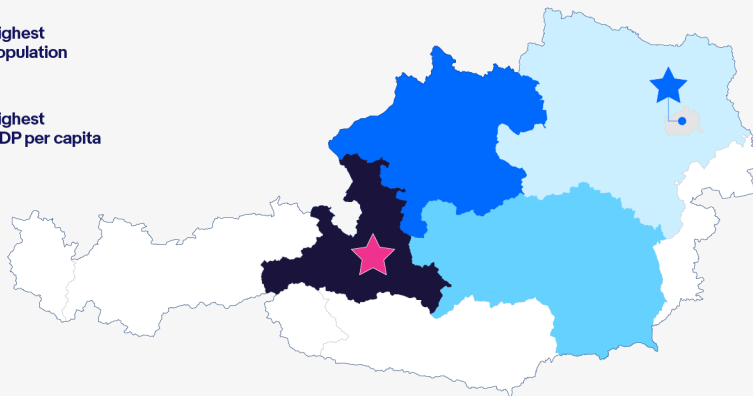


eBay in Austria

Helping small businesses succeed

eBay Digital Density in Austria

-  Highest population
-  Highest GDP per capita



Top 5 eBay Digital Density regions

1. Steiermark
2. Oberösterreich
3. Salzburg
4. Niederösterreich
5. Tirol

Rural Steiermark leads in eBay Digital Density despite sitting 6th in GDP per capita and 7th in population density.

eBay is facilitating small business exports



Share of enterprises exporting

100% eBay-enabled small businesses

— compared to only —

8% Traditional businesses



Average number of destination markets

20 eBay-enabled small businesses

— compared to only —

3 Traditional businesses



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

70%



Total number of markets reached*

177

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

In the EU

1. Germany
2. Italy
3. France
4. Spain
5. Poland

Outside the EU

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

Top product categories exported by eBay-enabled small businesses

1. Home & Garden
2. Auto parts
3. Photography
4. Collectibles
5. Sporting goods

*Includes countries and territories.



www.ebaypolicy.eu



@ebaymainstreet



/ebaymainstreet



/ebaymainstreet