapis Lazuli, Delight Kids

ASP: AU\$ 29.9
Sold Item : 373

Best Seller : ca ***** tralia
30 Days GMV : US\$ 3,977
ASP: US\$ 50.34
Item Sold : 79

Prepaid Gaming Cards

US



NEW Microsoft Xbox 360
Live 12-Month Gold
Membership Subscription
Card Free Ship

ASP: US\$ 47.99
Sold Item : 432

Best Seller : ho ***** 88
30 Days GMV : US\$ 2,875
ASP: US\$ 47.92
Item Sold : 60

UK



Genuine Microsoft Xbox 360
Live Gold 1 Month Membership
UK **Instant Dispatch**

ASP: £ 3.95
Sold Item : 289

Best Seller : ly ***** a1
30 Days GMV : US\$ 2,936
ASP: US\$ 6.64
Item Sold : 442

AU



12 Month Xbox Live Gold
Subscription Card for AU
360

ASP: AU\$ 53.85
Sold Item : 189

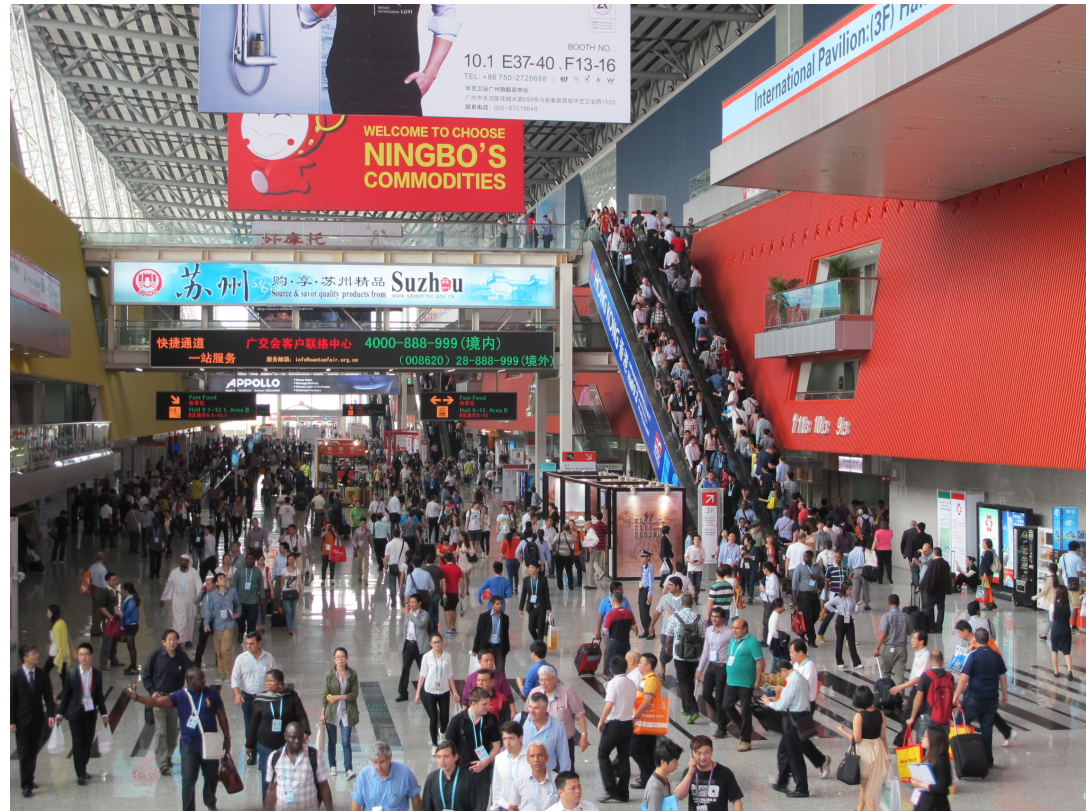
Best Seller : m ***** ce
30 Days GMV : US\$ 50,833
ASP: US\$ 42.12
Item Sold : 1,207



Sourcing Seminar – TECH focus

15th May 2013

Isaac Ng

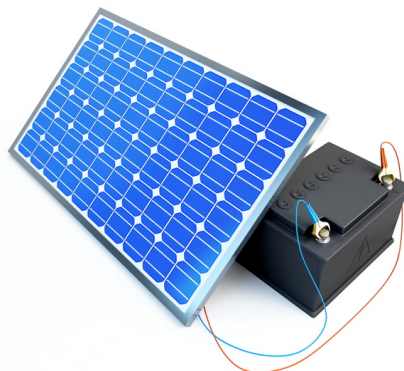


Electronic Sourcing Agenda

- Home improvement electronics
 - Solar Panels
 - Universal Remote Controls
 - LCD TV Mounts
 - Surveillance systems
- Personal/small electronic devices
 - Bluetooth headphones
 - Gadgets
 - Action cameras
 - Binoculars
 - Range finders
 - Mobile devices accessories
- Android devices – phone/tablets/TV box
 - Android phones
 - 7” – 10” tablets
 - TV box/sticks

Home improvement electronics - Solar Panels

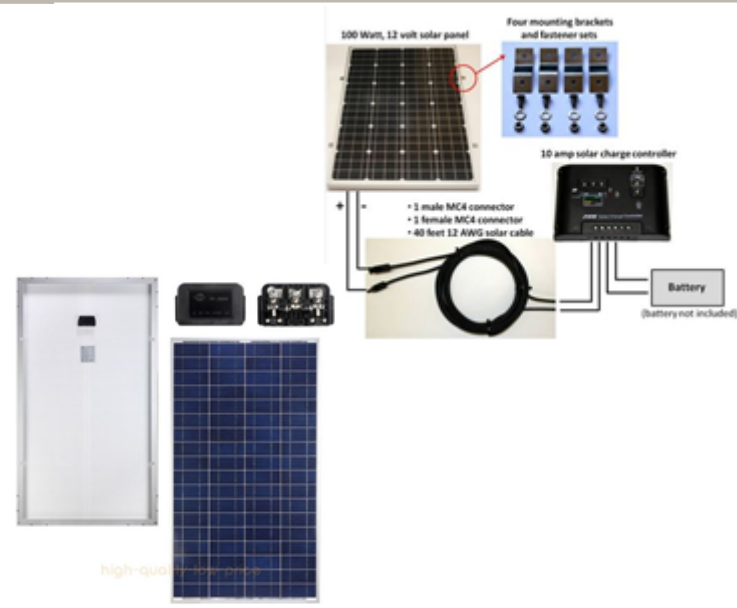
Sourcing



Past 30 Days ebay sales

- Price: US\$
- MOQ:
- FOB
- Universal TV remote control
- 30 days ASP: US\$55.49 (+ \$20.7 shipping)
- Sell-Thru Rate: 53.15%
- Sold Items: 22,24

	NEW 10W SOLAR/PV PHOTOVOLTAIC PANEL FOR 12V BATTERY CHARGER MODULE 20d 12h left 5/27, 4AM \$29.99 Buy It Now Free shipping Top Rated Plus
	NEW 100 WATT 12 VOLT SOLAR/PV PANEL 100W 12V POLYCRYSTALLINE POLY MODULE CELLS 9d 5h left 5/15, 10PM \$127.69 Buy It Now Top Rated Plus
	COMPLETE KIT: 100 W Watt 100W 100Watts Photovoltaic PV Solar Panel 12V RV Boat 1d 23h left Wednesday, 3PM \$220.98 Buy It Now Free shipping FREE USA SHIPPING VIA UPS GROUND. SHIPS IN 24 HOURS! Top Rated Plus



Solar Panels



NEW 10W SOLAR/PV
PHOTOVOLTAIC PANEL FOR
12V BATTERY CHARGER
MODULE



20d 12h left
5/27, 4AM

\$29.99

Buy It Now

Free shipping



NEW 10W SOLAR/PV PHOTOVOLTAIC PANEL FOR 12V BATT

Item condition: New
Quantity: 1 5 available / 20 sold

Price: **US \$29.99**

Buy It Now

Add to cart

Add to Watch list

Shipping: FREE Standard Shipping | See details
Item location: Lodi, New Jersey, United States
Ships to: United States

Delivery: Estimated between Wed. May. 8 and Tue. May. 14

Payments: **PayPal** | See details
Returns: 30 days money back, buyer pays return shipping | Read details



Mouse over image to zoom



NEW 100 WATT 12 VOLT
SOLAR/PV PANEL 100W 12V
POLYCRYSTALLINE POLY
MODULE CELLS



9d 6h left
5/15, 10PM

\$127.69

Buy It Now



NEW 100 WATT 12 VOLT SOLAR/PV PANEL 100W 12V POLY

Item condition: New
Quantity: 1 4 available / 5 sold

Price: **US \$127.69**

Buy It Now

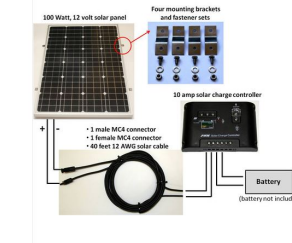
Add to cart

Add to Watch list

Shipping: **\$29.99** Standard Shipping | See details
Item location: Lodi, New Jersey, United States
Ships to: United States

Delivery: Estimated between Wed. May. 8 and Tue. May. 14

Payments: **PayPal** | See details
Returns: 30 days money back, buyer pays return shipping | Read details



COMPLETE KIT: 100 W Watt 100W 100Watts Photovoltaic F
FREE USA SHIPPING VIA UPS GROUND, SHIPS IN 24 HOURS!

Item condition: New
Quantity: 1 More than 10 available / 396 sold

Price: **US \$220.98**

Buy It Now

Add to cart

Add to Watch list

Shipping: FREE Standard Shipping | See details
Item location: Westland, California, United States
Ships to: United States, Canada

Delivery: Estimated between Wed. May. 8 and Tue. May. 14

Payments: **PayPal** | See details
Returns: 14 days money back or item exchange, buyer pays return shipping | Read details



Mouse over image to zoom

Remote Controls

Sourcing

- Price: US\$0.8-1.0
- MOQ: 1k-2k negotiable
- FOB SH



Past 30 Days ebay sales

- Universal TV remote control
- 30 days ASP: US\$6.18
- Sell-Thru Rate: 47.01%
- Sold Items: 3,583

Use For **SAMSUNG**
SERIES: TVLCDLEDHDTV

• No need setting. Use directly
• Code search to help program control of older or discontinued components
• LED light shows operating condition
• Ergonomic design with natural fit

ABS

Use For **PHILIPS**
SERIES: TVLCDLEDHDTV

• No need setting. Use directly
• Code search to help program control of older or discontinued components
• LED light shows operating condition
• Ergonomic design with natural fit

ABS

Use For **PANASONIC**
SERIES: TVLCDLEDHDTV

• No need setting. Use directly
• Code search to help program control of older or discontinued components
• LED light shows operating condition
• Ergonomic design with natural fit

ABS

Use For **SHARP**
SERIES: TVLCDLEDHDTV

• No need setting. Use directly
• Code search to help program control of older or discontinued components
• LED light shows operating condition
• Ergonomic design with natural fit

ABS

USE For **SKYWORTH**
通用型 电视

• No need setting. Use directly
• Code search to help program control of older or discontinued components
• LED light shows operating condition
• Ergonomic design with natural fit

ABS

USE For **TCL**
适用于 TCL

• No need setting. Use directly
• Code search to help program control of older or discontinued components
• LED light shows operating condition
• Ergonomic design with natural fit

ABS

USE For **HISEN**
适用于 电视

• No need setting. Use directly
• Code search to help program control of older or discontinued components
• LED light shows operating condition
• Ergonomic design with natural fit

ABS

USE For **CHANGHONG**
适用于长虹

• No need setting. Use directly
• Code search to help program control of older or discontinued components
• LED light shows operating condition
• Ergonomic design with natural fit

ABS

USE For **SKY**
适用于 电视

• No need setting. Use directly
• Code search to help program control of older or discontinued components
• LED light shows operating condition
• Ergonomic design with natural fit

ABS

USE For **CD-SR100**
适用于 电视

• No need setting. Use directly
• Code search to help program control of older or discontinued components
• LED light shows operating condition
• Ergonomic design with natural fit

ABS

USE For **UNIVERSAL**
适用于 电视

• No need setting. Use directly
• Code search to help program control of older or discontinued components
• LED light shows operating condition
• Ergonomic design with natural fit

ABS

USE For **UNIVERSAL**
适用于 电视

• No need setting. Use directly
• Code search to help program control of older or discontinued components
• LED light shows operating condition
• Ergonomic design with natural fit

ABS

[LOT of 2 DIRECTV RC65 Universal REMOTE CONTROL Direct TV RC-65 New](#)

24d 14h left
5/28, 6AM

\$11.35
Buy It Now

Free shipping

Brand New!!! OEM Vizio VR1 Universal TV / Plasma Remote

24d 21h left
5/28, 1PM

\$11.95
Buy It Now

Free shipping

Newly listed NEW-RC65 Directv Universal Remote Control RC-65 Direct TV W/Batteries

29d 8h left
5/2, 12AM

\$5.99
Buy It Now

Free shipping

LCD TV wall mounts

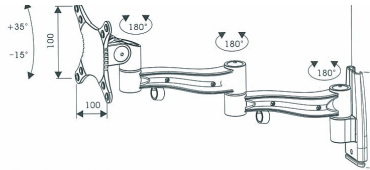
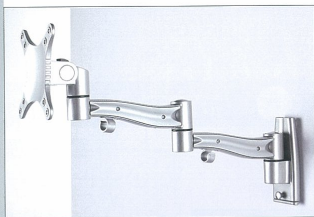
Sourcing

- Price: US\$2.40
- MOQ: 2,000
- FOB NB



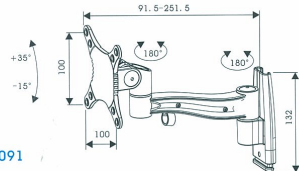
Past 30 Days ebay sales

- TV Wall Mount
- 30 days ASP: 25.29
- Sell-Thru Rate: 32.29%
- Sold Items: 25,762



Item No:L092

- 1.Extend range: 91.5mm-411.5mm
- 2.Display adjustable angle: -15° ~ 35°
- 3.Arms detail adjustable angle as shown in drawing
- 4.VESA 100mm×100mm 75mm×75mm
- 5.Display size: 10" - 24"
- 6.Max load capacity: 15KG/33lbs



Item No:L091

- 1.Extend range: 91.5mm-261.5mm
- 2.Display adjustable angle: -15° ~ 35°
- 3.Arms detail adjustable angle as shown in drawing
- 4.VESA 100mm×100mm 75mm×75mm
- 6.Thickness size: 10" - 24"



23" - 42" Plasma LCD TV Wall Mount Bracket with Tilt

25d 15h left
5/29, 7AM

\$29.97
Buy It Now

Top Rated Plus



TV Wall Mount Bracket For LCD / LED / Plasma | 23-42" | Low Profile

22d 11h left
5/26, 3AM

\$37.20
or Best Offer



14" - 37" Plasma/LCD TV Wall Mount Bracket w/Tilt Silver *NEW*

10d 22h left
5/14, 2PM

\$27.50
Buy It Now

Top Rated Plus

LCD TV wall mounts



New Adjustable Tilting Desk Mount Bracket for LCD LED Max 33Lbs 13-23 inch Black



3d 2h left
Monday, 5PM

\$47.38
or Best Offer

Free shipping



New Adjustable Tilting Desk Mount Bracket for LCD LED Max 33Lbs 1

Like | Watch | Buy It Now

Item condition: **New**

Quantity: More than 10 available

Price: **US \$47.38** [Buy It Now](#) [Add to cart](#)

Best Offer: [Make Offer](#) [Add to Watch list](#)

Shipping: Calculate
Item location: San Jose, California, United States
Ships to: Worldwide

Delivery: Varies

Payments: **PayPal** | See details

Returns: 14 days money back, buyer pays return shipping | Read details

eBay Buyer Protection
Covers your purchase price plus original shipping. Learn more



New 2 Way Adjustable Tilting Desk Mount Bracket for LCD LED Max 33Lbs 10-25 inch



3d 2h left
Monday, 5PM

\$34.99
or Best Offer

Free shipping



New 2 Way Adjustable Tilting Desk Mount Bracket for LCD LED Max 33

Like | Watch | Buy It Now

Item condition: **New**

Quantity: More than 10 available / 3 sold

Price: **US \$34.99** [Buy It Now](#) [Add to cart](#)

Best Offer: [Make Offer](#) [Add to Watch list](#)

Shipping: Calculate
Item location: San Jose, California, United States
Ships to: Worldwide

Delivery: Varies

Payments: **PayPal** | See details

Returns: 14 days money back, buyer pays return shipping | Read details

eBay Buyer Protection
Covers your purchase price plus original shipping. Learn more



LED/LCD/Plasma HDTV WALL Mount Sony Samsung LG Vizio Panasonic Universal 23"-42"



6d 16h left
Friday, 7AM

\$24.99
Buy It Now



LED/LCD/Plasma HDTV WALL Mount Sony Samsung LG Vizio Panasonic

Like | Watch | Buy It Now

Item condition: **New**

Quantity: More than 10 available

Price: **US \$24.99** [Buy It Now](#) [Add to cart](#)

Best Offer: [Add to Watch list](#)

Shipping: May not ship to Hong Kong - Read item description or contact seller for details | See details
Item location: Los Angeles, California, United States
Ships to: United States

Delivery: Varies

Payments: **PayPal** | See details

Returns: 14 days money back or item exchange, buyer pays return shipping | Read details

eBay Buyer Protection
Covers your purchase price plus original shipping. Learn more

Surveillance Systems

Sourcing

- Price: US\$120
- MOQ: 200
- FOB SZ



Past 30 Days ebay sales

- Surveillance systems
- 30 days ASP: US\$97.29
- Sell-Thru Rate: 25.80%
- Sold items: 3,621



**Zmodo 8 CH DVR Indoor
Outdoor CCTV Video
Surveillance Security Camera
System 1TB**

7d 19h left
5/14, 10AM

\$265.99

Buy It Now

Free shipping

24/7 Recording over 16 days;1
Year Warranty,Guaranteed!



**Zmodo 4CH DVR Indoor
Outdoor CCTV Home
Security Surveillance
Camera System 500GB**

11d 2h left
5/17, 5PM

\$205.19

Buy It Now

Free shipping

Sony Color CCD Image Sensor;
24/7 Record over 16 Days



**ZMODO 8 CH CCTV H.264
Security DVR 4 Outdoor Night
Vision Cameras System**

1d 11h left
Wednesday, 2AM

\$134.39

Buy It Now

Free shipping

NO Hard Drive! The Lowest
Price; Remote Network Access



Bluetooth Headphone

Sourcing		Past 30 Days ebay sales
• Price: US\$14.8		• Bluetooth Headphone
• MOQ: 500		• 30 days ASP: US\$20
• FOB SZ		• Sell-Thru Rate: 59.76%
		• Sold items: 9,753



	Black Wireless Bluetooth Stereo Headphone Headset For Apple iPhone 4 4S 4-S 14d 14h left 5/23, 7AM \$34.95 Buy It Now Top Rated Plus
	Music Shock Wave Bluetooth Wireless Connection Stereo Headset Headphones White 23d 1h left 5/31, 6PM \$75.00 Buy It Now Free shipping From Israel
	Wholesale New MIC Universal Wireless Stereo Bluetooth Circumaural Headphone/Mito 8d 23h left 5/17, 4PM \$33.33 Buy It Now Free shipping From Hong Kong Top Rated Plus

Gadgets – multi-function weather station

Sourcing		Past 30 Days ebay sales
Price: US\$4.7		weather station clock
MOQ: 3,000		30 days ASP: US\$19.90
FOB SZ		Sell-Thru Rate: 31.91%
		Sold items: 1,014



DP-810N

Features:

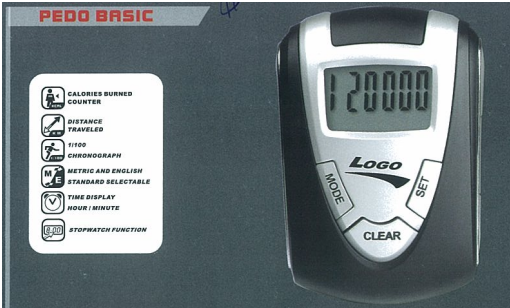
- Circular world time converter with 18 cities
- 12/24-hour format display selectable
- Perpetual calendar with year, month, date, day of week
- Temperature displayed in Celsius or Fahrenheit format
- Daily alarm and snooze
- Countdown timer function
- Daylight saving time
- 6 different languages selectable for day display: English, Spanish, German, French and Italian
- With three white LEDs

 Meade Instruments Corporation MEA-TE388V Meade Weather Station With Atomic Clock Always Save with UnbeatableSale! 23d 8h left 6/1, 3AM \$33.90 List price: \$43.24 Buy It Now Free shipping	 Meade Instruments Corporation MEA-TE388V Meade Weather Station With Atomic Clock Item condition: New Quantity: 5 available List price: \$43.24 You save: \$9.34 (21%) Now: US \$33.90 Buy It Now Add to cart Shipping: FREE Standard Shipping (See details) Item location: Lakewood, New Jersey, United States Ships to: United States and many other countries (See details) Delivery: Estimated between Thu, May 16 and Wed, May 22 (includes 3 business days handling time after receipt of item)
 NEW Meade TE278W Personal Weather Station with Atomic Clock Top Rated Plus One-day shipping available 20d 13h left 5/29, 8AM \$26.94 Buy It Now Free shipping	 NEW Meade TE278W Personal Weather Station with Atomic Clock Item condition: New Price: US \$26.94 Buy It Now Add to cart Shipping: FREE Standard Shipping (See details) Item location: Lakewood, New Jersey, United States Ships to: United States (See restrictions) Delivery: Estimated between Fri, May 17 and Thu, May 23 (See details. Shipping to get by May 16, use One-day Shipping to get by May 16, 10 Payments: PayPal (See details) Returns: 30 days money back, buyer pays return shipping (Read details) ebay Buyer Protection Covers your purchase price plus original shipping.
 Oregon Scientific EW93 Elements Weather Station with Atomic Clock and Ice Alert Top Rated Plus 2d 3h left Friday, 10PM \$34.99 Buy It Now Free shipping	 Oregon Scientific EW93 Elements Weather Station with Atomic Clock Item condition: New Quantity: 1 available / 1 sold Price: US \$34.99 Buy It Now Add to cart Shipping: FREE Economy Shipping (See details) Item location: Lakewood, New Jersey, United States Ships to: United States (See restrictions) Delivery: Estimated between Fri, May 17 and Thu, May 23 (See details) Payments: PayPal (See details) Returns: 30 days money back, buyer pays return shipping (Read details) ebay Buyer Protection Covers your purchase price plus original shipping.

Gadgets – multi-function pedometer

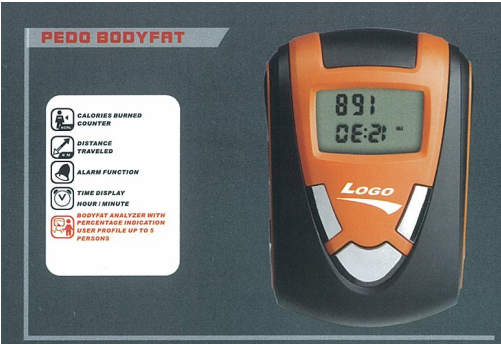
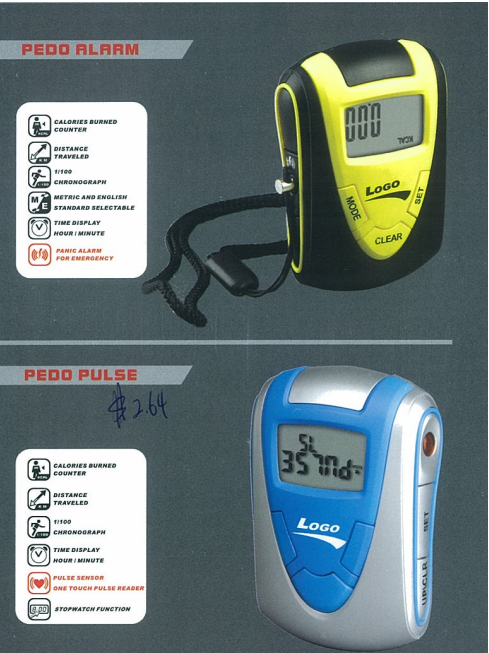
Sourcing

- Price: US\$1.5
- MOQ: 5,000
- FOB SZ



Past 30 Days ebay sales

- Multi-function pedometer
- 30 days ASP: US\$10.67
- Sell-Thru Rate: 43.30%
- Sold items: 175



	DMC-03 Multi-Function Pedometer (color: YELLOW)	27d 8h left 6/5, 3AM	\$10.80 Buy It Now	Free shipping
	waterproof Multi-Function Digital 3D pocket pedometer Pedometers Warking style	23d 19h left 6/1, 2PM	\$14.88 or Best Offer	Free shipping
	Mini Multi-function Digital Pocket Pedometer Step Counter with LED Indicator	24d 15h left 6/2, 10AM	\$18.31 Buy It Now	Free shipping

Action Cameras

Sourcing

- Price: US\$28
- MOQ: 500
- FOB SZ



Past 30 Days ebay sales

- Action Cameras
- 30 days ASP: US\$65.34
- Sell-Thru Rate: 42.31%
- Sold items: 4,015



HD Video Camera
Snow Goggles

20M WATERPROOF

HD 720P

5MP
MEGA PIXELS

Polarized Lens
100% UV Protection
Helmet Compatible
Dual Layer Lens, Anti-fog Coated



NEW HD 720P 30FPS
Waterproof Outdoor Sport Bike
Helmet Action Camera Cam DVR
DV

23d 16h left
6/1, 9AM

\$51.98
Buy It Now
Free shipping



Astak ActionPro 1080p HD
Camcorder, 5MP Action Camera
& Side Screen

26d 7h left
6/4, 12AM

Buy with Confidence 190,000+
Happy Customers, Fast Ship
Top Rated Plus
One-day shipping available

See details...
~~\$269.99~~
Buy It Now
Free shipping



Snowboard Ski Winter Goggles
Black Anti Fog Adult 720P Sport
Action FHD Camera

4d 5h left
Sunday, 9PM

From Hong Kong
Top Rated Plus

\$109.99
Buy It Now
Free shipping



Binoculars

Sourcing

- Price: US\$9-\$10
- MOQ: 500
- FOB SH



Past 30 Days ebay sales

- Binoculars
- 30 days ASP: US\$82.36
- Sell-Thru Rate: 26.47%
- Sold items: 8,488



Z6040A



Z6040B



Z6041B



Z6041C



Z6031B



Z6031A



Z6042



Z6046



W5059



Nikon Action 10x50mm Black Binoculars - 7218

26d 12h left
6/4, 4AM

\$88.47

Buy It Now

Free shipping

Top Rated Plus



Coleman 10x42 Waterproof Binoculars with Case & Strap - New!

8h left
Thursday, 12AM

\$49.99

Buy It Now

Top Rated Plus



Newly listed ProMariner Binoculars 01225 Water Sport 12 x 25 Compact & Collapsible Waterproof

29d 17h left
6/7, 9AM

\$24.99

Buy It Now

Top Rated Plus

Range Finders

Sourcing

- Price: US\$70
- MOQ: 200
- FOB SH



Past 30 Days ebay sales

- Range Finders
- 30 days ASP: US\$131.12
- Sell-Thru Rate: 52.19%
- Sold items: 2,141



Bushnell 4X20 Bowhunter Chuck
Adams Edition Laser
Rangefinder With Case 202206

9d 12h left
5/18, 4AM

\$149.99
Buy It Now

Top Rated
Plus
One-day shipping available



HUNTING LASER RANGE
FINDER CAMO LR1500-SLOPE
8x30mm ANGLE-COMPENSA
TION + SCAN

9d 12h left
5/18, 4AM

\$229.99
Buy It Now

100% MONEY-BACK, 12-MONTH
NO-COST TO CUSTOMER
WARRANTY
Top Rated
Plus
One-day shipping available

LR1500-SLOPE



Leupold RX-600i DNA Digital
Laser Rangefinder 6x23 Black -
115265

28d 13h left
6/5, 5AM

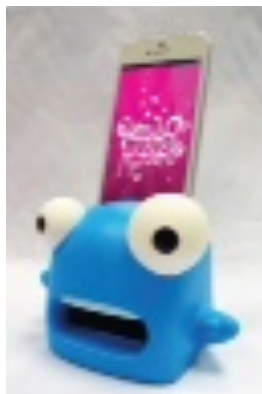
\$203.88
List price: \$649.99
Buy It Now

Top Rated
Plus
Free shipping

Mobile devices accessories – sound box

Sourcing

- Price: US\$2.80
- MOQ: 400
- FOB HK



Past 30 Days ebay sales

- Sound box
- 30 days ASP: US\$41.10
- Sell-Thru Rate: 43.33%
- Sold items: 618



Music Pig Speaker Music Player for Ipdos iphones touch ipig 2.1 ster

Item condition: New

Quantity: 1 2 available / 24 sold

Price: US \$79.99

Buy It Now

Add to cart

Add warranty from \$14.99

Add to Watch list

Shipping: \$28.00 Standard Int'l Shipping | See details

See details about international shipping here.

Item location: SZ, China

Ships to: Worldwide

Delivery: Varies for items shipped from an international location

Seller ships within 1 day after receiving cleared payment.

Payments: PayPal | See details

Returns: 14 days money back, buyer pays return shipping | Read details

eRav River Protection

Vintage Portable Horn Stand Amplifier Speaker Sound Box for iPhone

Item condition: New

Quantity: 1 More than 10 available / 2 sold

Price: AU \$13.99

Approximately US \$14.22

Buy It Now

Add to Watch list

Shipping: May not ship to Hong Kong - Read item description or contact seller for details | See details

Item location: Hong Kong, Hong Kong

Ships to: Worldwide See exclusions

Delivery: Varies

Payments: PayPal | See details

Returns: 14 day money back, buyer pays return shipping | Read details

eBay Buyer Protection

Covers your purchase price plus original shipping.

Learn more.

Mobile devices accessories – Bluetooth Bracelet

Sourcing

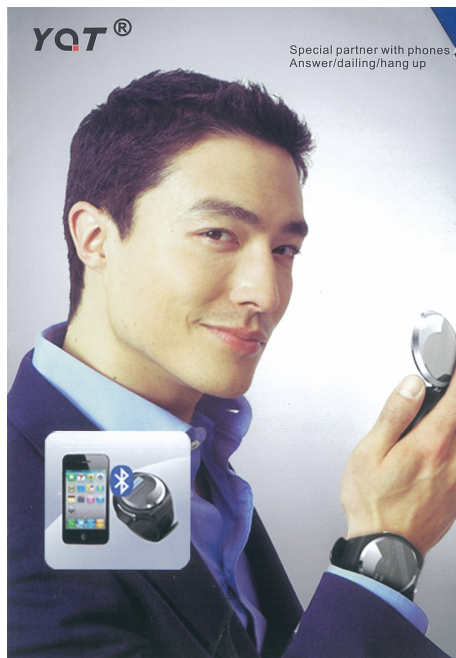
- Price: US\$28
- MOQ: 20
- FOB SZ



Past 30 Days ebay sales

- Bluetooth Bracelet
- 30 days ASP: US\$38.35
- Sell-Thru Rate: 32.98%
- Sold items: 158

QT09 Bluetooth Bracelet



NEW...Bluetooth Fashion
Bracelet with Mic+Speaker+Time
Display+Call ID+Vibrate

5d 21h left
Wednesday, 12PM

\$59.99
Buy It Now

See Caller ID, Answer and
Communicate all from Bracelet



Bluetooth Vibrating Alert
Bracelet Watch for Cell Incoming
call Caller ID

23d 19h left
6/2, 10AM

\$39.00
Buy It Now



Bluetooth Bracelet Watch, Caller
ID, Vibrating, Mic, Speaker, Anti-l
oss warning, LED

From Hong Kong

\$48.95
Buy It Now
Free shipping

Android phones

Sourcing

- Price: US\$70
- MOQ: 1,500
- FOB SZ



Past 30 Days ebay sales

- Android phones
- 30 days ASP: US\$89.53
- Sell-Thru Rate: 54.16%
- Sold items: 39,274

Networks	HSUPA: 5.76 Mbps, HSDPA: 7.2 Mbps EDGE/GPRS Class 12 Quad Band GSM 850/900/1800/1900 UMTS 850/2100 or 850/1900 or 900/2100
AP	1.0GHz MTK575M (Option: MTK577, Dual-Core)
Dimensions	125 x 64 x 10.8 mm
Display	3.97" WVGA
Memory	ROM: 512MB RAM: 512MB MicroSD (up to 32GB)
Camera	5.0MP AF with LED Flash + 0.3MP Front
Connectivity	Wi-Fi 802.11 b/g/n BT V4.0
Connectors	Micro USB, 3.5mm Ear Jack
Battery	1500mAh
OS	Android 4.0
Message	SMS/MMS Email (POP3/IMAP/SMTP, SSL/TLS) Exchange ActiveSync Email
Audio	WAV, MP3, MP2, AAC, AMR-NB, AMR-WB, MIDI Player
Video	MP4/H.263/H.264/H.264 Player
Image	BMP, JPEG, JPG, GIF, PNG
GPS	With A-GPS
Applications	Google Search, Google Maps, Google Talk, YouTube, etc.



Accessories



Mobile Phone Dual Sim 3.5"
Capacitive Android 4.0 MP3
MP4 MP5 WIFI 2GB i9270

5d 20h left
Tuesday, 2PM

\$94.99

Buy It Now

Free shipping

From Hong Kong



4.0" Android Smart Phone
Mobile Unlocked WIFI Dual SIM
GSM AT&T White 9300 +4GB

9d 16h left
5/18, 10AM

\$94.95

Buy It Now

Free shipping

From China



NEW 4.0 HD Touch screen
Android Cell Smart Phone
Unlocked WIFI GSM AT&T
Mobile

9d 16h left
5/18, 10AM

\$85.95

Buy It Now

Free shipping

From China

7"-10" Tablets

Sourcing

- Price: US\$56
- MOQ: 2,000
- FOB SZ



Past 30 Days ebay sales

- 7"-10" Tablets
- 30 days ASP: US\$83.51
- Sell-Thru Rate: 61.01%
- Sold items: 79,978

TABLET PC M31

SERIES FEATURES

- Screen: 10.1" IPS 10 point capacitive touch screen
- O/S: Android 4.1.1
- CPU: RK3066 Dual core (Cortex-A9)
- Nand-flash: 16GB (maximum 32GB)
- SDRAM: 1G DDR3
- Wi-Fi / External 3G/ G Sensor
- Camera: front 2.0-megapixel and Rear 2.0-megapixel
- Resolution: 1280x800 pixels
- Color: Customizable
- Size: 244*179*9.5MM



N710 7" Android 4.0.3 VIA8850
1.2GHz Tablet PC with HDMI,
External 3G (4G,Black)

21d 23h left
5/30, 5PM

\$94.49

Buy It Now

Free shipping

From Hong Kong



7" 8GB Google Android 4.1 HD
Multi-touch Quad Core
Capacitive Tablet PC WIFI 3G

8d 6h left
5/17, 12AM

\$94.57

Buy It Now

Free shipping

From China



7 Inch Google Android Touch
Screen Pad Phablet Tablet PC
PU Case 8GB Memory Card

10d 23h left
5/19, 5PM

\$94.72

Buy It Now

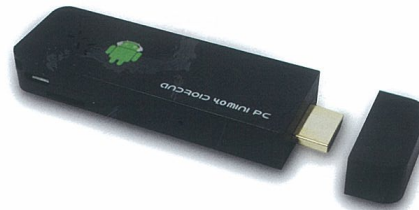
Free shipping

From China

TV box/sticks

Sourcing

- Price: US\$25
- MOQ: 1,000
- FOB SZ



Past 30 Days ebay sales

- TV box/sticks
- 30 days ASP: US\$55.85
- Sell-Thru Rate: 60.71%
- Sold items: 6,785

From "BIG" to "SMALL"

Multi-Screen Interactive Device



MK809 Dual-Core 1.6GHz
Android4.1RK3066 1GB/4GB
WiFi Internet HDMI Google TV
Box

5d 3h left
Monday, 8PM

\$49.99
or Best Offer

Free shipping

From China
Top Rated
Plus



Rikomagic 5th MK802 IIIS
Bluetooth Dual Core CPU
Android 4.1.1 Mini PC HD TV
Box

14d 2h left
5/22, 7PM

\$60.00

Buy It Now

Free shipping

New Version w/ 8GB 100%
Genuine w/ Warranty. FREE SHIP.
From Hong Kong



Android 4.2 1080P Full HD TV
BOX Network Player WiFi HDMI
Dual A9 1.5GHz Creativ

4d 3h left
Sunday, 8PM

\$82.31
Buy It Now

From Hong Kong

AU Store Subscription Changes



May 1

Future

	Fee	Free Listings	Fashion / Tech / Accessories / Media / Collectables	Technology (items sold for \$200 or more)	All other (excludes vehicles & classifieds)
Basic	AU \$19.95	80 Fixed Price	9.5%	6%	8%
Featured	AU \$49.95	200 Fixed Price	8.5%	5%	7%
Anchor	AU \$499.95	Unlimited	7.5%	4%	6%

Previous

	Fee	FVF
Basic & Featured	AU \$49.95	7% (Cap \$100)
Anchor	AU \$499.95	6% (Cap \$100)

Technology categories for items sold for

\$200 or more include

*Cameras; Computers; Electronics;
Home Entertainment; Phones; Video Games*

AU Categories with 4% FVF

Technology categories for items sold for \$200+

Category ID	Category Name
Camera (625)	
31388	Digital Cameras
150044	Digital Photo Frames
15230	Film Cameras
15250	Projection Equipment
28179	Telescopes, Binoculars
11724	Video Cameras
3326	Vintage Cameras
Computers (58058)	
111418	Apple Desktops
111422	Apple Laptops
179	Desktops PCs
175698	Enterprise Networking, Servers
171485	iPads, Tablets, eReaders
177	Laptops, Notebooks
80053	Monitors
1245	Printers
25321	Projectors
11205	Scanners
Electronics (293)	
14969	Audio
11711	Calculators
50608	Digital Clocks & Clock Radios
14948	Gadgets
156955	GPS
73839	MP3 Players
38331	PDA's

112675	Public Address Systems
41979	Solar
13863	Torches
Home Entertainment (172176)	
96964	Digital Set Top Boxes
175711	DVD & Blu-Ray Players
11725	DVRs, Hard Drive Recorders
72406	Home Theatre Systems
168058	Internet & Media Streamers
22610	Projectors
96969	Satellite TV Receivers
11071	Televisions
15088	VCRs
Phones (15032)	
9355	Mobile Phones
164874	Telephones
42427	Vintage Phones
Video Games (1249)	
139971	Consoles

Key Take Away

- OEM of 2nd tier brand Product is available – Tablets: Viewsonic / Archos
- Some manufacturers allow sellers to setup own brands with certain MOQ
- Some items have low MOQ (you can even buy 1 pcs!)
- Hot categories such as home security, tablet & android phone
- Items selling good from CN sellers e.g. Projector, Android TV Stick & Solar Panel
- Action cameras (like GoPro) are potential items with low cost and good margin
- AU anchor store fee reduction with 4% up FVF in devices

THANK YOU