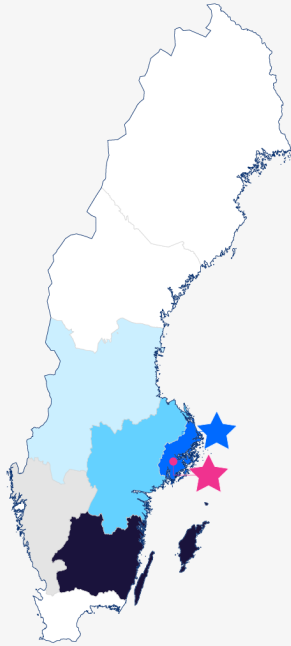


eBay in Sweden

Helping small businesses succeed

eBay Digital Density in Sweden

-  Highest population
-  Highest GDP per capita



Top 5 eBay Digital Density regions

1. Småland med öarna
2. Stockholm
3. Östra Mellansverige
4. Norra Mellansverige
5. Västsverige

Stockholm is 1st in GDP per capita but in eBay Digital Density it is second to rural Småland med öarna, a region that is 6th in GDP per capita and 5th in both population and population density.

eBay is facilitating small business exports



Share of enterprises exporting

100% eBay-enabled small businesses

— compared to only —

5.9% Traditional businesses



Average number of destination markets

28 eBay-enabled small businesses

— compared to only —

4 Traditional businesses



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

84%



Total number of markets reached*

145

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. Canada
4. China
5. Australia

Top product categories exported by eBay-enabled small businesses

1. Clothes, shoes & accessories
2. Home & Garden
3. Auto parts
4. Business, Office & Industrial
5. Pottery & Glass

*Includes countries and territories.



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