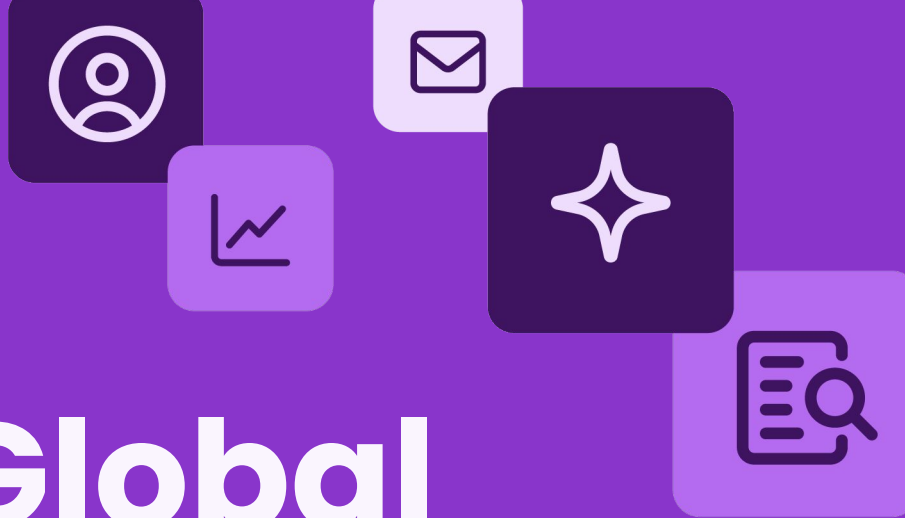




State of the Global Marketplace

Blair Ethington

VP, Buyer and Seller Experience

Agenda



01 Introduction

02 Relevant Experiences

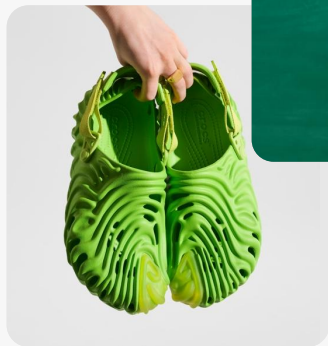
03 Scalable Solutions

04 Magical Innovations

05 Close

About eBay

- **Our Mission:** Connect people and build communities to create economic opportunity for all.
- **Our Story:** Since 1995, eBay has shaped the way enthusiasts participate in the circular economy, empowering millions of entrepreneurs around the world.



The eBay marketplace is stronger than it's ever been

\$22.2B
GMV (Q1'26)



136M
Active Buyers



2.5B
Listings



190
Markets

Our success is grounded in three key principles

Relevant Experiences

From one size fits all to
**focus categories &
tailored experiences**



Unlock the world's
non-new in season
supply



Scalable Solutions

Leverage our **scale** to **reduce transactional friction** & improve our marketplace



Magical Innovations

Accelerate **innovation**
using **AI** to make eBay
more frictionless and
intuitive for customers



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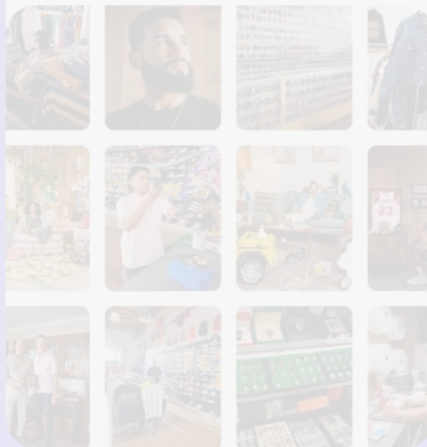


Unlock the world's **non-new in season** supply



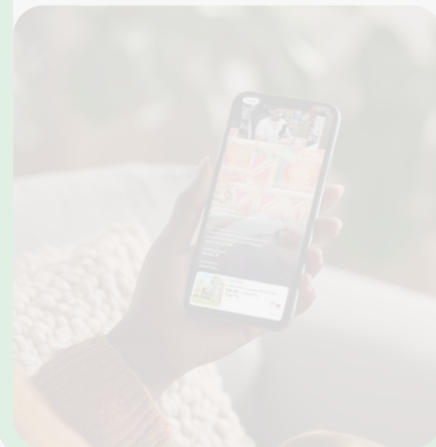
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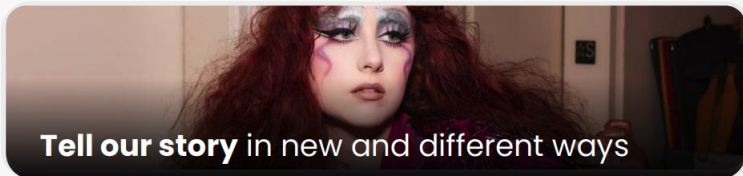
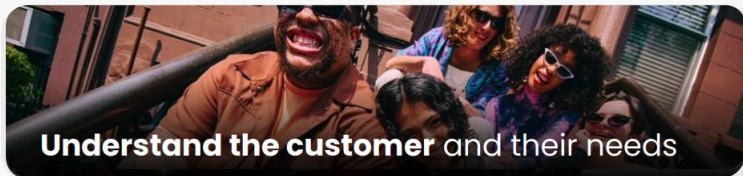
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Accelerate **innovation** using **AI** to make eBay more frictionless and intuitive for customers

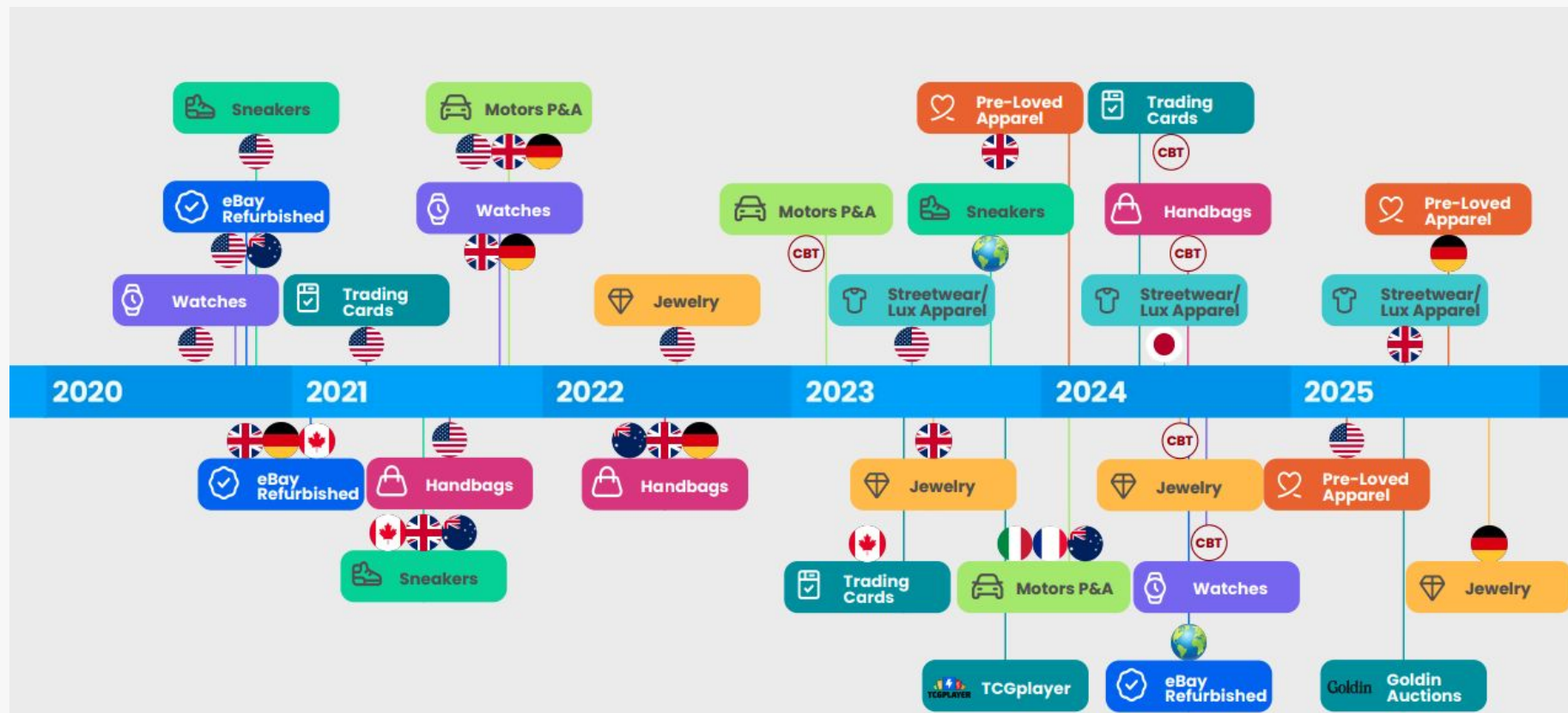


Our Focus Category playbook: creating customer-centric experiences for our most passionate shoppers

Personalized experiences for the next generation of online shoppers



Focus Categories have quickly scaled from niche to standard



Note: This is a visual representation of the approximate timing for the launch of Focus Categories into new markets. Country flags indicate the specific geographic expansion of the inventory unlocked; CBT = Cross-Border Trade
 © 2026 eBay. All rights reserved. Confidential and proprietary.

Trust is the centerpiece of our Focus Category strategy, including:



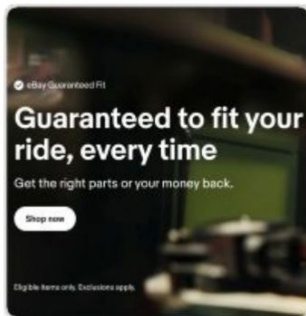
Authenticity Guarantee

Ensure authenticity of purchases in **Collectibles & Fashion**



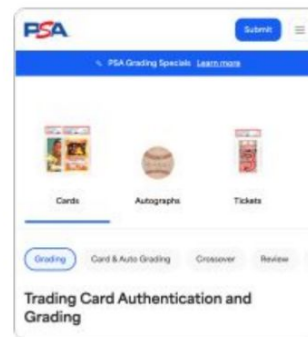
Guaranteed Fit

Guarantee that select parts will fit buyers' **Vehicles**



Grading for Trading Cards

Integrated with PSA on **Trading Card** grading



Warranty Program

Partnership with Allstate to provide warranties on **Refurbished** items



Our Caramel acquisition has made it even easier for buyers to transact with confidence – protected via Secure Purchase

Our Vehicles Offering Primarily Targets the Enthusiast Segment

Total US Used
Car Segment

\$1.1T

US Enthusiast
Car Segment

\$75B

Classics



Collector Cars



Exotics



Sports Cars



Out-of-State Deals



Cars sold on
eBay across
state lines

>80%*

Trusted Shopping

**Seller ID scan
& verification**



**Secure &
embedded
payments**



**Vehicle purchase
protection**

- \$100K protection
- Title mishaps
- Lien protection
- No-shows after payment

Additional Services

**Built-in
financing**



**Warranty add-ons
& insurance**

- Transportation
- Mechanical repair coverage
- Compare insurance plans across carriers

Documentation

**Integrated
DMV paperwork**



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Relevant Experiences

From one size fits all to **focus categories & tailored experiences**



Unlock the world's **non-new in season** supply



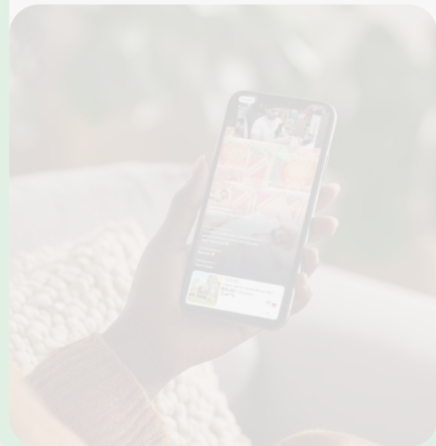
Scalable Solutions

Leverage our **scale** to **reduce transactional friction** & improve our marketplace

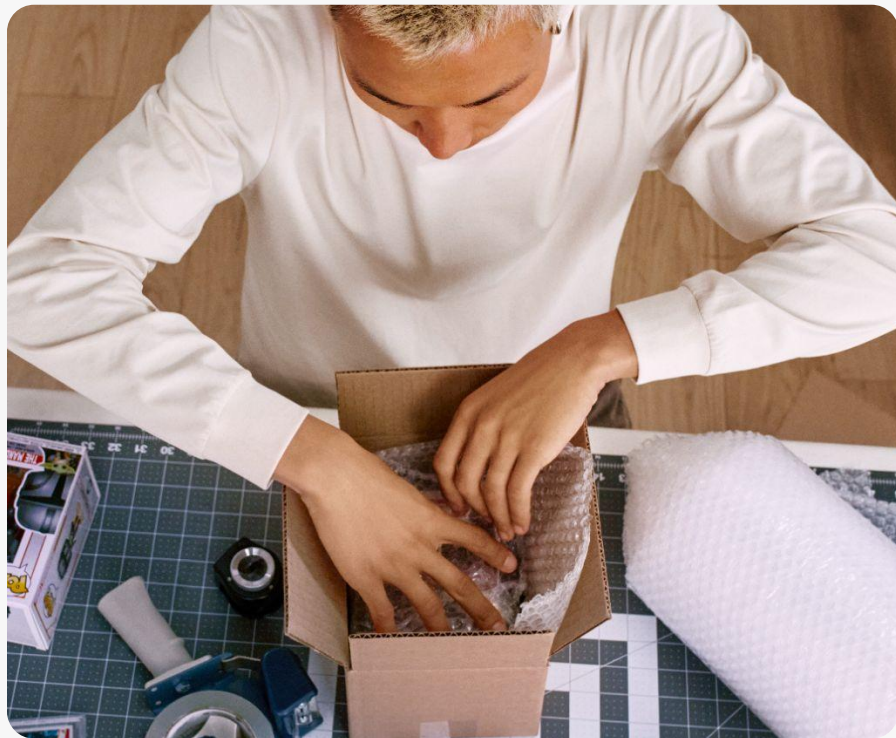


Magical Innovations

Accelerate **innovation** using **AI** to make eBay more frictionless and intuitive for customers



C2C represents the lifeblood of our platform



Unlocking closet supply with unique, long-tail, and hard-to-find inventory

Driving demand from both passion-driven and price-conscious buyers

Creating an enthusiast multiplier effect that results in even more buyers & sellers on eBay

Our global footprint enables our unique inventory to reach buyers around the world...

1



eBay International Shipping

Sellers ship to a domestic location, and eBay handles the complexity of shipping internationally.



Reach buyers across the globe



Take care of customs paperwork



Handle and pay for returns

2



Managed Shipping

Streamlined package sizing, auto-generated labels & fully tracked orders.



Simplified packaging



Seller Protection



Competitive Rates

3



SpeedPAK

A reliable and cost-effective end-to-end logistics solution for cross-border deliveries.



Fast Shipping

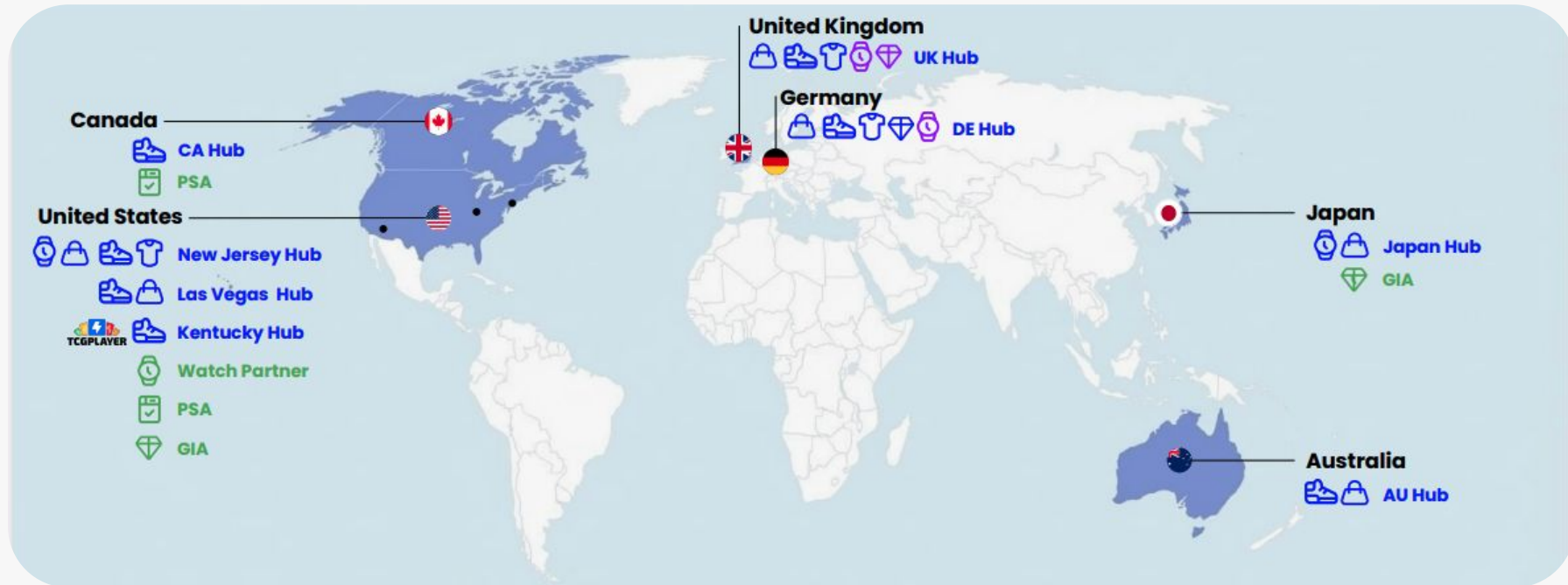


Local Drop-off



Customs Compliance

...supported by global Authenticity Guarantee (AG) infrastructure unmatched by any other marketplace



Sneakers

Handbags

Watches

Streetwear/Lux Apparel

Trading Cards

Jewelry

eBay Only

Partner Only

Partner @ eBay Site

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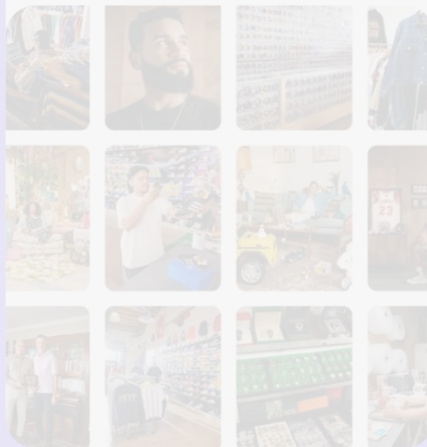


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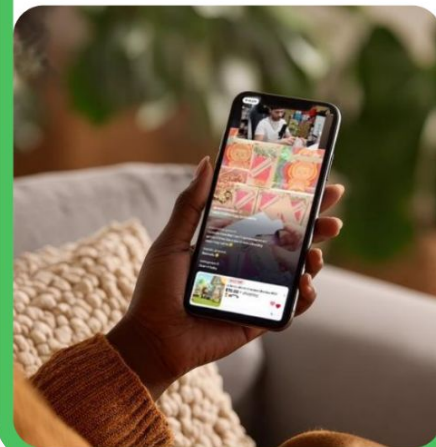
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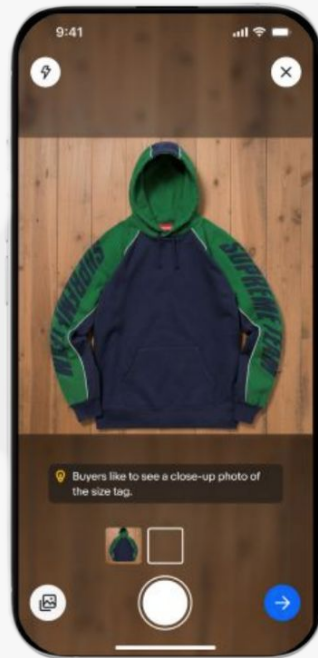


Magical Innovations

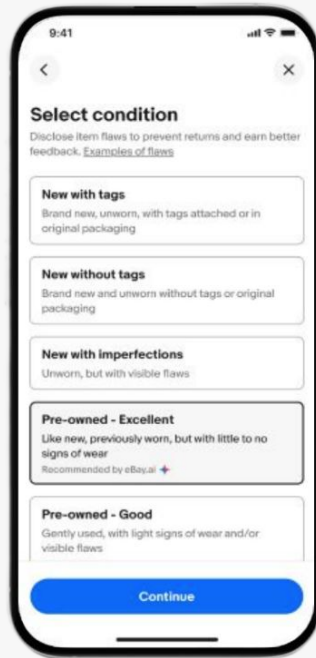
Accelerate **innovation** using **AI** to make eBay more frictionless and intuitive for customers



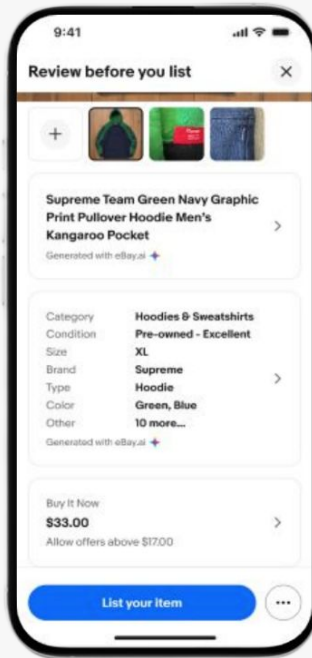
We're infusing AI into the selling flow so that eBay listings are automatically optimized for best-in-class buyer conversion...



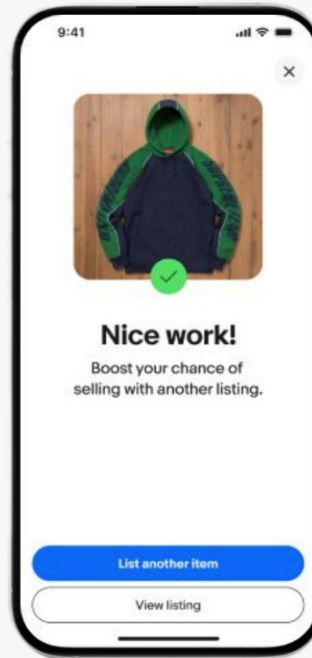
Turns your camera into guided listing assistant



Recommends listing attributes directly



Pre-fills details with our Product Knowledge Graph



Completes listing in just a few steps

Seeing Powerful Results

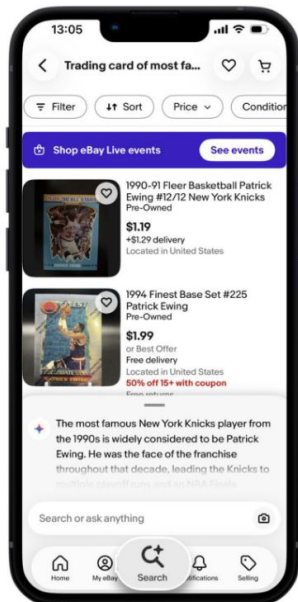
>50% increase in new listing creation rate

>25% decrease in average listing time

>95% Customer Satisfaction

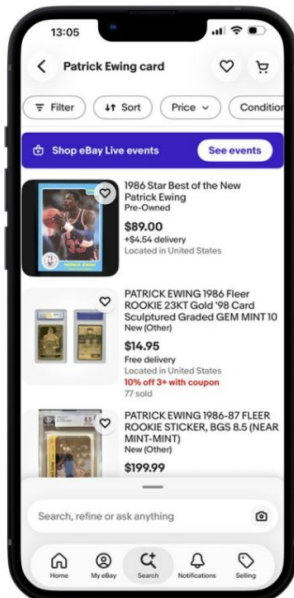
...with AI-powered buyer experiences – like Agentic Shopping – that help buyers to find the things they love

Natural language search
embedded directly into core search



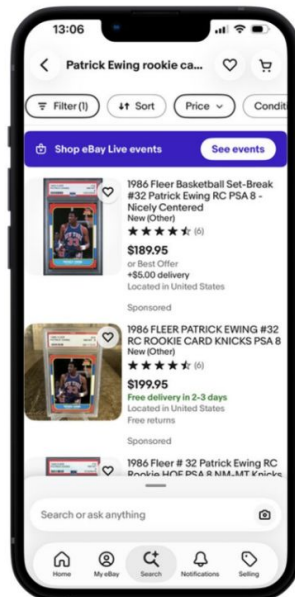
I'm looking for a card. Who's the most famous Knicks player from the '90s?

Enables buyers to shop using
conversational dialogue



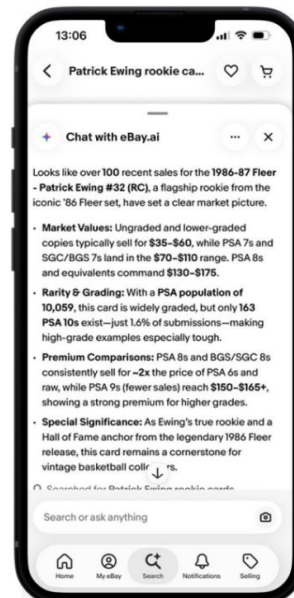
Only show me his rookie cards

Seamlessly filter and discover
our full depth of inventory



I want to buy one of his rookie cards graded PSA 8

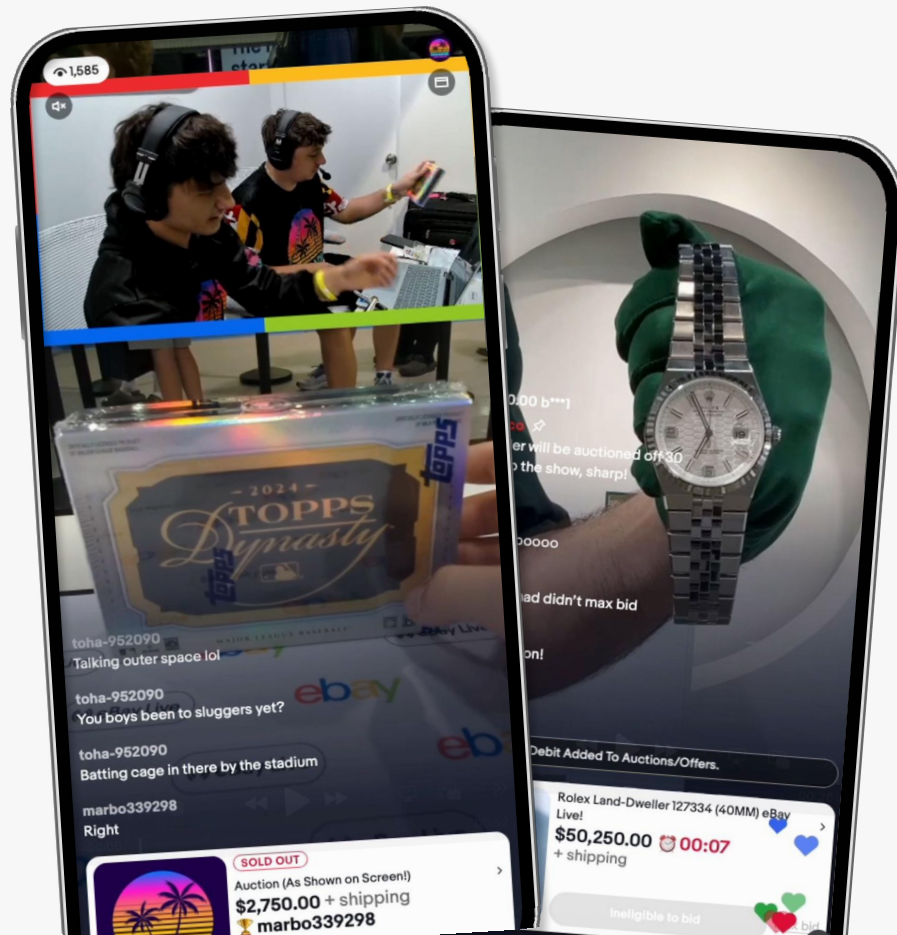
Leverages eBay's decades of
consumer insights



Are these cards expensive and rare?

eBay Live represents our next vector of growth (1/2)

- **eBay Live brings community, enthusiasts, and interactive shopping together** in one highly engaging and immersive experience that will grab buyers' attention and help them make purchase decisions.
- **The format offers a highly personalized, authentic live shopping experience**, making eBay even more appealing to a new generation of enthusiast customers across collectibles, luxury, pre-loved fashion and more



eBay Live represents our next vector of growth (2/2)

Broadening Reach

Initially launched in the US, now offered in 7 countries



Accelerating Growth

Annualized run-rate up >8x year-over-year

Driving Long Term Value

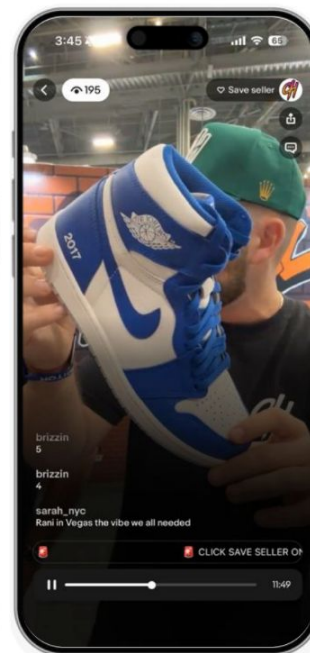
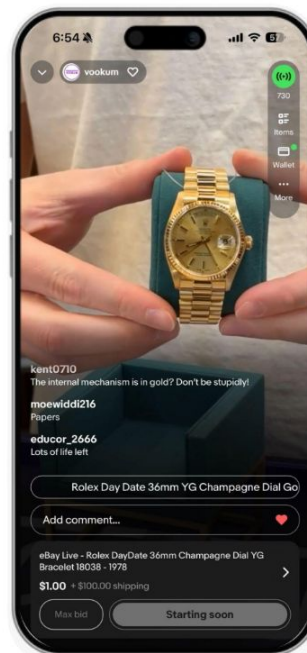
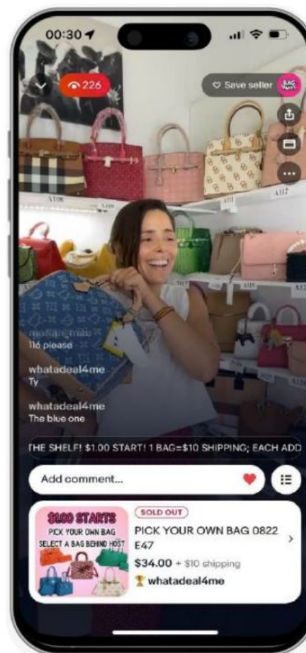
Natural extension of marketplace, expanding our customer base and business

Discovery

Engagement

Community

Trust



We'll continue to evolve the eBay shopping journey as we lean into the intersection of content, community, and commerce

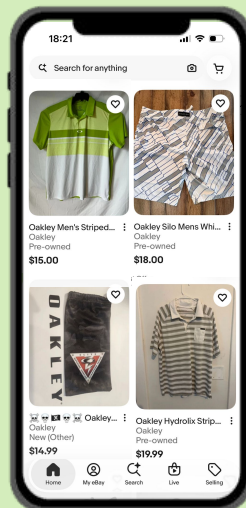
Browse-Based Shopping Feeds

Next-Gen Personalization

Best-in-Class Discovery

Lean Back Experience

Sell-to-Buy Flywheel



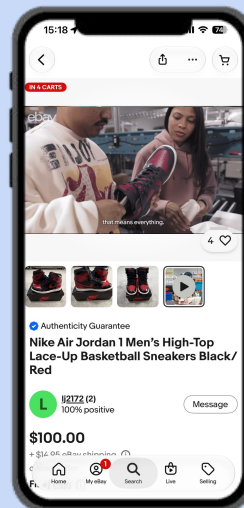
Expanding Video in eBay Listings

Greater Entertainment Value

Elevated Exposure on Social

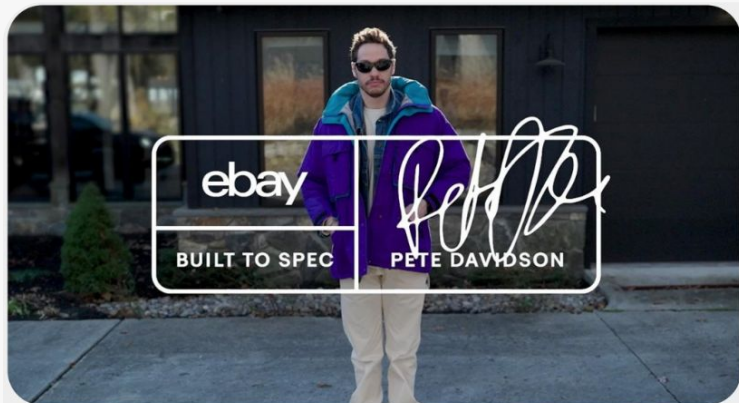
Growing the Customer Base

...and we want your help!



New Community-Building Experiences to Power User-Generated Content on eBay

We're committed to remaining the center of culture x commerce...



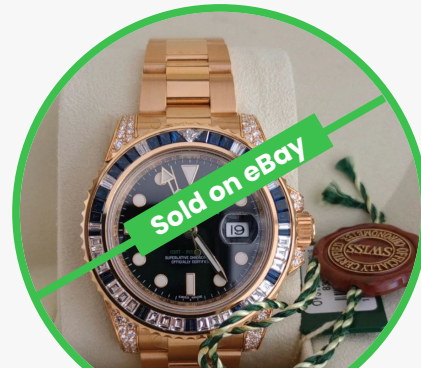
...and with 30 years of experience, eBay will remain the long-term home for the world's most sought-after inventory



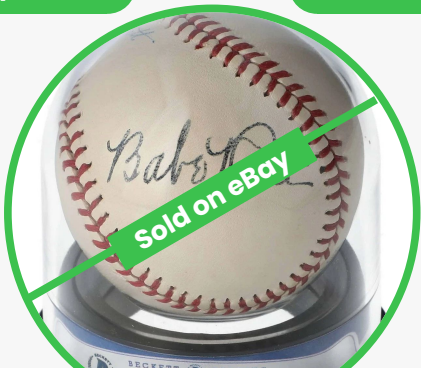
2005 Ford GT (\$590K)



Charizard Card (\$350K)



Rolex GMT Master (\$80K)



Babe Ruth Signed Baseball (\$99K)



Ayrton Senna Helmet (\$103K)

We're excited to continue partnering with you for the next 30 years and beyond – thank you!



ebay