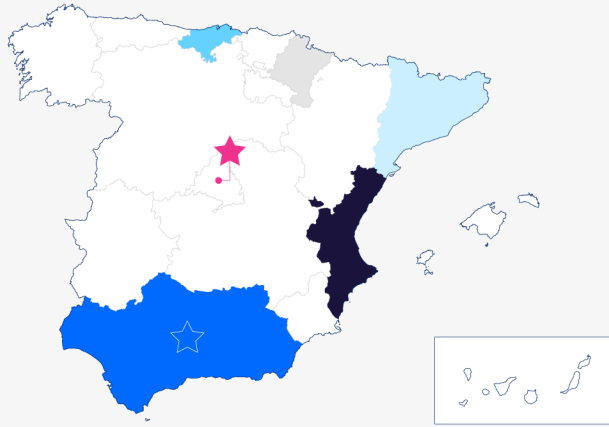


eBay in Spain

Helping small businesses succeed

eBay Digital Density in Spain

-  Highest population
-  Highest GDP per capita



Top 5 eBay Digital Density regions

1. Comunitat Valenciana
2. Andalucía
3. Cantabria
4. Cataluña
5. Comunidad Foral de Navarra

eBay is facilitating small business exports



Share of enterprises exporting

99% eBay-enabled small businesses

— compared to only —

4.9% 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

79%



Total number of markets reached*

201

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

In the EU

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

Outside the EU

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

Top product categories exported by eBay-enabled small businesses

1. Auto Parts
2. Home & Garden
3. Toys & Games
4. Jewellery & Watches
5. Health & Beauty

*Includes countries and territories.



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