

# eBay Impact

2018 Progress Update



eBay

# Message From Our CEO

At eBay, our purpose has always been to empower people and create economic opportunity. Every day, real people build real businesses on eBay, and we are driven to support them.

I am personally passionate about using technology to make a positive impact on people's lives and improve communities around the world. I'm proud that this is what eBay does every day. We live our purpose by helping small businesses grow in entirely new markets and by making it easy for people to support causes that personally matter to them.

In early 2018, we launched our **Retail Revival** program aiming to re-energize small businesses in communities that have been struggling. As part of this program, we partnered with select cities to bring their local brick-and-mortar businesses online, providing access to new customers around the world. These customers receive in-depth training, dedicated coaching, and promotional support designed to enable their expansion in the digital marketplace.

Our first city was Akron, Ohio, and we expanded the program to include Lansing, Michigan, and the City of Wolverhampton, UK. Two more Retail Revival cities—Halifax, Nova Scotia, Canada, and Greensboro, North Carolina—were announced in early 2019, and plans are underway to add more small businesses in more cities around the world. To date, Akron and Lansing sellers have sold over 40,000 items to more than 32,000 customers in all 50 states and 110 countries—demonstrating the incredible reach this program enables. Wolverhampton sellers hit the \$2.6 million mark in gross merchandise volume (GMV) in just five months of the program, which is a deeply meaningful result for the participating small businesses, and they're just getting started.

We host one of the world's most powerful fundraising platforms, and in 2018 we broke our own record for funds raised. Through the **eBay for Charity program**, nearly \$102 million was raised for nonprofit organizations, bringing our total close to \$912 million raised since 2003. With more than 66,000 charitable organizations on the platform, and opportunities for anyone who uses eBay to support the causes they care about, we are on track to achieve our goal to raise \$1 billion in charity funds by 2020.

eBay remains true to our values in every aspect of our business, always striving to serve our customers better, while maintaining the highest levels of trust and transparency. In this 2018 Impact Progress Update, you'll learn about eBay's environmental, social, and governance (ESG) principles, policies, and programs. You'll see we made solid progress against our five Impact goals, and we set a new carbon emissions target in our continuing quest to lighten our environmental footprint. I invite you to follow #eBayImpact for our latest updates.

Sincerely,



**Devin Wenig**  
President & CEO

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# eBay Impact Overview

eBay exists to empower people and create economic opportunity. The good that emerges is eBay Impact.



Good things happen when people use eBay. This has been our belief and purpose from the beginning when our founder, Pierre Omidyar, first united people from widely different backgrounds and geographies in an open, inclusive marketplace.

Today more than 180 million active buyers connect with entrepreneurs, small business owners, and individuals on eBay's global commerce platform through direct human-to-human interactions. People depend on eBay to operate their business, provide income to support themselves and their families, and create jobs for others. Nonprofits rely on eBay to enable their good work—every transaction on our platform is an opportunity for buyers and sellers to support causes they care about.

As a technology company headquartered in Silicon Valley, we embrace and honor the trust our global community puts in us to maintain a secure platform, to operate as an ethical corporate citizen, and to contribute to society as a socially and environmentally responsible business.

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## 180M

Active buyers on eBay

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## \$102M

Raised for charity in 2018

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## \$285K

Kiva loans disbursed in 2018

## Where We Focus

We focus where we can have the greatest impact addressing issues that are of **highest importance** to our customers and our company, and that help support select **United Nations Sustainable Development Goals**.

### Retail Revival

#### FOCUS

Champions of inclusive commerce, we help small businesses grow globally. Through programs like Retail Revival, we partner with cities, business owners, and others to support local economic development by teaching people the skills to thrive in the global market.

#### PROGRESS

- **Three Retail Revival** cities in two countries in 2018<sup>1</sup>
- **10-56% year-over-year (YoY) growth** among existing eBay sellers participating in Retail Revival program
- Retail Revival sellers in Wolverhampton UK achieved **£1 million in sales** in first three months
- Akron and Lansing sellers sold to customers in **all 50 states and 110 countries**

#### MATERIAL ISSUES

Economic opportunity

### eBay for Charity

#### FOCUS

eBay hosts one of the most powerful giving platforms in commerce. Millions of people support the causes that matter most to them when they buy and sell on eBay. We also partner with influential celebrities and charities to amplify impact, as we aim to raise \$1 billion for charity by 2020.

#### PROGRESS

- Raised **\$102 million in charity funds** in 2018 (up 21 percent over 2017)
- **66,000 charities on the eBay platform** (up 60 percent over 2017)
- Giving through eBay for Charity UK **up 13 percent over 2017**
- Program **expanded to Italy, Spain, and Germany**
- **\$911 million total raised** since 2003

#### MATERIAL ISSUES

Community impact

### eBay Foundation

#### FOCUS

The eBay Foundation applies its resources and the eBay platform, along with engaged eBay employees, to help create a more equitable global economy. We support entrepreneurs and small businesses, with a focus on lifting up vulnerable and marginalized groups.

#### PROGRESS

- **\$5 million in cash** contributions disbursed from eBay Foundation and eBay Inc. in 2018
- **\$1 million in employee matching funds** earned in 2018 (up 25 percent over 2017)
- 30 organizations received **\$450,000 in funding** through Global Give
- **12,000 employee volunteer hours** (includes hours volunteered on personal time)

#### MATERIAL ISSUES

Community impact

### Responsible Business

#### FOCUS

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

#### PROGRESS

- **Earned a 100 percent** rating on the Human Rights Campaign Foundation's Corporate Equality Index 2019—our 10th year on the Index
- **Blocked or removed over 100,000 listings for items** prohibited under our Animal and Wildlife Products Policy (2017-2018)
- Reduced greenhouse gas emissions in our data centers and offices **by 9 percent** compared with 2017

#### MATERIAL ISSUES

Diversity and inclusion  
Sustainable commerce  
Customer security and safety  
Governance and ethics

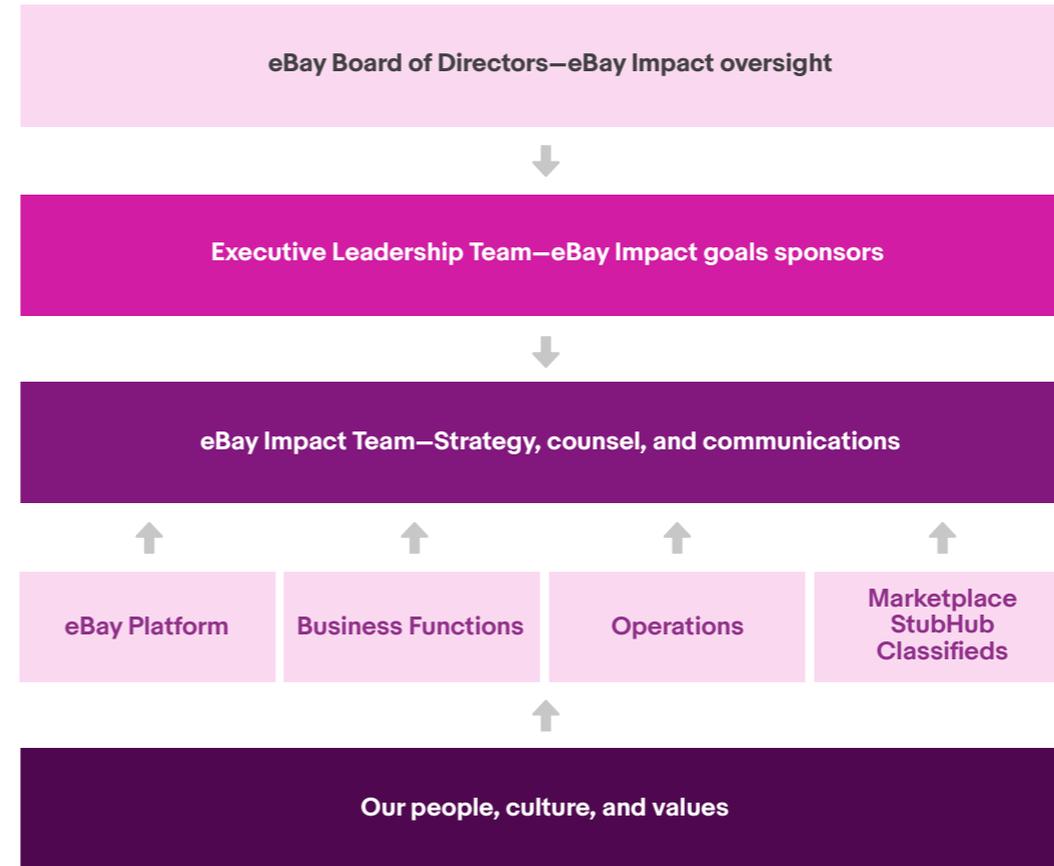
<sup>1</sup>Two additional Retail Revival cities announced in January 2019: Halifax, Nova Scotia, Canada, and Greensboro, North Carolina, with additional regional programs in Germany, Russia, Ireland and Israel. Visit the [eBay Impact website](#) for the latest updates.

## Our Governance Model

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

The eBay 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 published annually on the eBay Impact public 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 eBay Impact team, building on eBay’s long legacy of driving commerce for good and strategies that further strengthen and advance eBay Impact.

### EBAY IMPACT GOVERNANCE MODEL



## Issues Material to eBay

eBay drives positive impacts in many ways. In September 2016, eBay partnered with GlobeScan, an independent research firm, to update our company’s ESG-focused materiality assessment. Through this assessment research and stakeholder engagement process, we prioritized and mapped out the issues that are important—both from an opportunity and a risk perspective—to eBay as a business and to our most important stakeholders.

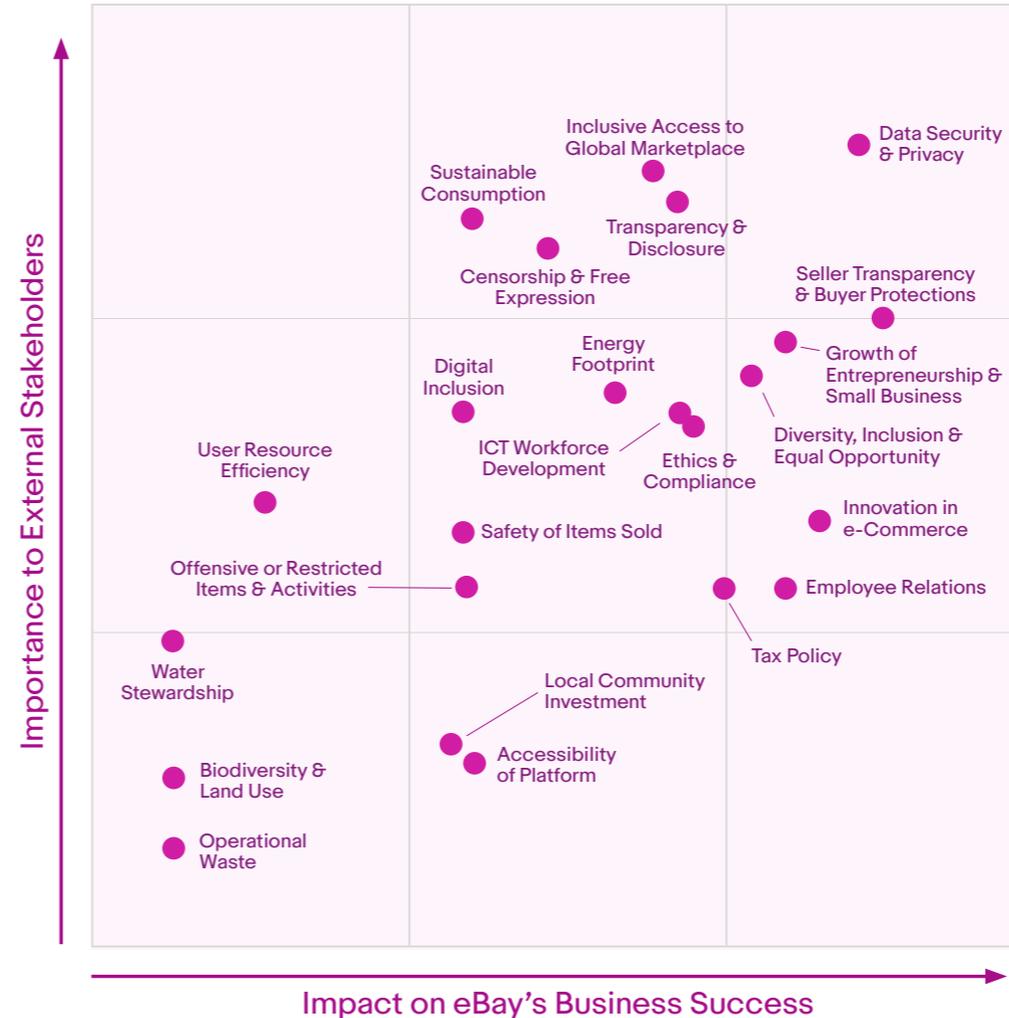
As a result of this materiality assessment, we determined six key themes that are of material importance to eBay and our stakeholders:

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

Building on this assessment, eBay has set a series of eBay Impact goals, which we measure and report against on an annual basis.

eBay will conduct its next materiality assessment in 2019.

EBAY ESG MATERIALITY MATRIX



## Our Impact Goals & Progress

### Goals By 2020

### 2017 Progress

### 2018 Progress

### Status

#### Opportunity for All

Achieve a higher percentage of growth among eBay sellers in less-advantaged communities as compared with average economic growth nationwide by 2020.

- Established Retail Revival program
- Technology improvements to enhance the buyer and seller experience; increase efficiency, scalability, and security
- Clarified goal, established baseline and criteria tracking progress

- Launched **Retail Revival program in five cities**
- From 2011 to 2016, the number of eBay's commercial sellers in less-advantaged **communities grew 18 percent** compared to a 0.4 percent decrease in the overall number of business enterprises in those communities



#### eBay for Charity

\$1 billion in charity funds raised by 2020.

- Raised \$84 million in charity funds
- Total reaches \$810 million raised

- **Raised \$102 million** in charity funds
- **Total reaches \$911 million** raised



#### eBay Foundation

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.

- Disbursed \$397,000 in loans and supported over 17,000 borrowers on Kiva, including 14,000 female entrepreneurs
- Impacted the lives of about 85,000 people globally

- **Disbursed \$285,000 in loans** in 2018, bringing our total loan disbursement to \$682,000 and supporting 23,000 borrowers on Kiva
- Impacted the lives of about **116,000 people** globally



#### Circular Economy

Create \$2.5 billion in positive economic impacts and avoid 2.5 million metric tons of carbon emissions by 2020 through people selling their pre-owned electronics and apparel on eBay.

- Created \$1.3 billion in positive economic impacts from 2016 to 2017
- Avoided 1.2 million metric tons of carbon emissions since 2016

- Created an additional **\$700 million** in positive economic impact, bringing the cumulative total to \$2 billion from 2016 to 2018
- Avoided an additional half a million metric tons of carbon emissions, **resulting in 1.7 million metric tons avoided** since 2016



## Goals By 2025

## 2017 Progress

## 2018 Progress

## Status

### Renewable Energy

Source 100 percent renewable energy in our electricity supply by 2025 for eBay-controlled data centers and offices.

- 45 percent of our electricity supply comes from renewable sources, down from 46 percent in 2016

- **50 percent of our electricity** comes from renewable sources, up from 45 percent in 2017



### Carbon Emissions

Achieve 50 percent absolute reduction in Scope 1 and 2 GHG emissions by 2025 and 75 percent reduction by 2030 from our 2016 baseline.

- Scope 1 and 2 GHG emissions increased by 2 percent from 2016 baseline

- Scope 1 and 2 GHG emissions **decreased by 6 percent** from 2016 baseline



Additional notes related to our goals and progress can be viewed [here](#).

## Supporting Sustainable Development

Through our platform, initiatives, and business operations, we consider and help support the United Nations Sustainable Development Goals.

These 2030 Global Goals, adopted by world leaders in September 2015, mobilize efforts to help end all forms of poverty, fight inequalities, tackle climate change, and help ensure no one is left behind—all values that align with our own.

We specifically focus on five SDGs that align with our material issues and enable us to responsibly grow our business.

# SUSTAINABLE DEVELOPMENT GOALS



Working to power our operations with 100 percent renewable energy in our electricity supply, and partnering with other businesses and organizations to enable large renewable energy purchases to accelerate the transition to a new clean energy economy



Supporting small business growth through programs like Retail Revival, investing in advancing an equitable global economy through the eBay Foundation, and advocating for policies that enable small business to compete in an open market



Providing a global platform where products can continuously find renewed life and value, and pursuing new ways to advance circular commerce by using innovative technologies, like artificial intelligence (AI) and augmented reality (AR)



Taking action to reduce our own carbon and water footprint even as we grow our business, and collaborating and advocating to advance climate action policies



Enabling nonprofits to raise funds to advance causes that support sustainable development

# Measuring Our Footprint

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 inclusive, sustainable, and 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 82 percent of eBay's total electricity consumption, and 68 percent of our global greenhouse gas emissions (GHG) (Scope 1 and 2 and Business Travel).

To reduce this impact, we're focused on moving to 100 percent renewable energy in our electricity supply at eBay data centers and offices. We made positive strides in 2018 by reaching 50 percent renewable energy, up from 45 percent in 2017. We set a new carbon emissions goal this year, aiming for a 50 percent absolute reduction in Scope 1 and 2 GHG emissions by 2025—and in 2018, we saw an 8 percent total reduction in Scope 1 and 2 GHG emissions compared with 2017.

We're also working to reduce our overall energy use. Through an effective Energy Management Plan at our eBay-owned and colocated data centers, and smart metering at six key office sites in Europe and the Middle East, we've been able to reduce our electricity use at a time when the IT load at our data centers continues to rise, and keep our overall energy use to an increase of just 1 percent, from 2017.

Responsible water management has always been important at eBay, and 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 placing 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.

The following pages contain a snapshot of our 2016-2018 environmental footprint. We also invite you to read our [eBay Environmental Policy](#) for additional information on our approach to managing our environmental impact.

## A note about assurance

In accordance with ISO 14064-3 on GHGs—Part 3: specification for guidance for the validation and verification of GHG assertions, external assurance provider Bureau Veritas North America (BVNA) performed a limited assurance of Scope 1 and 2 GHG emissions in addition to Scope 3 business travel.

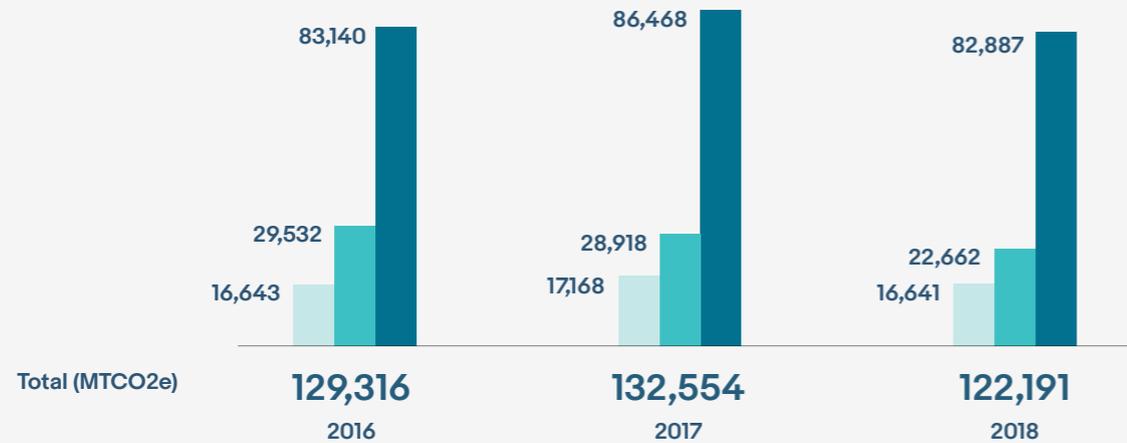
Letter from BVNA is published in full [here](#).

## Greenhouse Gas Emissions

In 2018, eBay’s carbon footprint was 122,191 metric tons of carbon dioxide equivalent (MT CO<sub>2</sub>e)—down 8 percent from 2017 even as our business grew. The decrease is primarily due to more efficient energy management, including sourcing more renewable electricity to power our eBay-owned data centers. Data centers comprised 68 percent of our footprint, with offices and business travel contributing the other 32 percent.

### GHG By Source

- Business Travel
- Offices
- Data Centers



2016 and 2017 data have been restated to ensure consistency with CDP and RE100 reporting requirements. These figures replace previously published data. Some segments do not add up to totals due to rounding.

## GHG (Scope 1 and 2)

Another way to look at carbon emissions is through the classifications used in the World Resources Institute’s Greenhouse Gas Protocol. This approach categorizes emissions into “Scopes”—Scope 1 is carbon emitted directly by eBay; Scope 2 is emissions resulting from the grid electricity eBay consumes. eBay has a corporate goal to achieve 50 percent absolute reduction in Scope 1 and 2 GHG emissions by 2025 and 75 percent reduction by 2030 from our 2016 baseline. Scope 1 emissions and Scope 2 emissions decreased by 6 percent between 2016 and 2018, due primarily to more efficient use of energy to power our data centers and offices and transitioning to more renewable sources.

See full accounting of eBay’s Scope 3 emissions in eBay’s response to [CDP](#).

### GHG Emissions

- Scope 1
- Scope 2



2016 and 2017 data have been restated to ensure consistency with CDP and RE100 reporting requirements. These figures replace previously published data.

## Energy Use

All businesses have an impact on the environment. And, like for many companies, eBay’s largest environmental impacts are the result of its energy use. eBay’s overall energy use increased 1 percent between 2017 and 2018, while total electricity use decreased slightly even as our business grew. This was due primarily to more efficient use of energy to power our data centers and offices. Power usage effectiveness (PUE) at eBay-owned data centers improved by 0.5 percent from 2017 to 2018, and eBay’s Salt Lake City-based data center (SLC02) earned the ENERGY STAR® for Data Centers Label in 2018 for its efficient design and operations. And, while the IT load at our primary colocated data centers increased by 13 percent from 2017 to 2018, the actual energy consumption decreased by 6 percent, reflecting a more efficient portfolio. Our smart metering programs in Europe and the Middle East have enabled eBay to reduce total electricity consumption at six office sites in 2018 compared with 2016, while the number of employees increased at these locations.



2016 and 2017 data have been restated to ensure consistency with CDP and RE100 reporting requirements. These figures replace previously published data.

## Renewable Energy

As a member of RE100, eBay has set a goal to use 100 percent renewable energy in our electricity supply by 2025 at eBay-controlled data centers and offices. We are on track to achieve this goal by participating in local utility-driven green power programs, such as Solar Choice in San Jose, Calif. We are also actively pursuing power purchase agreements (PPAs), and are assessing the feasibility of other onsite renewables in addition to our solar array in Salt Lake City, Utah.

	2016	2017	2018
 <b>Renewable Energy</b>	46%	45%	50%
 <b>Fossil Fuels</b>	54%	55%	50%
<b>Total</b>	100%	100%	100%

2016 and 2017 data have been restated to ensure consistency with CDP and RE100 reporting requirements. These figures replace previously published data.

## Water Consumption

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 company-wide. In 2018, we used about 101 million gallons of water, a 10 percent decrease from the year before. This includes our owned data center location, as well as our large office locations. The decrease was due primarily to improved energy management plans at our managed and colocated data centers, including improving water usage effectiveness (WUE) at eBay-owned data centers by 54 percent from 2017 to 2018.

	2016	2017	2018
<b>eBay-Owned Data Centers</b>	<b>67,837</b>	<b>66,404</b>	<b>59,505</b>
<b>Offices</b>	<b>43,039</b>	<b>46,591</b>	<b>41,929</b>
<b>Total</b>	<b>110,876</b>	<b>112,995</b>	<b>101,435</b>

2016 and 2017 data have been restated to reflect collection of additional activity data and improved estimation techniques. These figures replace previously published data.

# Verification Statement



## Greenhouse Gas Emissions

Bureau Veritas North America, Inc. (BVNA) was engaged to conduct an independent verification of the greenhouse gas (GHG) emissions reported by eBay Inc. (eBay) for the period stated below. This Verification Statement applies to the related information included within the scope of work described below.

The determination of the GHG emissions is the sole responsibility of eBay. BVNA's sole responsibility was to provide independent verification on the accuracy of the GHG emissions reported, and on the underlying systems and processes used to collect, analyze and review the information.

### Boundaries of the reporting company GHG emissions covered by the verification:

- Operational Control
- Worldwide

### Emissions data verified:

- Scope 1: 29,552 metric tons of CO<sub>2</sub> equivalent
- Scope 2 (Location-Based): 154,526 metric tons of CO<sub>2</sub> equivalent
- Scope 2 (Market-Based): 77,775 metric tons of CO<sub>2</sub> equivalent
- Scope 3 Business Travel: 14,863 metric tons of CO<sub>2</sub> equivalent

Data and information supporting the Scope 1, Scope 2 and Scope 3 GHG emissions assertion were in some cases estimated rather than historical in nature.

### Period covered by GHG emissions verification:

- January 1, 2018 to December 31, 2018

### GHG Reporting Protocols against which verification was conducted:

- World Resources Institute (WRI)/World Business Council for Sustainable Development (WBCSD) Greenhouse Gas (GHG) Protocol Corporate Accounting and Reporting Standard (Scope 1 and 2)
- WRI/WBCSD Greenhouse Gas Protocol Corporate Value Chain (Scope 3) Accounting and Reporting Standard (Scope 3)

### GHG Verification Protocol used to conduct the verification:

- ISO 14064-3: Greenhouse gases—Part 3: Specification with guidance for the validation and verification of greenhouse gas assertions

### Level of Assurance and Qualifications:

- Limited
- This verification used a materiality threshold of  $\pm 5\%$  for aggregate errors in sampled data for each of the above indicators

### GHG Verification Methodology:

- Interviews with relevant personnel of eBay and eBay's consultant;
- Review of documentary evidence produced by eBay;
- Review of eBay data and information systems and methodology for collection, aggregation, analysis and review of information used to determine GHG emissions; and
- Audit of sample of data used by eBay to determine GHG emissions.

**Assurance Opinion:**

Based on the process and procedures conducted, there is no evidence that the GHG emissions assertion shown above:

- is not a fair representation of the GHG emissions data and information; and
- has not been prepared in accordance with the WRI/WBCSD GHG Protocol Corporate Accounting and Reporting Standard (Scope 1 and 2), and WRI/WBCSD Greenhouse Gas Protocol Corporate Value Chain (Scope 3) Accounting and Reporting Standard (Scope 3).

It is our opinion that eBay has established appropriate systems for the collection, aggregation and analysis of quantitative data for determination of these GHG emissions for the stated period and boundaries.

**Statement of independence, impartiality and competence**

The Bureau Veritas Group is an independent professional services company that specializes in Quality, Health, Safety, Social and Environmental management with over 180 years history in providing independent assurance services.

No member of the verification team has a business relationship with eBay, its Directors or Managers beyond that required of this assignment. We conducted this verification independently and to our knowledge there has been no conflict of interest.

The Bureau Veritas Group has implemented a Code of Ethics across the business to maintain high ethical standards among staff in their day-to-day business activities.

The verification team has extensive experience in conducting assurance over environmental, social, ethical and health and safety information, systems and processes, has over 20 years combined experience in this field and an excellent understanding of The Bureau Veritas Group standard methodology for the verification of greenhouse gas emissions data.

**Attestation:**

Candice Derks  
Lead Verifier, Principal Consultant  
Bureau Veritas North America, Inc.  
Lakewood, Colorado

John Rohde  
Technical Reviewer, Practice Line Leader  
Bureau Veritas North America, Inc.  
Lakewood, Colorado

April 19, 2019

This verification statement, including the opinion expressed herein, is provided to eBay, Inc. and is solely for the benefit of eBay, Inc. in accordance with the terms of our agreement. We consent to the release of this statement by you to CDP in order to satisfy the terms of CDP disclosure requirements but without accepting or assuming any responsibility or liability on our part to CDP or to any other party who may have access to this statement.



# Attracting & Retaining Talent

eBay's 14,000 employees do meaningful work that has a tangible impact on the lives of people all over the world.

We aspire to make extraordinary things possible for our customers and each other, so we invest in hiring and developing the best talent.

eBay is an equal opportunity employer. We seek diverse perspectives, foster an inclusive work environment, and train our leaders to help each employee succeed at eBay based on their unique talents, contributions, and ambitions.

[Learn more](#) about eBay career opportunities, including employee benefits and job openings.

## Investing in Leadership

eBay leaders are trained to actively coach employees for ongoing performance and development. Using a unique framework called the eBay Performance Success System, managers learn to identify their employees' readiness to take on additional work and assess their potential to grow within their current roles. This approach enables faster evaluation and more personalized coaching that opens greater development opportunities for each eBay employee.

The eBay Performance Success System is rooted in four primary principles:

- The leader's role is to create the conditions for others' success
- Every employee is deserving of development
- Leaders and employees are mutually accountable for the coaching partnership, focusing on both performance and development
- Leaders are the primary coaches, focused on the personalized needs of each employee

Our employee-centric approach enables leaders to coach each member of their team in real-time and within the context of their actual work environment.

Using the Performance Success approach, eBay leaders have shown their employees' perceptions about their commitment to development has improved, and team confidence and performance has increased.

## Diversity & Inclusion

Diversity and inclusion (D&I) at eBay is not only a moral necessity, it's the foundation of our business model and critical to our ability to thrive in an increasingly competitive global landscape. D&I at eBay includes everyone.

All of our D&I efforts fall within one or more of our three strategic pillars—our workforce (who and how we hire), workplace (how it feels when you're here), and marketplace (how we include our buyers and sellers and the communities we're in).

As a company with buyers and sellers in 190 markets, D&I touches every corner of the globe where we have employees or customers. Our aim is to empower our people to diversify and include in the ways that are most relevant to their local realities.

eBay's **Communities of Inclusion** (COIs) are employee-led, leaders-sponsored groups that are open to everyone and are critical in helping raise awareness, educate, create a sense of belonging, and drive innovative business ideas. Our COIs provide a safe space for employees to discuss topics and participate in activities. eBay has 68 COI chapters across the globe, focused on age, disability status, ethnicity, gender, religion, military status, parental status, sexual orientation, and gender identity and expression.

[Learn more](#) about Diversity & Inclusion at eBay.

# Protecting People & Data

eBay's success is fundamentally based on openness, honesty, integrity, and trust.

## Ethics & Compliance

We follow strict internal practices and policies that reflect our strong commitment to our stockholders, community, and employees. We are committed to exercising the highest level of ethical standards in everything we do.

Our [Code of Business Conduct and Ethics](#), [Human Rights Policy Statement](#), and [Supplier Code of Business Conduct and Ethics](#) demonstrate the expectation we have to operate in a way that protects and benefits our customers, employees, suppliers, and shareholders.

Links to additional corporate governance policies and practices are located on our [Investor Relations website](#).

## Government Relations

We champion causes that matter to our community. We believe in the power of our voice and our global brand to affect industry-changing policies. We focus on providing buyers and sellers with the ability to move goods via the internet with minimal legislative interference.

Our global grassroots action networks—[eBay Main Street](#) and [Small Business Ambassador Network](#)—are ways for our sellers to stay informed on issues that affect ecommerce and take advantage of tools that give a voice in the legislative process about the journey we are on.

## Platform Security

The [eBay Security Center](#) offers robust tools and resources to help buyers and sellers connect in a trusted marketplace. The Security Center provides steps for users to protect their information, recognize and report fake emails, as well as information for professional security researchers and law enforcement professionals.

## Safeguarding Privacy

The [Global Privacy Office](#) maintains the high safety and security standards that we demand from all who participate on our platform. Millions of transactions happen every day on our site, and we value the trust buyers and sellers place in eBay safeguarding all personal information. Our [Privacy Principles](#) and [Privacy Notice](#) describe how we approach data privacy.

In addition to eBay's privacy principles and the practices described in our privacy notice, eBay has established a set of [User Corporate Rules](#) (also referred to as Binding Corporate Rules), approved by the Luxembourg National Data Commission. These Corporate Rules are a commitment by eBay Inc. to adequately protect users' personal information regardless of where the data resides, and depending upon the location, may provide additional privacy rights through a privacy regulator or a court. Our User Corporate Rules are available in 16 languages.

## General Data Protection Regulation (GDPR)

In May 2018, the European Union enacted the GDPR to harmonize data privacy laws across Europe, to protect and empower all EU resident's data privacy, and to reshape the way organizations across the region approach data privacy. [We embrace the GDPR](#) as an opportunity to demonstrate and deepen our commitment to protecting our user's data. Our [User Privacy Notice](#) outlines how eBay collects, uses, shares, and manages personal information.

# Collaboration & 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.



## Intellectual Property

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.

## Circular Commerce

Through 2018, eBay was a member of the World Resources Institute's Corporate Consultative Group, which includes a task force that is developing standards for quantifying the environmental and economic benefits of circular commerce.

## Illegal Wildlife Trafficking

eBay is committed to stopping illegal wildlife trafficking. In March 2018, eBay joined the Global Coalition to End Wildlife Trafficking Online, led by the World Wildlife Fund (WWF), which aims to reduce illegal wildlife trafficking online by 80 percent by 2020. eBay is one of 21 tech companies ([see full list](#)) signed on as founding members of the coalition. This coalition builds on eBay's work with Gumtree and other ecommerce and social media companies to support a global wildlife policy framework, launched in 2016, aimed at combating 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 [WWF](#), [TRAFFIC](#), and [International Fund for Animal Welfare](#) (IFAW).

## Climate Change & Renewable Energy

eBay is a member of the **Renewable Energy Buyers Alliance (REBA)**, a standalone membership organization to support non-utility, non-residential renewable procurement.

- We are a signatory to the **Corporate Renewable Energy Buyers' Principles**. The principles were developed through a collaboration of the WWF, the World Resources Institute, and a number of major corporations to frame the challenges and the needs of large renewable energy buyers.
- Since 2013, eBay has been a member of the **Future of Internet Power**, an initiative that brings together companies to address challenges and collaborate on solutions that will enhance the ability to procure renewable energy to power data centers.

eBay 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

In 2018, eBay joined other BICEP members in signing **a letter** to the Virginia State Corporation Commission to encourage the commissioners to consider the data center companies' and customers' renewable energy preferences and energy efficiency investments when deciding on future energy infrastructure projects in Virginia.

eBay is a supporting member of **Utah Clean Energy**, an advocacy, policy, and public outreach organization focused on transitioning to a new clean energy economy in Utah and the West.

## Taxation

eBay believes the Internet is critical for independent small businesses to stay competitive and grow; to expand their reach beyond local markets; and to be found by customers anywhere in the world. In April 2018, eBay, along with independent small businesses that sell on the eBay platform from each of the 50 states, filed an amicus brief with the United States Supreme Court in support of the respondents in *South Dakota v. Wayfair, Overstock, and Newegg*. eBay's brief maintains that independent small businesses cannot be taxed in a state where they do not have facilities, employees, or a voice in the local political process.



# About eBay

eBay is where the world goes to shop, sell, and give. Our mission is to be the world's favorite destination for great value and unique selection. We give sellers the platform, solutions, and support they need to grow their business and thrive. We measure our success by our customers' success.

## Purpose Drives Our Business

We partner with our sellers—we do not compete 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.

## About Our Information

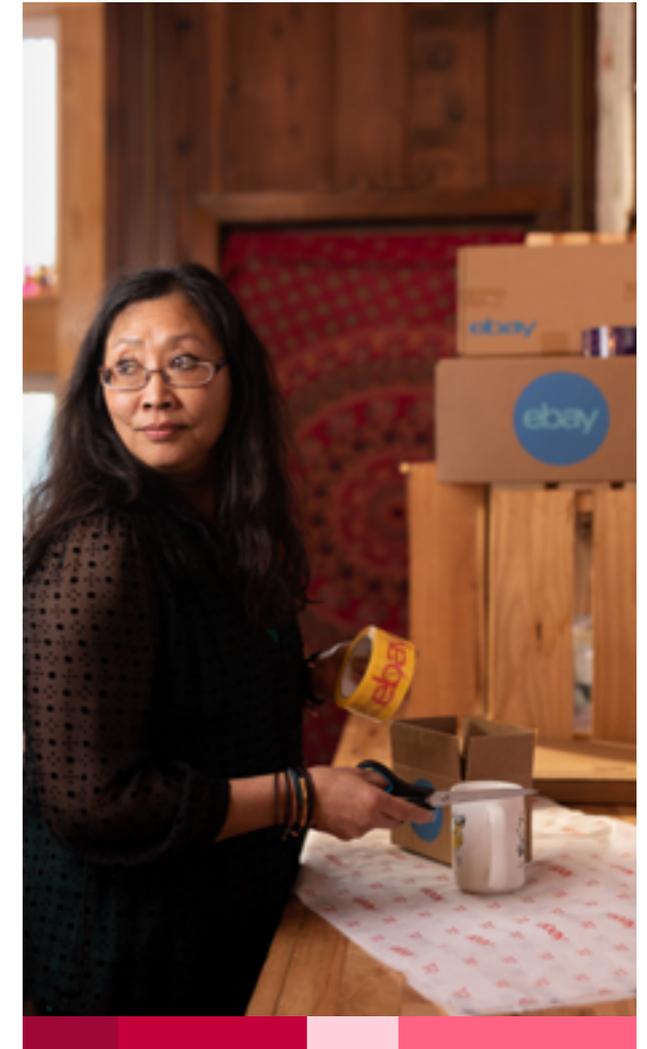
Data is reflective of eBay's fiscal year 2018, which ended December 31, 2018, unless otherwise noted.

All references to dollars are U.S. dollars.

eBay reports financial data in its [2018 Annual Report on Form 10-K](#).

## How To Reach Us

If you have questions or comments about eBay Impact, please contact us at [impact@ebay.com](mailto:impact@ebay.com).



# Notes on Our Goals

## Goals have a baseline of 2016

### Circular Economy

For this estimate, the number of pre-owned items sold in 2016 via consumer selling on eBay, 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 one 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 2018. The financial savings to the buyer from purchasing pre-owned rather than new products were estimated using a similar approach.

### Carbon Emissions

The Scope 1 and 2 GHG emissions reduction goal was developed using science-based target setting best practices and is in line with emissions trajectories that keep global warming within 1.5 degrees Celsius based on the Special Report on Global Warming of 1.5° C (**Intergovernmental Panel on Climate Change, 2018**).

### Opportunity for All

Growth in the number of enterprises is based on data from 1,250 U.S. counties that are considered to be “at risk” or “distressed” as defined by the **Economic Innovation Group’s 2017 Distressed Communities Index**.

The date range of 2011 to 2016 is utilized here because more current data was not available at the time of publication of this report.

eBay (2018) **“Platform-Enabled Small Business Formation as a Counterweight Against Forces of Economic Concentration.”**

eBay (2019) **“United States Small Online Business Trade and Inclusive Growth Report.”** (To be released in May 2019)

### eBay Foundation

Goal aligns with five-year commitment to Kiva.

# Forward-Looking Statements

This eBay Impact Progress Update 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 eBay 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 Progress Update 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](http://www.sec.gov). All information in this Progress Update is as of April 30, 2019. 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.

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