

Global Impact

2016 Summary





Table of Contents

Letter from the CEO	3
About Global Impact	4
Global Impact Goals	6
Global Impact Governance	8
Materiality Assessment	9
Environmental Footprint	10
Collaboration and Advocacy	15
About eBay	18

Letter from the CEO



Global Impact is how we bring our purpose to life. It's the good that happens when people connect on eBay.

We are a company that lives its values. Our business is built on the belief that people are basically good and that commerce can be a force for positive change. This enduring heritage is one of the many reasons I'm proud to lead this company.

We recognize that what we say, and what we do matters. From the beginning, eBay has worked to create a marketplace that is inclusive and fair, fosters global trade, and empowers small business entrepreneurship. The diversity of our workforce and our customer base is one of the most valuable assets we have to drive our business forward. We are fully committed to building the most richly diverse and inclusive marketplace for the world to buy and sell.

We believe technology can create opportunity for people at all levels. By connecting buyers and sellers online, wherever they are in the world, we enable everyone to find their personal version of perfect—and in the process, participate in the global economy and enrich their lives and livelihoods.

Every transaction can also be an opportunity to support the causes you care most about. With eBay for Charity, thousands of charities can benefit when you buy or sell to make a meaningful difference in the lives of those in need. We harness our platform as a powerful enabler to help causes and organizations tap into the interests and passions of the eBay community. It's commerce for good, and it's integral to how we do business.

What's also integral is giving products the opportunity to find renewed life and value. It started with our very first transaction—a broken laser pointer that found a new home—and it continues today as new and preowned items are bought and sold on eBay. By keeping products in circulation longer, we create a robust circular economy that is essential for the sustainability of our planet.

We recognize that how we operate our business has an impact as well. We are increasing our use of renewable energy resources to power our eBay-controlled data centers and offices—setting a goal to use 100 percent renewable energy resources by 2025.

We hope you enjoy exploring the Global Impact we made in 2016. It's all possible because people like you connect on eBay. Thank you for helping us make good things happen.

A handwritten signature in black ink that reads "Devin Wenig". The signature is fluid and cursive, written in a professional style.

Devin Wenig

About Global Impact



Global Impact is the good that happens when people connect on eBay. It's how we bring our purpose to life: Creating a better, more sustainable form of commerce—where people are empowered, causes are supported, and opportunities are open to everyone.

Opportunity for All

Enabling everyone to participate in—and benefit from—global commerce.

We believe that everyone should be able to participate in the global economy. Our open platform and tools enable anyone with a bank account and an Internet connection to access the global market and buy and sell online.

Technology enables sellers of every size, location and circumstance to tap into eBay's expanding customer base of more than 160 million buyers and grow sales across the globe. That means more jobs and greater economic stability, which improves lives and strengthens communities.

For buyers coming from more than 190 markets, eBay provides access to over a billion items they might otherwise not be able to find or afford—including goods to inspire, start or grow their own eBay business.

Circular Economy

Giving products the chance to have many lives and benefit many people.

eBay was driving a circular economy long before most people even knew what it meant. Our first transaction was a broken laser pointer. Instead of sitting unused, it was sold to someone who wanted to give it new life.

More than our history, the circular economy is our future. One where buyers become sellers, giving every item renewed life and value. We work closely with the Ellen MacArthur Foundation and, as members of CE100, we collaborate with other leading companies and engage our eBay community to create a more sustainable economy that's better for our planet.

eBay for Charity

Supporting your favorite causes when you buy and sell.

Imagine the power of millions of people coming together to impact the world for good. We did, and set up eBay for Charity to make it easy to make a meaningful difference through commerce. Buyers and sellers can find their favorite charities and [support them on eBay](#). It's a personal experience that you control—with many ways to help to causes that matter most to you.

[For charities](#), eBay for Charity provides a global platform to share your cause and reach millions of potential donors. From supporting small, local charities, to hosting high-profile celebrity auctions, we can help you meet your fundraising and donor acquisition goals.

Responsible Business

Behaving responsibly, ethically and sustainably in all areas of our business.

We have created a trusted, transparent marketplace that's based on the strong ethical values we follow as a business. We strive to operate our business in the most environmentally and socially sustainable way, creating a safe, trusted, diverse environment in which our employees, buyers, sellers, suppliers and partners can thrive.

From innovating more sustainable ways to operate, to building a trusted and inclusive marketplace and workplace, eBay is making a better world through better commerce.

eBay Foundation

Empowering aspiring entrepreneurs and building vibrant and sustainable communities.

The [eBay Foundation](#) extends the influence of the eBay platform beyond the limits of our business. This means finding new ways to close the opportunity gap by helping entrepreneurs and communities prosper, and supporting efforts to drive a more circular economy. Through grants and impact investments, coupled with employee engagement programs, we are turning ideas and aspirations into a more environmentally and economically sustainable world.

eBay employees are a passionate group that actively support causes that matter to them—sharing their time, talents and financial gifts. eBay supports our employees' charitable gifts, matching both dollars and time.

Global Impact Goals



We've set new three-year Global Impact goals that align with—and complement—how eBay does business.

These social, economic and environmental targets also consider and help advance the [United Nations' Sustainable Development Goals](#). We are challenging ourselves and using the power of global commerce to enable those in low-income, underserved communities improve their lives and livelihoods. We're developing innovative models that allow us to quantify the environmental and economic benefits of keeping products in circulation longer.

Global Impact Goals

Global Impact Goals

Opportunity for All

Increase the total number and success rate of eBay sellers from low-income, underserved communities after conducting a baseline Digital Density study in 2017. We will announce a quantitative goal in January 2018.

Circular Economy

By 2020, create \$2.5 billion in positive economic impacts and avoid 2.5 million tonnes of carbon emissions through people selling their pre-owned electronics and apparel on eBay

eBay for Charity

\$1 billion in charity funds raised by 2020

Responsible Business

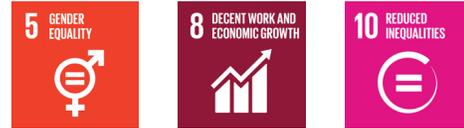
100% renewable energy in our electricity supply by 2025 at eBay-controlled data centers and offices

eBay Foundation

By 2020:

- Lend \$1 million to entrepreneurs via Kiva by 2020
- Enable 50,000 entrepreneurs through access to capital and mentoring
- And thereby, impact the lives of 250,000 people globally

eBay supports the Sustainable Development Goals



eBay helps charities that support the Sustainable Development Goals



Global Impact Governance

eBay was born from a shared value approach to business—where positive social and environmental impacts also create economic benefits. Guided by the Global Impact team, with oversight from the eBay Board of Directors and eBay’s Executive Leadership Team, our approach to environmental, social and governance (ESG) matters is integrated into the core of our business.

The Global Impact team works across the organization to help our business groups and functions prioritize ESG as part of the company’s strategy. This includes cross-company collaboration on goal setting, impact measurement, and reporting, which is shared annually on eBay’s Global Impact website. Each of eBay’s goals is sponsored by a member of the Executive Leadership Team to ensure we prioritize and remain accountable to achieving these targets at the highest levels of our business. Two eBay Board of Director members serve as mentors to the Global Impact team, building on eBay’s long legacy of driving commerce for good and driving strategies that further strengthen and advance eBay Global Impact.

Global Impact Governance Model



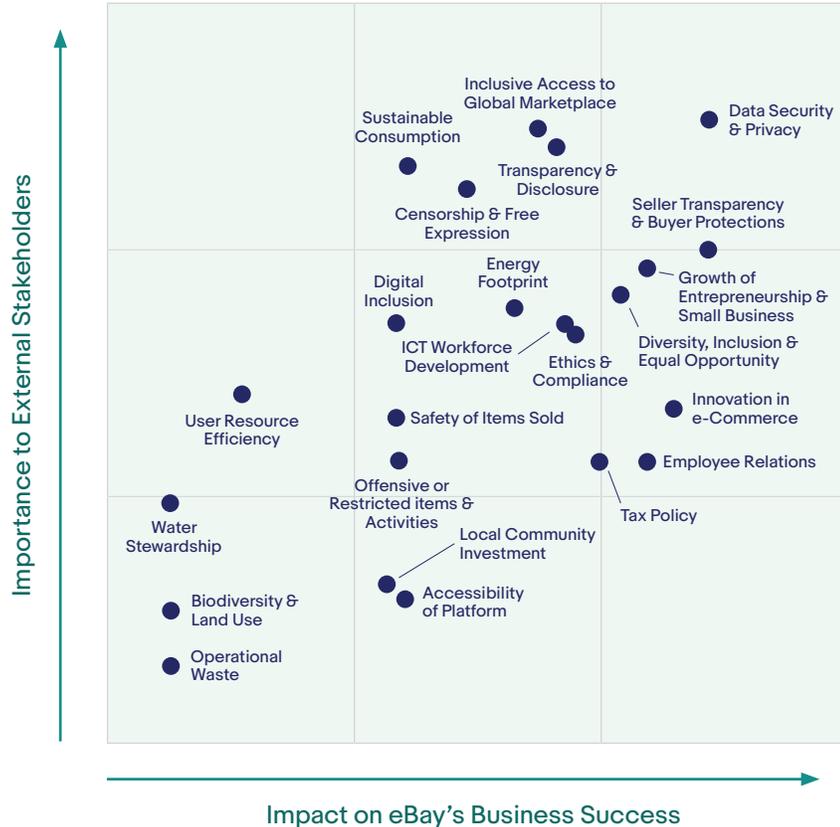
Materiality Assessment

There are many ways eBay can drive a positive global impact. In September 2016, eBay partnered with [GlobeScan](#), an independent research firm, to update our company’s environmental, social and governance (ESG) focused materiality assessment. Through this assessment research and stakeholder engagement process, we prioritized and mapped-out the issues that are most important—both from an opportunity and a risk perspective—to eBay as a business and to our most important stakeholders.

eBay ESG Materiality Matrix

Key Themes

- Economic opportunity
- Diversity and inclusion
- Sustainable commerce
- Community impact
- Customer security and safety
- Governance and ethics



Environmental Footprint

190

Markets around
the world

100%

Renewable energy
commitment

36%

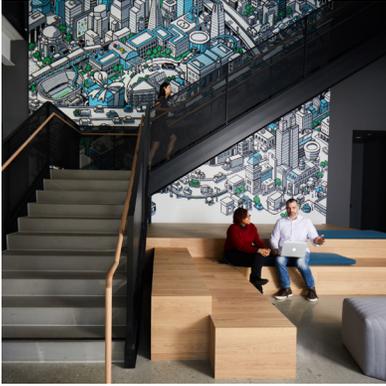
Decrease in total
carbon emissions



As a global technology company, we recognize our business has an impact on the planet. We are working to better understand, track and quantify our environmental footprint, even as we enable a more sustainable, circular economy.

Every day millions of individuals and businesses in more than 190 markets around the world connect on eBay. Delivering fast, reliable experiences is the job of our data centers, primarily located in Arizona, Nevada and Utah. These facilities are responsible for about 83 percent of eBay's total electricity consumption, and about 56 percent of our global greenhouse gas emissions. To reduce this impact, we're focused on moving to 100 percent renewable energy in our electricity supply at eBay data centers and offices. This will not only substantially cut our total footprint, it will reduce the environmental impact of every transaction on eBay.

We're committed to providing a world-class work environment for our growing number of employees. Our offices worldwide represent a smaller, though still significant, portion of our environmental footprint. Our Workplace Resources teams work across our global operations to drive energy savings, waste reduction and green building principles and practices. eBay's owned offices are included in our 100 percent renewable energy commitment.



Business travel is another area where we focus on driving carbon reductions. We've made significant investments in technology and video conferencing services to enable employees to collaborate with their teammates, customers and partners across the world while minimizing their travel footprint.

Responsible water management has always been important at eBay, but pressures on water resources from development and a changing climate make it more essential than ever. Our data centers use water to operate cooling equipment. We've been able to moderate this by locating our major sites in locations that enable us to take advantage of "free cooling" from outside air and reduce the amount of water (and energy) used for mechanical equipment. In the coming months we are committed to building a more comprehensive water footprint and enhance our ability to track and manage water companywide.

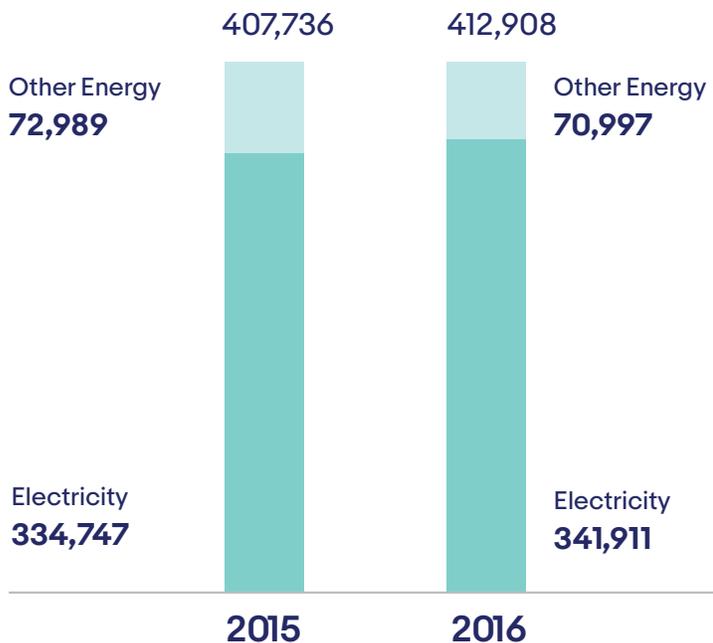
The following pages contain a snapshot of our environmental footprint in 2016.¹

¹ eBay and PayPal separated into two companies in July 2015. The 2015 data reflected below has been adjusted to reflect eBay operations only, separate from PayPal.

Energy Use

All businesses have an impact on the environment. And, like many companies, eBay's largest environmental impacts are the result of our energy use. eBay's overall energy use grew 1% between 2015 and 2016. This was due to the normal expansion of our data center infrastructure to support our customers, and office footprint for our employees. In 2016 data centers comprised 77% of our total consumption.

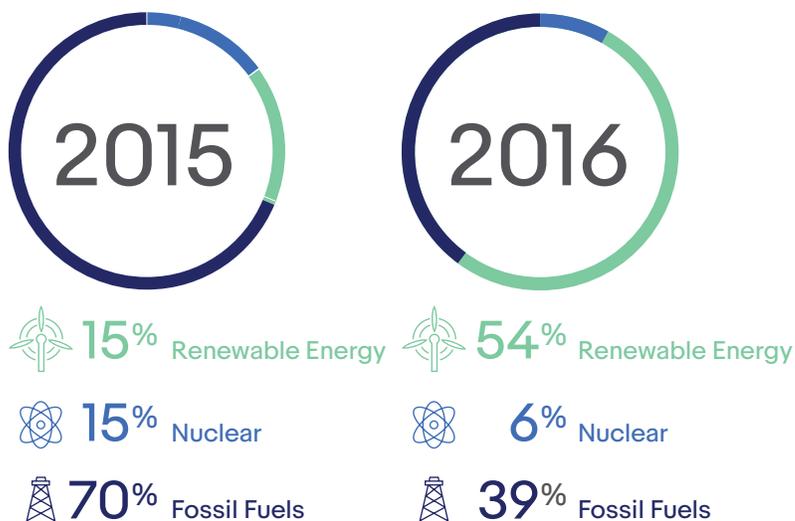
Total Energy Use (MWh)



Electricity Mix

eBay depends on electricity, and we focus both on managing consumption and getting more of our electricity from renewable sources. At the end of 2016 our renewable energy increased to 54%, up from 15% in 2015.

Total Electricity Mix



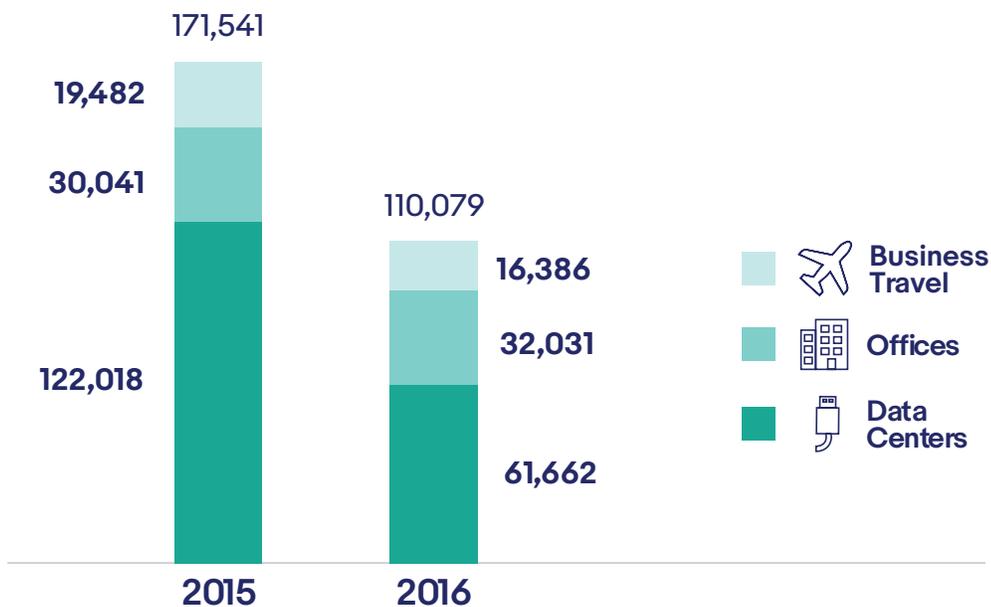


Greenhouse Gas Emissions

GHG by Source

In 2016 eBay’s carbon footprint was 110,079 metric tons of carbon dioxide equivalent (MT CO₂e). Data centers comprised 56% of our footprint, with offices and business travel contributing the other 44%. Total emissions overall decreased by 36% due to the large increase in renewable energy use in our data centers.

GHG Emissions (MTCO₂e)

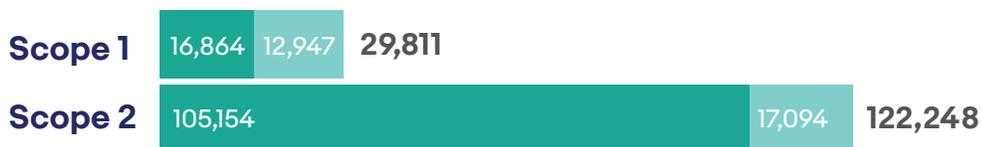


GHG (Scope 1 & 2)

Another way to look at carbon emissions is through the World Resource’s Institute’s [Greenhouse Gas Protocol](#). This approach categorizes emissions into “Scopes”—Scope 1 is CO₂ carbon emitted directly by eBay, Scope 2 are emissions resulting from the grid electricity eBay consumes. Scope 1 emissions were nearly flat between 2015 and 2016 while Scope 2 emissions were cut in half as the result of the increased use of renewables.

GHG Emissions (MTCO₂e)

2015



2016





Water Consumption

Water Consumption

Major Facilities

Offices

69,873 kGal

Data Centers*

67,837 kGal

Water is an increasingly precious resource worldwide, and this is only expected to intensify as the climate changes. eBay works to conserve water every day, and many of our sites have implemented water-saving technologies and processes. We're now working to build a more robust system for tracking and managing water companywide. In 2016, we used about 138 million gallons of water. This includes our owned data center location, as well as our large office locations.

*eBay-owned data centers

Collaboration and Advocacy



eBay extends its influence and reach by collaborating with other organizations and businesses to advance progress on issues that align with our values and impact our employees, customers, investors and business.

For example:

- eBay is committed to protecting all intellectual property rights. We established the [Verified Rights Owners \(VeRO\)](#) Program to enable IP owners to quickly report any listings they believe infringe on their rights.
- eBay and Gumtree joined other ecommerce and social media companies to support a global wildlife policy framework, aimed at combatting the illegal online trafficking of animal parts. The policy framework simplifies shopping guidelines, identifies banned products and closes loopholes that facilitate wildlife trafficking. The framework was drawn up in collaboration with [World Wildlife Fund \(WWF\)](#), [TRAFFIC](#), and [International Fund for Animal Welfare \(IFAW\)](#).
- eBay Inc. is a long time member of Business for Social Responsibility (BSR) and is a founding member of its [Future of Internet Power](#) working group. This group of companies, with both large data center footprints and goals to source clean power, are working together to advance utility investments, onsite electric power generation, and policy support in service of more sustainable, low-carbon energy supply for data centers and network equipment. In 2016, the Future of Internet Power working group developed guidance for renewable energy and carbon accounting for customers of co-location data center services.
- eBay is a signatory to the [Corporate Renewable Energy Buyers' Principles](#) and a member of the [Renewable Energy Buyers Alliance \(REBA\)](#). The principles were developed through a collaboration of the World Wildlife Fund, the World Resources Institute, and a number of major corporations to frame the challenges and the needs of large renewable energy buyers.
- eBay is a founding member and continuing supporter of the [Business Renewables Center](#). This initiative by the Rocky Mountain Institute serves as a guiding organization for companies seeking to build and expand their use of renewable energy.



- eBay Inc. is a member of the [Business for Innovative Climate and Energy Policy \(BICEP\)](#) coalition. BICEP's goal is to work directly with key allies in the business community and with relevant members of Congress to pass meaningful energy and climate change legislation that is consistent with three core principles:
 - Promote energy efficiency and renewable energy
 - Increase investment in a clean energy economy
 - Support climate change adaptation, technology transfer and forest preservation

As a BICEP member, eBay signed on to the Climate Declaration, a call to action from leading American businesses and individuals urging policymakers and business leaders to seize the economic opportunity in tackling climate change. We reinforced our support of the Declaration by signing two state-level versions targeting California and Oregon.

In November 2016, eBay joined more than 350 businesses and investors in [signing a letter](#) to U.S. and world leaders in support of the Paris Climate Agreement. We also expressed public support for a strong global greenhouse gas reduction agreement at the Commission on Progress meeting (COP21) in Paris in December 2016.



Notes on Our Goals

Goals have a baseline of 2016

Circular Economy

- For this estimate, eBay metrics of the number of pre-owned items sold between individuals in 2016, and the USD value of these items, were collected for electronics and fashion categories for North America and the UK markets.
- We assumed that buying a pre-owned item from eBay avoids the need for an equivalent new item to be produced. This new item is “avoided” and all of the environmental impacts associated with making it are also avoided.
- To account for differences in quality and lifetime between new and pre-owned items, an adjustment factor was used. This was estimated to be approximately 40 percent, or 2.5 pre-owned products are needed to displace 1 new product.
- Published environmental impact data were collected for the production of new items, matching eBay product categories as closely as possible.
- Environmental impact data per item were then multiplied by the number of sold items to calculate the amount avoided impact for each listing category and overall for electronics and fashion in 2016. These results were then projected for the years out to 2020 using forecasted growth in those markets.
- The financial savings to the customer of buying pre-owned rather than new products were also estimated using a similar approach.

eBay for Charity

- More than \$725 million has been raised to date through eBay for Charity.

Responsible Business

- eBay is currently at about 54 percent renewable electricity.

eBay Foundation

- Goal aligns with five-year commitment to Kiva.
- The number of lives impacted is based on an average family size of five people, as provided by Kiva.

About eBay



eBay is where the world goes to shop, sell and give. We empower people and create economic opportunity. Our vision for commerce is one that is enabled by people, powered by technology and open to everyone.

We focus on partnering with our sellers, not competing with them. We are building stronger connections between buyers and sellers with product experiences that are fast, mobile and secure. We transform the individual selling experience to help turn the things you no longer need into cash you can use.

At eBay, our purpose links us to something bigger than ourselves. We employ extraordinary people who do meaningful work that has a tangible impact on the lives of individuals all over the world. And we aspire to make extraordinary things possible for each other, for our customers and for you. We've been doing this for over 20 years. And we're just as passionate about it today as when we founded the company in 1995.

Data is reflective of eBay's fiscal year 2016, which ended December 31, 2016, unless otherwise noted. eBay reports financial data in its [2016 Annual Report](#) on Form 10-K. All references to dollars are U.S. dollars.

How to reach us

If you have questions or comments about eBay Global Impact, please contact us at globalimpact@ebay.com

Forward-Looking Statements

This Global Impact Summary contains forward-looking statements relating to, among other things, the future performance of eBay Inc. and its consolidated subsidiaries that are based on the company's current expectations, forecasts and assumptions and involve risks and uncertainties. These statements include, but are not limited to, statements regarding the company's Global Impact goals and future environmental footprint. Actual results could differ materially from those predicted or implied and past performance should not be considered as an indication of future performance. Other factors that could cause or contribute to such differences include, but are not limited to: changes in political, business and economic conditions, any regional or general economic downturn or crisis and any conditions that affect ecommerce growth or cross-border trade; fluctuations in foreign currency exchange rates; the company's need to successfully react to the increasing importance of mobile commerce and the increasing social aspect of commerce; an increasingly competitive environment for our business; changes to the company's capital allocation or management of operating cash; the company's ability to manage its indebtedness, including managing exposure to interest rates and maintaining its credit ratings; the company's need to manage an

increasingly large enterprise with a broad range of businesses of varying degrees of maturity and in many different geographies; the company's need and ability to manage regulatory, tax, data security and litigation risks; whether the operational, marketing and strategic benefits of the separation of the eBay and PayPal businesses can be achieved; the company's ability to timely upgrade and develop its technology systems, infrastructure and customer service capabilities at reasonable cost while maintaining site stability and performance and adding new products and features; and the company's ability to integrate, manage and grow businesses that have been acquired or may be acquired in the future.

The forward-looking statements in this Summary do not include the potential impact of any acquisitions or divestitures that may be announced and/or completed after the date hereof.

More information about factors that could affect the company's operating results is included under the captions "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in the company's most recent Annual Report on Form 10-K and subsequent quarterly reports on Form 10-Q, copies of which may be obtained by visiting the company's Investor Relations website at <https://investors.ebayinc.com> or the SEC's website at www.sec.gov. All information in this Summary is as of April 25, 2017. Undue reliance should not be placed on forward-looking statements, which are based on information available to the company on the date hereof. The company assumes no obligation to update such statements.