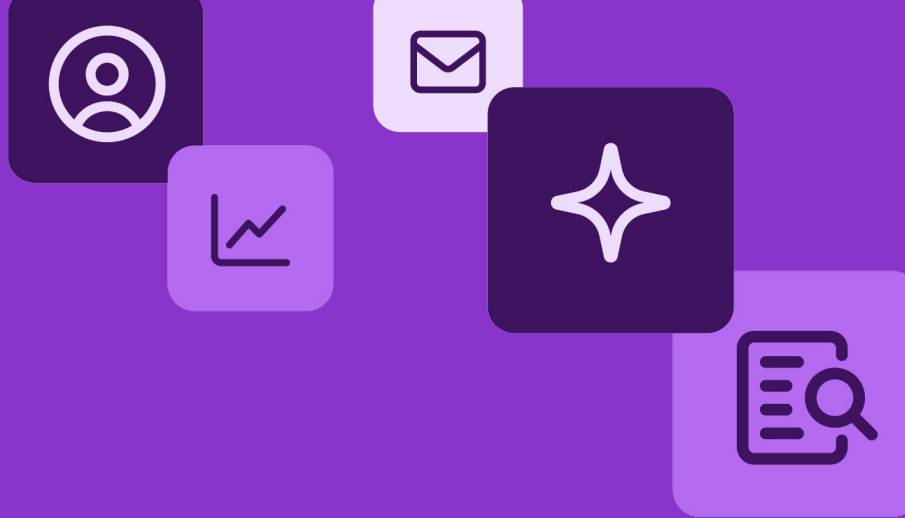




Winning Where It Matters: Focus Categories

Adam Ireland

VP & GM Global Collectibles and GSD



Differentiated Demand Driving Opportunity



Collectibles &
Trading Cards

Things. People. Love.

136M Active Buyers Worldwide

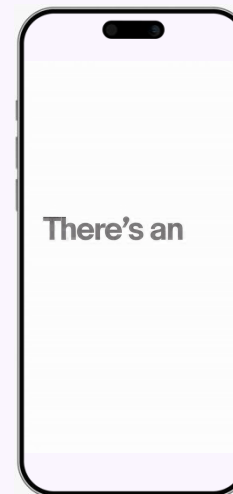
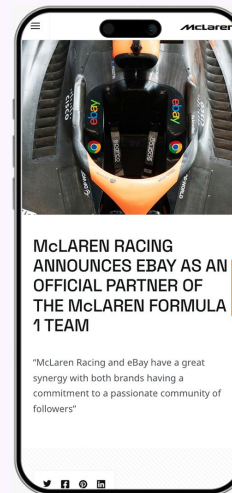
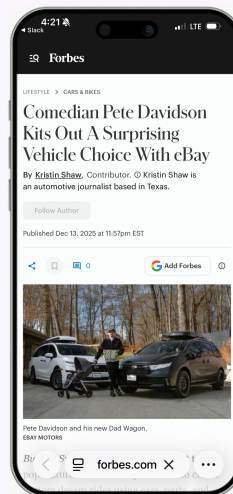
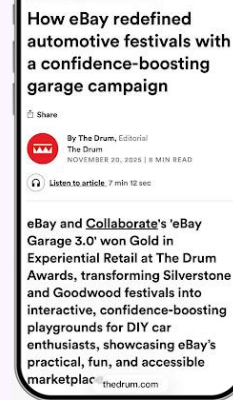
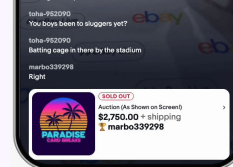
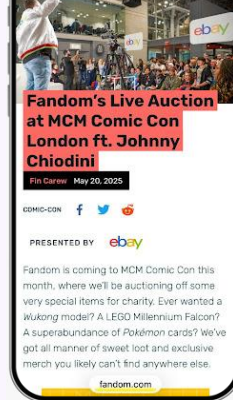
16M Enthusiast Buyers Globally

2.5B Live Listings

190 Global Markets

Source: eBay data Q1 2026

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Trust: The Foundation For Growth



Authenticity



Fitment



Condition



Verification



Structured Data: The Growth Engine

Better data powers better buyer and seller experiences



Better Data



Smarter Listings



Improved Search



Buyer Confidence



Marketplace Growth

Fashion

Powering discoverability and trust

Size

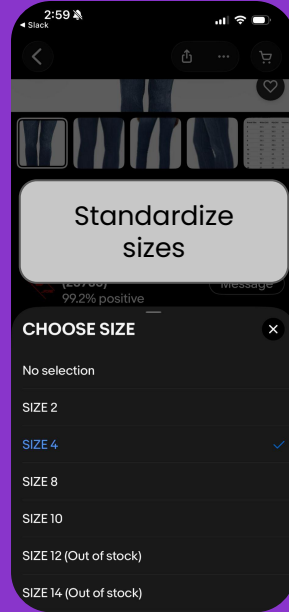
- M -> Women's US Med

Brand

Condition

- Great Condition -> Pre-owned

Seller Automation



Collectibles

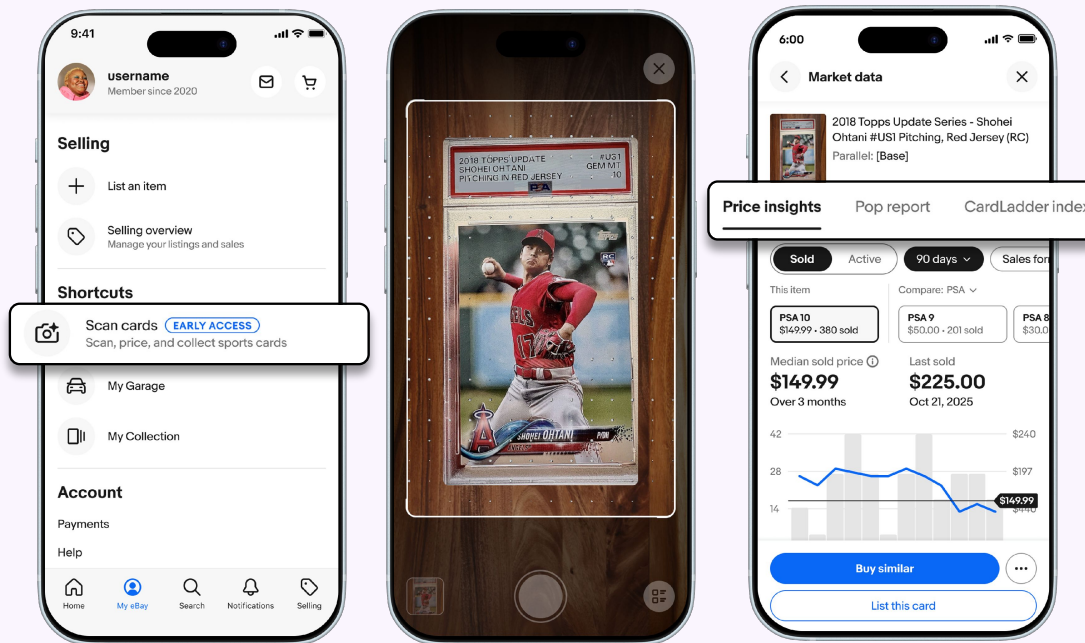
Structured data: Powering trust and scale

Card Scanning Experience

Standardized Conditioning

~55%

Only 55% of live listings coming from APIs have integrated condition grading



Parts & Accessories

Structured data: Powering fitment, search relevance, and trust.



**Fitment and
compatibility**



Part identity



**Placement and
specification**



**Condition and
providence**



**Trust and
post-purchase**

Vehicles

Structured data: Powering relevance, personalization, and trust.



Vehicle identity



Configuration



Technical specifications



Cosmetic and usage

Build What's Next

Build the experiences that define the future of commerce.

Better Data

Help sellers list
faster and
smarter

Better Integrations

Connect category
intelligence into every
workflow

Better Outcomes

Increase buyer
confidence, seller
success, and
marketplace growth.

Thank you

Appendix

Trust: the foundation for growth



Authenticity



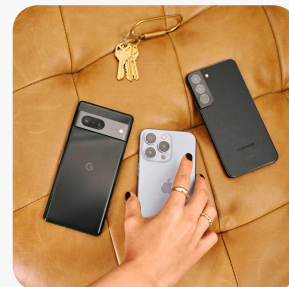
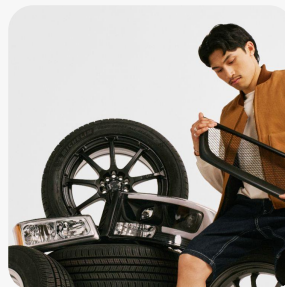
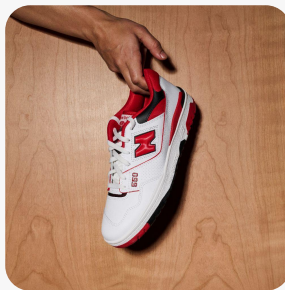
Fitment



Condition



Verification



Collectibles

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