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THE NEW GENERATION OF ENTREPRENEURS

Young, entrepreneurial Australians with little more than a computer and a digital camera are taking their futures and their finances into their own hands and creating successful virtual business ventures on eBay.com.au.

Australians in their 20's and 30's are quitting their day jobs and building businesses on eBay where business start-up costs are lower than traditional businesses and the financial rewards are great. Some report that their eBay business, which required minimal capital to get off the ground, is making them more money and giving them more freedom than their five years of university training or corporate jobs could ever offer.

Selling full-time on eBay.com.au to an audience of 135 million members worldwide - a customer base far greater than any offline retail environment - can result in cash flow beyond many sellers' expectations. The top young eBay entrepreneurs in Australia are known to make upwards of \$12,000 profit a month and are selling everything from brand new plasma screen TVs to home saunas!

Mark Jones, Sydney, left a Phillips management position in 2004 after identifying an unexploited niche market - selling companies' excess and end-of-line stock. He started *Retail and Corporate Solutions* on eBay.com.au, an innovative B2B and B2C business that Mark says provides a 20% better return on eBay than traditional clearance channels.

"eBay offers an end-to-end solution that enables companies to effectively maximise the residual value tied up in surplus, distressed and end-of-life stock," explains Mark. "Businesses can then take stock, remarket it to eBay's extensive online market and provide consumers with the latest technology at great prices."

Brendan Elias, 23 from Sydney, is close to completing his law degree however has turned his attention to eBay as his primary source of income. "From my experiences with eBay.com.au and the booming growth in online shopping, it seemed to me that my potential income as an eBay seller far outstripped my potential income as a lawyer."

Brendan travels internationally to source inventory to sell on eBay.com.au. He sells everything from pocket bikes, dune buggies, pedometers, alcohol breath testers and electronic scooters. A regular at exhibitions and trade shows in both Asia and North America, Brendan's winning edge is a result of selling unique and trend driven items on eBay at hugely competitive prices.

An eBay business can offer Australians substantial financial rewards in conjunction with flexible work hours. Not only that, eBay entrepreneurs:

- Feel empowered by building their own successful business from scratch with limited capital
- Often report experiencing greater job security (in a world of retrenchments).

Throughout the world an increasing number of people are using eBay to generate a living, a trend that seems to be spearheaded by the USA. "We're seeing an emerging trend of Australians using eBay to generate their primary source of income. We believe this is a mirrored effect of what is happening in the US where more than 430,000 people are making a full-time living selling on eBay," said Angie Cursley, eBay Australia Spokeswoman.

eBay.com.au provides the perfect marketplace for everyday Australians to launch a successful business and escape the confines of the 9 to 5 rat race.

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ABOUT EBAY

eBay (www.eBay.com.au) is Australia's online marketplace. Founded in 1995, eBay created a powerful marketplace for the sale of goods and services by a passionate community of individuals and businesses. Today, eBay has more than 135 million registered users listing millions of items across thousands of categories. As the place to buy and sell practically anything, eBay enables trade on a local, national and international basis with items ranging from handbags to home décor, PCs to pottery, cars to cosmetics, baby clothes to books, and much more.

For a safe, secure and fun online shopping experience, eBay advises members review and follow the Safe Trading Guidelines by clicking on the Trade Safely button on the home page.