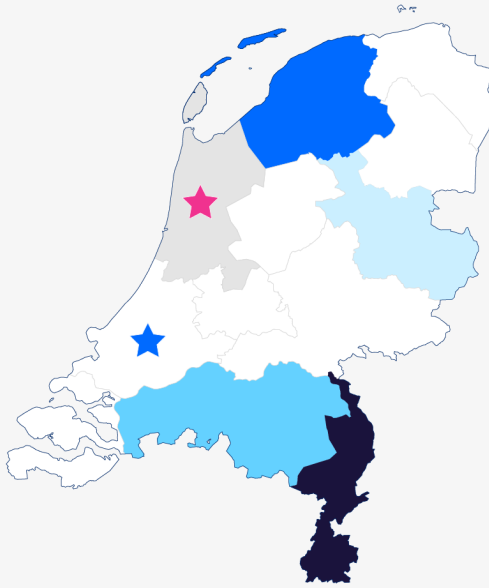


eBay in the Netherlands

Helping small businesses succeed

eBay Digital Density in the Netherlands

-  Highest population
-  Highest GDP per capita



Top 5 eBay Digital Density regions

1. Limburg (NL)
2. Friesland (NL)
3. Noord-Brabant
4. Overijssel
5. Noord-Holland

Limburg, 7th in population and 8th in GDP per capita, is the eBay Digital Density leader with nearly 3x the eBay small business activity of 5th place North Holland (Amsterdam).

eBay is facilitating small business exports



Share of enterprises exporting

100% eBay-enabled small businesses

— compared to only —

5.6% Traditional businesses



Average number of destination markets

29 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*

194

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

Top product categories exported by eBay-enabled small businesses

1. Auto parts
2. Business, Office & Industrial
3. Home & Garden
4. Consumer electronics - Video
5. Clothes, shoes & accessories

*Includes countries and territories.



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