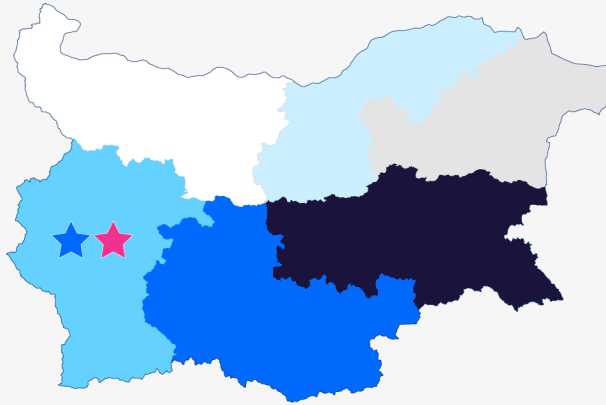


eBay in Bulgaria

Helping small businesses succeed

eBay Digital Density in Bulgaria

-  Highest population
-  Highest GDP per capita



Top 5 eBay Digital Density regions

1. Югоизточен (Yugoiztochen)
2. Южен централен (Yuzhen tsentralen)
3. Югозападен (Yugozapaden)
4. Северен централен (Severen tsentralen)
5. Североизточен (Severoiztochen)

The southeast region of Yugoiztochen beat out the capital region Yugozapaden in eBay Digital Density despite a GDP per capita at just 57 percent of the capital.

eBay is facilitating small business exports



Share of enterprises exporting

100% eBay-enabled small businesses

— compared to only —

2.8% Traditional businesses



Average number of destination markets

35 eBay-enabled small businesses

— compared to only —

3 Traditional businesses



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

88%



Total number of markets reached*

197

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

In the EU

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

Outside the EU

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

Top product categories exported by eBay-enabled small businesses

1. Auto parts
2. Home & Garden
3. Health & Beauty
4. Clothes, shoes & accessories
5. Business, Office & Industrial

*Includes countries and territories.



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