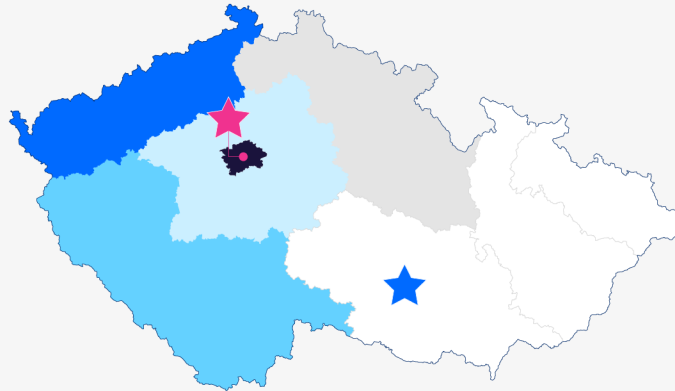


eBay in Czech Republic

Helping small businesses succeed

eBay Digital Density in Czech Republic

-  Highest population
-  Highest GDP per capita



Top 5 eBay Digital Density regions

1. Praha
2. Severozápad
3. Jihozápad
4. Střední Čechy
5. Severovýchod

Severozápad, with the lowest GDP per capita, is 2nd to Prague in eBay Digital Density, while Jihozápad, with the lowest population density, is 3rd.

eBay is facilitating small business exports



Share of enterprises exporting

100% eBay-enabled small businesses

— compared to only —

1.4% Traditional businesses



Average number of destination markets

28 eBay-enabled small businesses

— compared to only —

6 Traditional businesses



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

84%



Total number of markets reached*

162

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

In the EU

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

Outside the EU

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

Top product categories exported by eBay-enabled small businesses

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

*Includes countries and territories.



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