



## eBay Fact Sheet

As of 31 December 2005

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- 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 Australia.
- eBay has 181 million registered users worldwide.
- Profitable since its launch, eBay net revenues totalled US\$1.329 billion in Q4-05 and US\$4.552 billion in 2005. eBay International achieved net revenues of US\$604.1 million in Q4-05 and US\$2.081 billion in 2005.
- In Q4-05, gross merchandise volume (GMV), the total value of all successfully closed items on eBay's trading platforms, was US\$12.0 billion. In 2005, eBay's GMV totalled US\$44.3 billion.
- eBay users worldwide trade more than US\$1,511 worth of goods on the site every second.
- There were 546.4 million new listings added to eBay worldwide in Q4-05. At any given time, there are approximately 78 million listings worldwide, and approximately 6 million listings are added per day. eBay users trade in more than 50,000 categories.
- Based on Q4-05 GMV, the following categories delivered US\$1 billion or more in worldwide annualized GMV: eBay Motors at 13.0 billion; Consumer Electronics at US\$4.4 billion; Clothing & Accessories at US\$3.9 billion; Computers at US\$3.4 billion; Books / Music / Movies at US\$2.8 billion; Home & Garden at US\$2.7 billion; Collectibles at US\$2.6 billion; Sports at US\$2.2 billion; Toys at US\$2.1 billion; Jewellery & Watches at US\$1.9 billion; Business & Industrial at US\$1.6 billion; Cameras & Photo at US\$1.5 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 Q4-05.
- At the end of Q4-05, eBay hosted approximately 383,000 stores worldwide, with approximately 212,000 stores hosted on the U.S. site and 171,000 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:

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- 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 approximately 3.8 million unique visitors in December 2005 according to Nielsen/NetRatings Netview.



- According to online measurement company Hitwise, eBay.com.au was Australia's most popular Shopping & Classifieds – Auctions category website in December 2005 ranked by visits.
- According to ACNielsen research more than 8,500 professional eBay sellers in Australia currently derive their primary or secondary source of income from selling on eBay.com.au. 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 a Ferrari F355 1999 Berlinetta F1 which sold for AU\$151,100.

#### **On an average day in Australia:**

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- ◆ A car is sold every 19 minutes
- ◆ A laptop is sold every 13 minutes
- ◆ A stamp is sold every 2 minutes 54 seconds
- ◆ An antique is sold every 5 minutes 8 seconds
- ◆ A baby item is sold every 1 minute 16 seconds
- ◆ An item of sports memorabilia is sold every 1 minute 30 seconds
- ◆ A computer game is sold every 1 minute 21 seconds
- ◆ A DVD is sold every 34 seconds
- ◆ A toy is sold every 24 seconds
- ◆ A piece of women's clothing is sold every 20 seconds

#### **Interesting Items Sold:**

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|---|-----------------|
| ◆ 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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