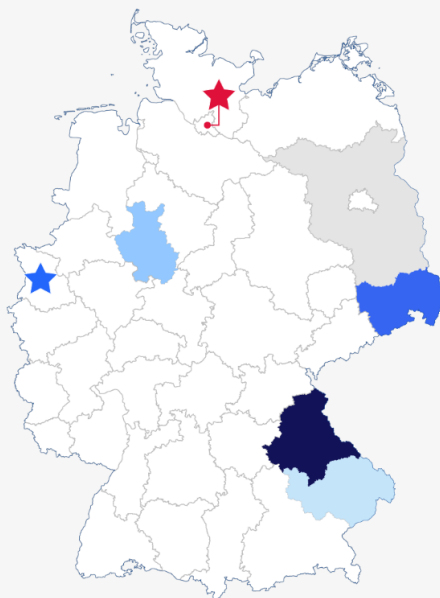


eBay in Germany

Helping small businesses succeed

eBay Digital Density in Germany

-  Highest population
-  Highest GDP per capita



Top five eBay Digital Density regions

1. Oberpfalz
2. Dresden
3. Detmold
4. Niederbayern
5. Brandenburg

Oberpfalz and Dresden are the top two regions in eBay Digital Density in Germany, but rank 12th and 31st in GDP per capita. Hamburg and Oberbayern, the two richest regions, rank just 17th and 30th in eBay Digital Density.

eBay is facilitating small business exports



Share of enterprises exporting

96% eBay-enabled small businesses

— compared to only —

8.7% Traditional businesses



Average number of destination markets

16 eBay-enabled small businesses

— compared to only —

4 Traditional businesses



Share of eBay-enabled small businesses exporting to 10+ markets

56%



Total number of markets reached*

215

Top cross-border destination markets for eBay-enabled small businesses

In the EU

1. Italy
2. France
3. Austria
4. Spain
5. Netherlands

Outside the EU

1. United States
2. United Kingdom
3. Switzerland
4. Australia
5. China

Top product categories exported by eBay-enabled small businesses

1. Auto parts
2. Business, Office & Industrial
3. Home & Garden
4. Collectibles
5. Computing

*Includes countries and territories.



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