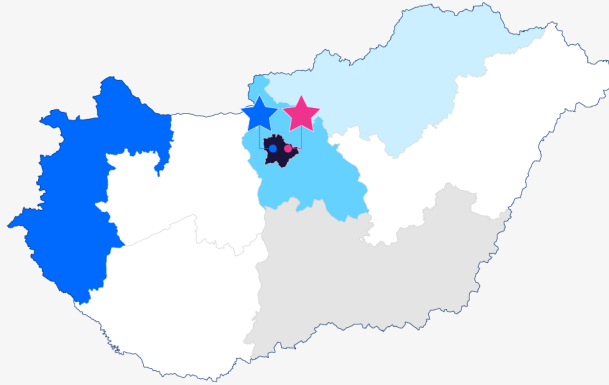


eBay in Hungary

Helping small businesses succeed

eBay Digital Density in Hungary

-  Highest population
-  Highest GDP per capita



Top 5 eBay Digital Density regions

1. Budapest
2. Nyugat-Dunántúl
3. Pest
4. Észak-Magyarország
5. Dél-Alföld

Rural Nyugat-Dunántúl, 7th of 8 in population and 4th in population density sits 2nd to Budapest's capital region in eBay Digital Density.

eBay is facilitating small business exports



Share of enterprises exporting

100% eBay-enabled small businesses

— compared to only —

3.8% Traditional businesses



Average number of destination markets

26 eBay-enabled small businesses

— compared to only —

5 Traditional businesses



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

81%



Total number of markets reached*

153

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

In the EU

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

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. Clothes, shoes, & accessories
3. Home & Garden
4. Business, Office & Industrial
5. Sporting goods

*Includes countries and territories.



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