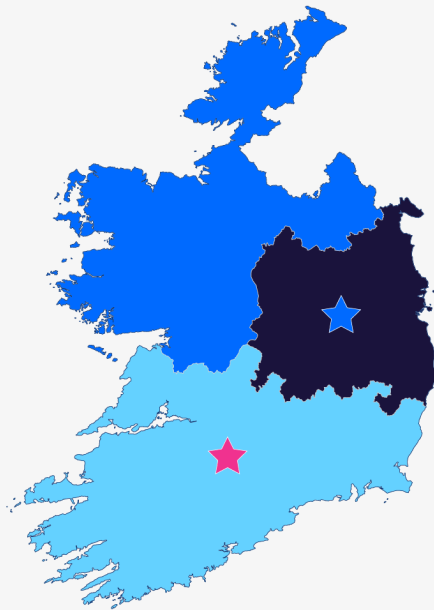


eBay in Ireland

Helping small businesses succeed

eBay Digital Density in Ireland

-  Highest population
-  Highest GDP per capita



eBay Digital Density regional ranking

1. Eastern and Midland
2. Northern and Western
3. Southern

The Southern region, with its collection of tech company facilities is 1st in GDP per capita, but the Eastern and Midland region has the highest eBay Digital Density.

eBay is facilitating small business exports



Share of enterprises exporting

100% eBay-enabled small businesses

— compared to only —

3% Traditional businesses



Average number of destination markets

27 eBay-enabled small businesses

— compared to only —

4 Traditional businesses



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

83%



Total number of markets reached*

170

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

Top product categories exported by eBay-enabled small businesses

1. Auto Parts
2. Health & Beauty
3. Business, Office & Industrial
4. Home & Garden
5. Computing

*Includes countries and territories.



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