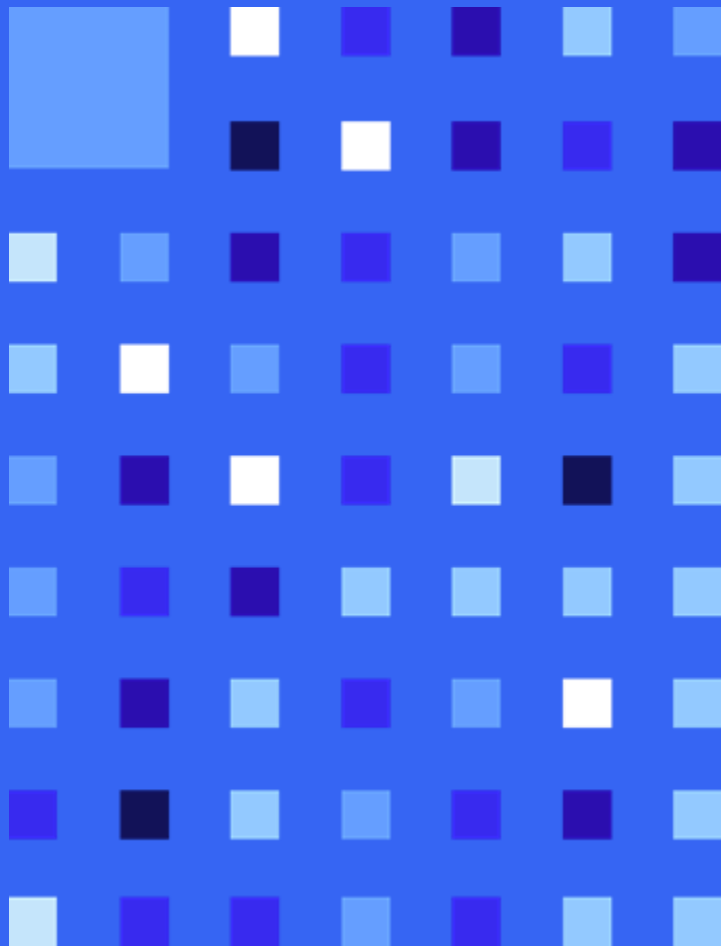

eBay Connect 2022

Focus Categories

Lakshimi Duraivenkatesh
VP, Buyer Experience



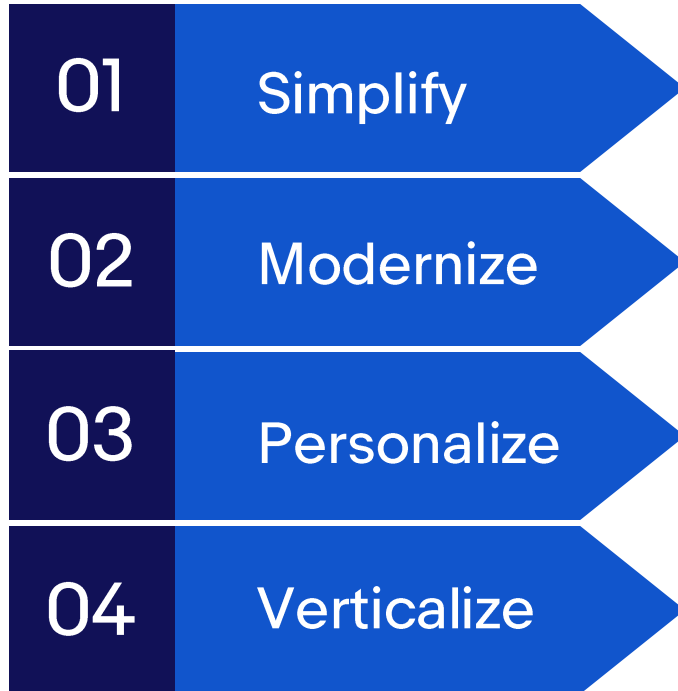


Buyer Vision & Journey

Product Strategy

We delight our customers with personalized, simplified, and human experiences which builds trust, showcases selection & value, and celebrates community.

Vision: Our strategy to improve the Buyer Experience remains the same, three years running, rooted in real customer needs.



Allow users to find critical information easily enabling them to buy and discover. Focus on mobile screens, and make it easier for buyers to find what they want.

Redesign experiences and platforms with modern technology, design systems, and modern experiences. Invest in platforms, design evolution, product essentials, to enable a base to build new experiences on top.

Provide tailored experiences, new browse capabilities, freshness, item recommendations, and contextual nudges to help users complete their shopping journey and make sense of eBay's depth and breadth of inventory.

Rebuild eBay, end to end, for core enthusiast groups, providing best in class experiences, pricing, protections, and rewards for focus category buyers and sellers. Deliver trusted and delightful experiences for our high value buyers.

eBay's 3-year Strategy to Become a Leading Community Commerce Platform





Focus Categories

Focus Categories

Vision

Vertical specialists are engaging buyers and radically simplifying selling and position “Trust” as the key wedge to win over our customers.

We intend to build a series of horizontal capabilities that will benefit large parts of our business, but when plugged together into different “Vertical Platforms” allow us to win in specific categories.

Critical Priorities

- Luxury / High ASP
- Collectibles
- Parts & Capital Equipment
- Refurb / Outlet

Luxury / High ASP

- Watches
- Sneakers
- Handbags
- Jewelry



Collectibles

- Trading Cards



Parts & Capital Equipment

- Car Parts
- Wheels & Tires
- Motorcycles Parts
- Business & Industrial



Refurb / Outlet

- Refurb
- Outlet
- Open Box
- End of Life (EOL)



Luxury - 2022 Strategy and Objectives

Vision

Re-establish eBay as the premier marketplace in luxury and sneaker resale by delivering a trusted experience for buyers, sellers, partners and brands

Strategy

Be the go-to market for resale luxury by delivering on trust promise, deliver customer-obsessed experience

Strategic Pillars

- Trust
- Buying Experience
- Vertical platforms
- Simplified Selling

Objectives

- Luxury and sneakers customers feel safe when doing business with eBay
- Strong foundational E2E buying experience and community
- Value added services and structured data to support our buying and selling communities
- Simplified selling experience leveraging catalog, data and technology

Collectibles - 2022 Strategy and Objectives

Vision

We provide the best tools and services to connect and enable anyone with an interest in collecting or investing; inspiring their passion and having them come back often to buy and sell again and again.

Strategy

Build a **trusted buying and selling** ecosystem for **collectible flippers, investors, and collectors** which is centered on industry-leading **tools and services**, backed by eBay as the **world's largest marketplace** for collectibles.

Strategic Pillars

- Seller Platform of Choice
- Trusted Buying and Selling
- Differentiated Trading Platform
- Collectibles-Focused Shopping Experience

Objectives

- Offer compelling seller margins & easy experiences to defend and grow market share across categories
- Drive buyer and seller confidence in our platform by ensuring the integrity of our transactions and items
- Give our users access to unique tools and insights to help them meet their end-to-end investment needs
- Deliver a flexible and intuitive experience to enable our users to shop for collectibles the way to they want to

P&A - 2022 Strategy and Objectives

Vision

Deliver a trusted part for every vehicle and every need

Strategy

Double-down on inventory and close gaps in trust, awareness & experience

Strategic Pillars

- Inventory
 - Trust
 - Awareness
 - Experience
-

Objectives

- Optimize existing inventory and add more unique inventory
- Enhance perceived and actual trust in the part with buyers
- Attract new buyers and retain existing buyers
- Close foundational product gaps and create engaging experiences

Refurb / Outlet - 2022 Strategy and Objectives

Vision

eBay Refurbished is the world's **most recognized and trusted program** to buy and sell high-quality **pre-owned and end of life products**; where buyers can save and buy with confidence; sellers get higher recovery and sell through; and together we build a sustainable world and circular economy

Strategy

Obsess over eBay Refurbished buyers and sellers by offering the **best value, broadest selection, and the most seamless experience** to discover, buy and sell refurbished & restored products online

Strategic Pillars

- Experience
- Awareness
- Scale
- Growth

Objectives

- Synchronize our buyer, seller and BU experiences to focus on value, trust, and seamless shopping
- Attract, convert, and retain loyal buyers to the eBay Refurbished buyer community
- Reach meaningful scale, depth and breadth in the most desired and impactful product categories and conditions
- Launch value added services (e.g. Trade-ins) that bring joy to our buyers and sellers

Deep Dive

- Vault
- Price Guide & Digital Collections
- AG Expansion

The eBay Vault

Customer Problem

As a flipper/collector of trading cards, I view my collection as assets and want to store them in safe and secure facility that is climate controlled and insured. I also want to easily and quickly buy and sell my assets on eBay as the market moves.

Success Metrics

Vault enrolled users, usage of eBay Vault including opt-in, sending cards to, and selling from, #assets under management, value of assets under management

Status

Vault was launched 6/7





Vault





Price Guide & Digital Collections



Authenticity Guarantee Expansion

Customer Problem

Continue to improve Trust in the focus categories by expanding the Authenticity Guarantee (AG) program to other regions/categories

Objective

Offer AG program to build trust, increase conversion and engagement

Audience

Focus Verticals

(Sneakers, Handbags, Watches, Trading Cards, Jewelry, Streetwear)

Approach

Q1: Handbags (UK), Handbags (AU), Trading cards (US)

Q3: Handbags in DE, Jewelry (US)

Key Metrics

Eligibility inventory coverage (Live listings and annual GMV) CSAT, Conversion

Sites

.com, .co, .uk, .de, .au, .ca

