

## **EBAY CELEBRATES ITS 15<sup>TH</sup> BIRTHDAY IN CANADA**

**TORONTO, April 15, 2015** – This month, eBay is proudly celebrating 15 years in Canada. In 2000, as Canadians were recovering from Y2K hysteria, eBay.ca launched and has been changing the way Canadians shop ever since.

Over the past 15 years, eBay has transformed the way Canadians buy and sell goods. eBay's global marketplace continues to connect buyers with the things they need and love and sellers with consumers around the world. Buyers have learned that no matter where they live, and regardless of time of day, they can shop when inspiration strikes. Sellers, meanwhile, have tapped into eBay's potential to deliver sales, new customers and even new markets. They have used eBay.ca to complement their brick and mortar locations or existing eCommerce sites.

"The arrival and evolution of eCommerce has profoundly shaped the Canadian retail landscape and eBay is proud to have led the way," says Andrea Stairs, Managing Director, eBay Canada. "Today, eBay is the second largest e-commerce player in Canada and we remain committed to supporting buyers and sellers across the country."

Within 15 years, eBay has grown to more than eight million visits per month. During that time, more than 11 million Canadians have purchased more than \$10 billion worth of toys, handbags, car parts, and more on eBay. Now a powerhouse in Canadian retail, eBay facilitates more than \$1 billion in Canadian trade every year.

"Beyond changing the retail landscape, we are so proud of the role eBay has played impacting Canadian lives," said Stairs. "The stories of eBay users – whether the collector finally connected with his cornerstone piece or the mum who started a business from her basement – are tangible evidence of the power of eBay's technology."

### **From auctions to retail powerhouse**

Since 2000, eBay has evolved significantly from its start as a marketplace selling predominantly used inventory at auction. Today, eBay is home to well-known brands, retailers and sellers of all sizes. Now, more than 80 per cent of purchases made by Canadians are for new products, and 75 per cent are made at fixed prices.

### **A mobile nation**

Since launching the first eBay app, Canadians have gone on to buy everything from houses to a helicopter using eBay and their mobile devices. Today, a pair of women's shoes is bought via mobile every four minutes in Canada and a handbag every five minutes.

“Mobile has revolutionized the way we think about shopping and at eBay we’ve seen a dramatic rise in the number of Canadians buying on their mobile devices. We are the mobile eCommerce leader in Canada, and around the world, with more than 50 per cent of transactions having a mobile touchpoint,” said Stairs.

### **Entrepreneurs unlocking global demand**

Entrepreneurs are at the core of eBay’s continued success in Canada. eBay’s technology provides small business owners with a newfound global reach that extends far beyond traditional export channels. Today, 99.5 per cent of eBay entrepreneurs are engaged in export, reaching an average of 19 markets.

Further, eBay’s innovative e-commerce platform has helped more than 600 Canadian entrepreneurs become millionaires over the past 15 years.

### **eBay Canada supports Canadian talent**

In 2010, eBay Canada spearheaded a national initiative to support up-and-coming Canadian designers by providing them access to eBay’s global marketplaces. Since then, eBay has collaborated with notable designers including Preloved, Dean Davidson Designs and VAWK.

In honour of eBay’s 15<sup>th</sup> birthday, eBay is proud to announce an exciting collaboration with four of Canada’s top designers—VAWK, Nicole Bridger Designs, CAITLIN POWER and BAZZUL. This exclusive seven-day auction runs from Wednesday, April 15<sup>th</sup> until Wednesday, April 22<sup>nd</sup> at [eBay.ca/eBayTurns15](http://eBay.ca/eBayTurns15) with free shipping across Canada. Proceeds from the auction will benefit Operation Come Home’s Youth Workforce Initiative, a national program offering homeless youth an opportunity to receive hands-on training and job search support.

### **eBay Canada thanks its community**

To celebrate its 15<sup>th</sup> birthday, eBay is offering a series of deals, contests and giveaways to thank eBay buyers and sellers for their support over the past 15 years. Visit [www.ebay.ca/giveback](http://www.ebay.ca/giveback) for all of the details.

### **15 Fun Facts**

1. In 2001, Ricky Martin’s pants sold on eBay to benefit the Canadian Music Therapy trust fund
2. Sir John A. MacDonald’s bedroom suite was listed on eBay in 2002
3. Wayne Gretzky’s jersey sold for \$26,000 on eBay in 2003
4. Cumulative Canadian buying on eBay crosses the \$1 billion mark in December 2004
5. In 2007, a Quebec man sold a two-metre-high snowbank on eBay for \$3,550; the buyer used it for a snowball fight with his family
6. By January 2009, Canadians had sold more 100 million items on eBay

7. In 2010, the Vancouver Olympic Committee sold hundreds of Olympic memorabilia items, including a game-worn Sidney Crosby jersey which sold for \$35,100
8. In 2012, Canadians purchased more than \$3.5 million worth of Star Wars items using eBay mobile
9. Canadians spent almost \$20 million on video games on eBay in 2012
10. A pair of jeans was purchased every six minutes on eBay in Canada in 2012
11. In 2013, a fashion item was purchased every 2.5 seconds on eBay in Canada
12. The most expensive engagement ring purchased via eBay Mobile in 2013 was bought for \$28,500
13. Drake's lint roller sold on eBay for \$55,100 in 2014
14. In 2015, a pair of women's shoes is bought via mobile every four minutes in Canada and a handbag is bought every five minutes
15. Justin Bieber's sneakers were sold on eBay for more than \$62,000 in 2015 with the proceeds donated to Stratford's House of Blessing Food Bank

### **About eBay:**

Founded in 1995 in San Jose, California, eBay Inc. connects millions of buyers and sellers globally on a daily basis through eBay, the world's largest online marketplace, and PayPal, which enables individuals and businesses to securely, easily, and quickly send and receive online payments. We also reach millions through specialized marketplaces such as StubHub, the world's largest ticket marketplace, and eBay Classifieds sites, which together have a presence in more than 1,000 cities around the world. eBay is visited by more than 8 million unique Canadians per month (comScore Media Metrix: February, 2015).

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