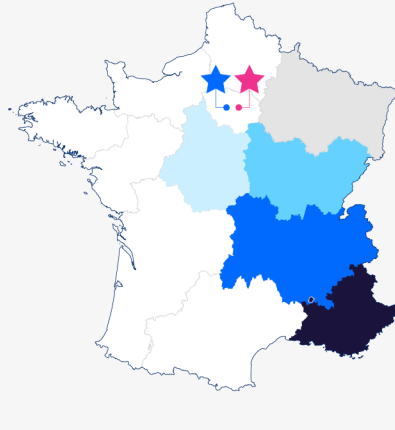


eBay in France

Helping small businesses succeed

eBay Digital Density in France

-  Highest population
-  Highest GDP per capita



Top 5 eBay Digital Density regions

1. Provence-Alpes-Côte d'Azur
2. Auvergne-Rhône-Alpes
3. Bourgogne-Franche-Comté
4. Centre-Val de Loire
5. Grand Est

Provence-Alpes-Côte d'Azur tops eBay Digital Density but has a GDP per capita below the national average and less than two-thirds of Ile-de-France, which sits 7th in eBay Digital Density.

eBay is facilitating small business exports



Share of enterprises exporting

99% eBay-enabled small businesses

— compared to only —

2.4% Traditional businesses



Average number of destination markets

23 eBay-enabled small businesses

— compared to only —

5 Traditional businesses



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

80%



Total number of markets reached*

208

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

In the EU

1. Germany
2. Italy
3. Belgium
4. Spain
5. Netherlands

Outside the EU

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

Top product categories exported by eBay-enabled small businesses

1. Auto parts
2. Toys & Games
3. Collectibles
4. Antiques
5. Business, Office & Industrial

*Includes countries and territories.



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