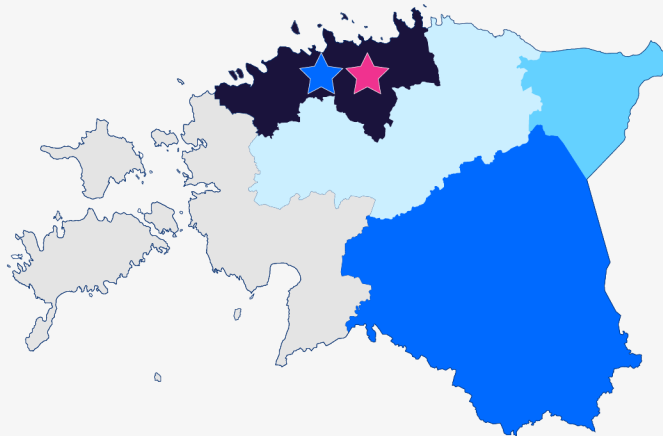


eBay in Estonia

Helping small businesses succeed

eBay Digital Density in Estonia

-  Highest population
-  Highest GDP per capita



Top 5 eBay Digital Density regions

1. Põhja-Eesti
2. Lõuna-Eesti
3. Kirde-Eesti
4. Kesk-Eesti
5. Lääne-Eesti

eBay is facilitating small business exports



Share of enterprises exporting

100% eBay-enabled small businesses

— compared to only —

9.2% Traditional businesses



Average number of destination markets

34 eBay-enabled small businesses

— compared to only —

2 Traditional businesses



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

81%



Total number of markets reached*

176

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

In the EU

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

Outside the EU

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

Top product categories exported by eBay-enabled small businesses

1. Auto parts
2. Computing
3. Business, Office & Industrial
4. Jewellery & Watches
5. Health & Beauty

*Includes countries and territories.



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