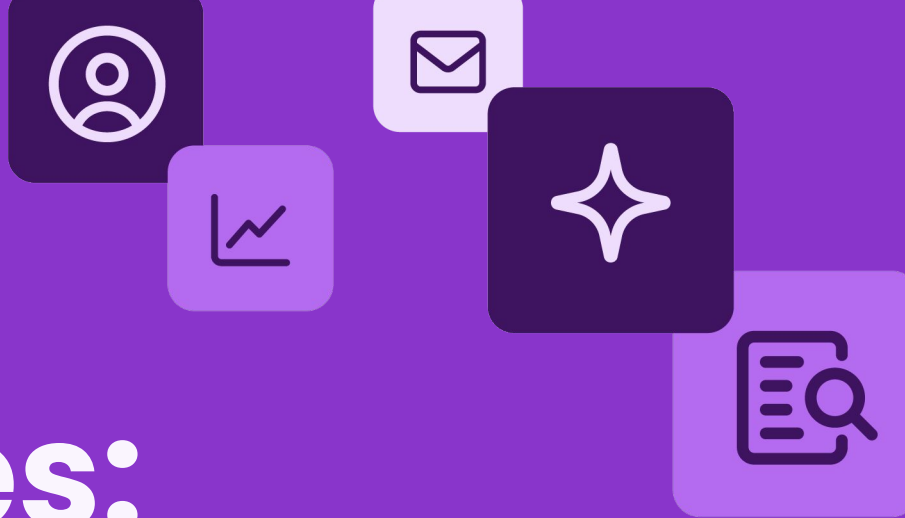


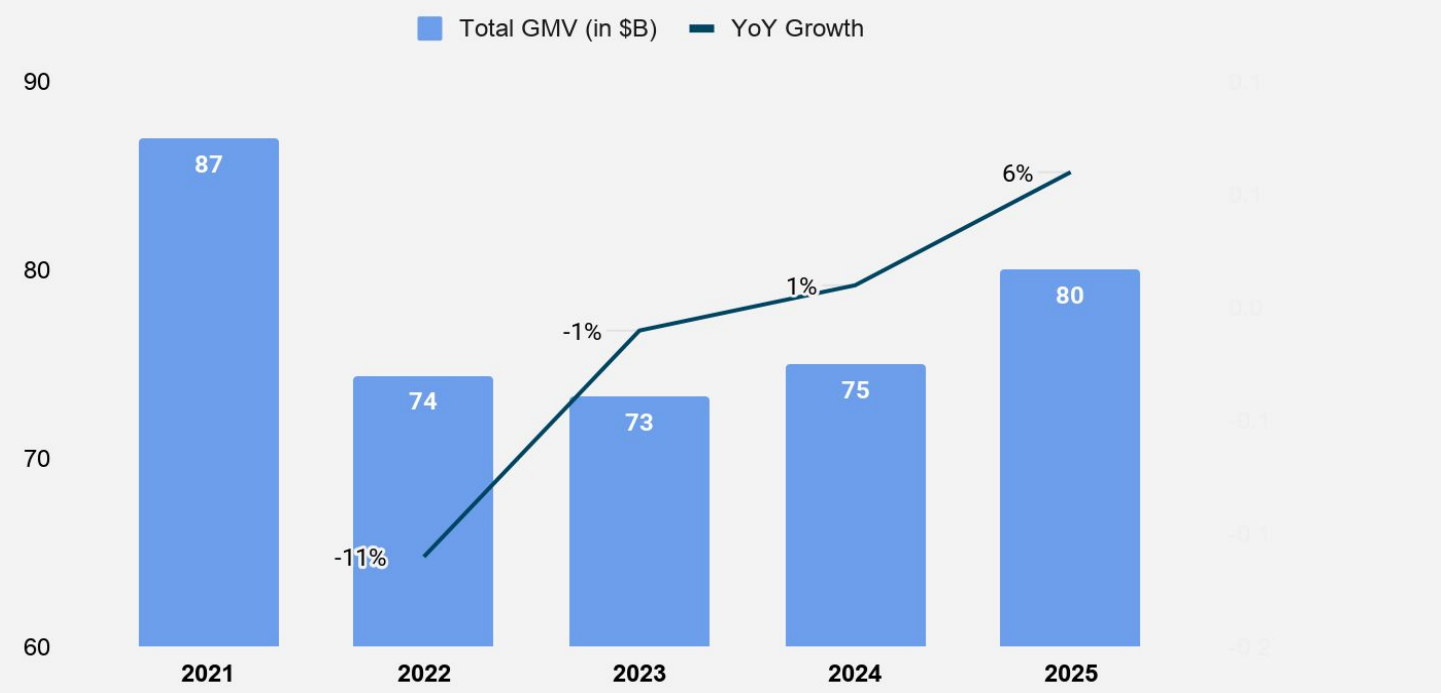


# eBay Services:

## Empowering the Growth of Marketplace and Our Sellers

**Alex Kazim**  
VP, eBay Services

# eBay marketplace is being revitalized and Services are helping to power that growth



Note: GMV represents plat rate GMV incl. Live and Vehicles. YoY growth rate reflects Y/Y FXN growth.

# eBay Services is a portfolio of industry-leading capabilities



*These services spin the marketplace flywheel faster by reducing friction, driving visibility and enhancing trust.*

# Our Shipping & Authentication services enhance domestic and cross-border transactions

## Shipping Labels

### VALUE PROP

- **Print labels** or get **QR codes** for leading carrier services.
- Users get access to **heavily discounted rates**.
- **Integrated tracking** helps us protect buyers and sellers.
- Offer eBay Standard Envelope for low-cost trading cards which provides **tracking at First Class-level pricing**.

## Simple Delivery

### VALUE PROP

- **Radically simplified** process: users pick from 3 box sizes.
- **eBay manages the carrier\*** and the pricing to the buyer.
- **Protect the seller** from underpaid ship cost, lost/damaged in transit.
- **Available in the UK** today

## eBay Int'l Shipping (c2c Intl. Shipping)

### VALUE PROP

- **Incredibly easy** for the seller – shipment is treated like a domestic shipment.
- eBay handles of **export complexities**.
- **Sold-is-sold:** seller does not have to deal with returns.
- Buyers can **return packages to eBay for any reason**.

## SpeedPAK (B2C Intl. Shipping)

### VALUE PROP

- **End-to-end CBT shipping** solution for exporters.
- Sellers can **drop off at PUDO locations** or arrange a pickup.
- eBay handles **export compliance and customs clearance**.
- Packages are transferred to the **local postal network for delivery**.

## Authenticity Guarantee

### VALUE PROP

- **Trusted authentication:** eligible items are physically authenticated and condition-checked by experts.
- **Protect buyers and sellers:** integrated tracking and intermediated returns provide end-to-end transaction protection.
- **Build buyer confidence:** the Authenticity Guarantee badge helps sellers convert high-value inventory.

\* sellers may opt out of specific carriers

# Our Financial Services offerings simplify payments, expand access to capital, and deepen engagement across the eBay ecosystem

## Payments

### VALUE PROP

- **Seamless payment processing** enables buyers to pay and sellers to get paid on eBay.
- **Locally relevant payment methods** improve checkout convenience and conversion.
- **Pay by Bank** offers a lower-cost alternative to card payments.
- **Cross-border processing** supports payins and payouts across currencies and markets.
- Reliable seller **Payouts** provide **fast, secure access to funds.**

## Wallet

### VALUE PROP

- **eBay Wallet** safely stores forms of payments and addresses.
- **eBay Balance** lets sellers store and use funds within eBay's ecosystem.
- **Integrated FX** simplifies cross-border transactions and creates monetization opportunities.

## Credit & Insurance

### VALUE PROP

- **Buy Now, Pay Later** gives buyers more flexibility for larger purchases.
- **Seller Capital** offers different credit products, in-context for the right customer at right time.

# Advertising solutions increase seller visibility, and drive demand on and off eBay

## Promoted Listings

### VALUE PROP

- Ads are promoted in **Search and Recommendations placements**.
- General campaigns (CPA) are **easy to set up** and the sellers **only pay when the item sells**.
- Priority campaigns (CPC) offer **automated and manual options** including **keyword targeting** and have **exclusive access to 1st slot in Search**.
- Both types **increase velocity** with **exceptional ROAS**.

## Promoted Stores

### VALUE PROP

- **Promotes your eBay store** with placements on the **Home Page, Top of Search and Item Page**.
- Use **categories & keywords targeting** to target the right buyers.
- **Mid-funnel performance** to drive brand awareness and consideration.

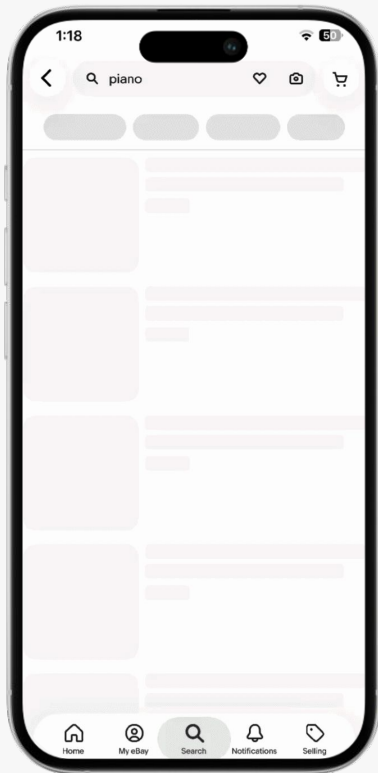
## Promoted Offsite

### VALUE PROP

- Promotes listings in **offsite channels**: Google, Bing and eBay affiliates.
- Listings are **optimized to increase performance** on Google.
- **Simplified setup**: all listings are included and settings are **fully automated**.

# And we're continuing to innovate our product

## Video in a new medium for Promoted Listings.



**Early traction shows strong seller demand, reach and advertiser ROI**

**Ads Video API launching on July 21st**

**We will continue to**

- Scale supply and demand
- Improve performance
- Lower creative barriers with AI tools

# We're enabling eBay sellers to access competitive shipping rates through a single API

## eBay Labels API enable eBay sellers generate shipping labels with eBay's best-in-class carrier rates

- Beta launch in **Q4 2026**
- Generate shipping labels with **competitive eBay-negotiated carrier rates**
- Access **leading carriers** including USPS, UPS, FedEx, Royal Mail, DPD, DHL, and exclusive services like eBay Standard Envelope
- Single API available across the **US, UK, Germany, France, Italy, Canada, and Australia**
- Built for **enterprise sellers, 3PLs, WMS, OMS, and multi-channel** commerce platforms

**Integrating eBay Services into your applications will drive success for your sellers.**



# Thank You