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eBay.com.sg upgrades to an International site amidst latest survey findings

Singapore, 29th June 2006 – New research released by eBay.com.sg shows that over 4,000 Singaporeans earn their primary or secondary income selling on eBay. This figure is expected to grow in the next few years, with the launch of the new upgraded eBay.com.sg International site.

Results of the research conducted by ACNielsen show that an additional 9,729 Singaporeans sell on eBay to supplement their incomes, and out of the 92% of eBay sellers in Singapore who sell as an individual, a staggering 80% chose eBay as their only online sales channel.

On another note, nearly 3,000 eBay sellers own a business on eBay Singapore. Within this group, 25% are actually considering retiring early or quitting their job to sell professionally on eBay.

Using eBay as an online trading platform proved to be a great help when reaching out to potential customers, as 47% of all surveyed sellers chose that as the main reason for selling online. Having greater flexibility in work hours came a close second at 43%.

Now, there will be more reasons for buyers and sellers to frequent the local site (<http://www.ebay.com.sg>) given the new features and functionality available - And it's still free to buy and sell on eBay.com.sg.

At the newly enhanced local site, sellers will get access to tools that will assist them in tracking and managing their businesses on eBay better. For instance, professional sellers can consider setting up an eBay Store to showcase their products and build their own brand on eBay. To be launched soon is a new selling tool, "Turbo Lister" which is designed to help sellers list a large quantity of inventory on eBay easily and quickly.

For buyers out there seeking some shopping advice, the eBay Guides and Buyer Education Centre will be your one-stop answer to using eBay. eBay has also added an Advanced Search tool, as well as an improved "My eBay" that centralizes all buying activities into one convenient location.

To increase interactivity amongst its members, the new eBay Singapore site has enhanced its Community Hub. Here, eBay users can communicate with other members and share their thoughts. eBay places utmost importance on such feedback garnered, as can be seen through the new local site, which was created with feedback from users in mind.

According to Sam McDonagh, Director of Marketing and Marketplace Development for eBay Southeast Asia, the fully integrated eBay Singapore site and its new features aim to better equip buyers and sellers to trade on the world's leading online marketplace.



“eBay Singapore is here to support and facilitate growth of the global marketplace in the region, and provide this access within a safe and secure online environment,” said Sam. “As can be seen in the recent survey, we have a large concentration of successful sellers based in Singapore who will appreciate the new features and improved functionality of the upgraded site. Best of all, it’s still free to buy and sell on eBay.com.sg!”

About eBay

Founded in September of 1995, eBay is a global online marketplace where practically anyone can trade practically anything. Currently, eBay has a global presence in 33 markets, including the U.S.

On 17th June 2006, eBay just reached its 200th million-registered user. Profitable since its launch, eBay Inc. net revenues totaled \$1.39 billion in Q1-06. eBay Inc.’s international business achieved net revenues of \$642.3 million in Q1-06. In Q1-06, gross merchandise volume (GMV), the total value of all successfully closed items on eBay’s trading platforms, was \$12.5 billion.

While eBay is well known for its auction format, users can also buy and sell in fixed-price formats, which accounted for 34% of total GMV during Q1-06. At the end of Q1-06, eBay hosted approximately 486,000 stores worldwide, with approximately 247,000 stores hosted on the U.S. site and 239, 000 stores hosted on eBay’s international sites.

The most expensive item sold on eBay to date is a private business jet for \$4.9 million.

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