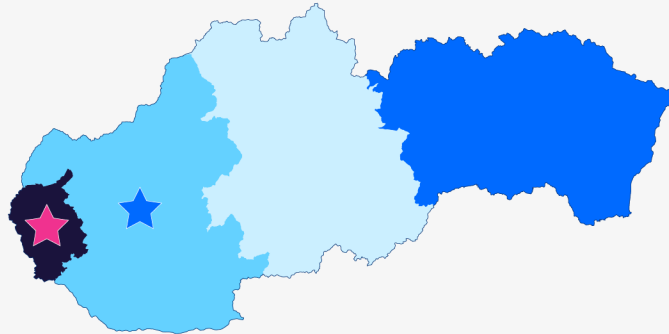


eBay in Slovakia

Helping small businesses succeed

eBay Digital Density in Slovakia

-  Highest population
-  Highest GDP per capita



eBay Digital Density regional ranking

1. Bratislavský kraj
2. Východné Slovensko
3. Západné Slovensko
4. Stredné Slovensko

Bratislavský kraj is 1st in eBay Digital Density, however Východné Slovensko, with a GDP per capita that is just 36 percent of the capital region, sits a close 2nd.

eBay is facilitating small business exports



Share of enterprises exporting

100% eBay-enabled small businesses

— compared to only —

5% Traditional businesses



Average number of destination markets

28 eBay-enabled small businesses

— compared to only —

2 Traditional businesses



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

87%



Total number of markets reached*

163

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

In the EU

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

Outside the EU

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

Top product categories exported by eBay-enabled small businesses

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



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*Includes countries and territories.