

INVESTOR  
**DAY**  
2022

# Empowering Sellers Through Technology

Pete Thompson

SVP, Chief Product Officer



# Empowering Our 17M Sellers





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**Simplified listing**

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**Frictionless experience**

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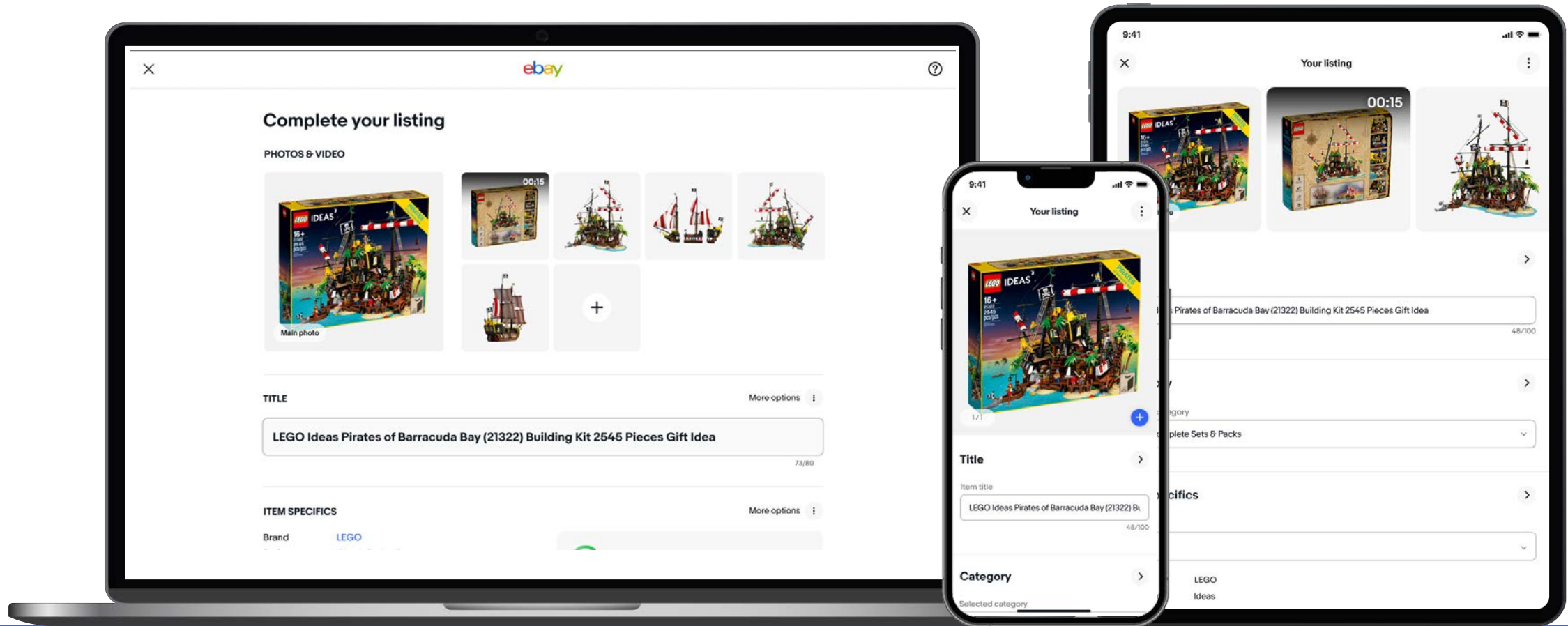
**Brand building**

# Regina Michelle

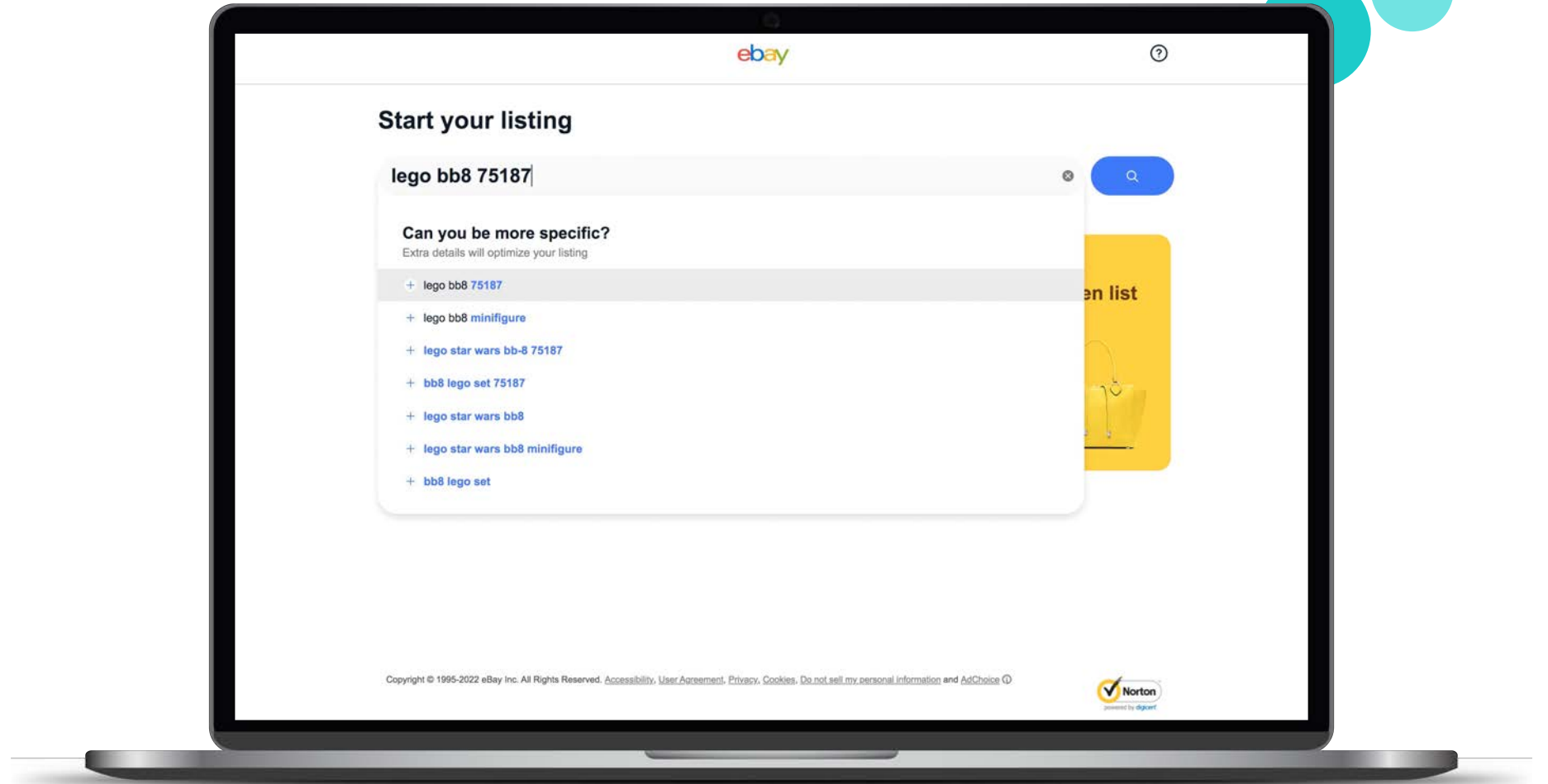
eBay Seller:  
Michelle Fashion Finds



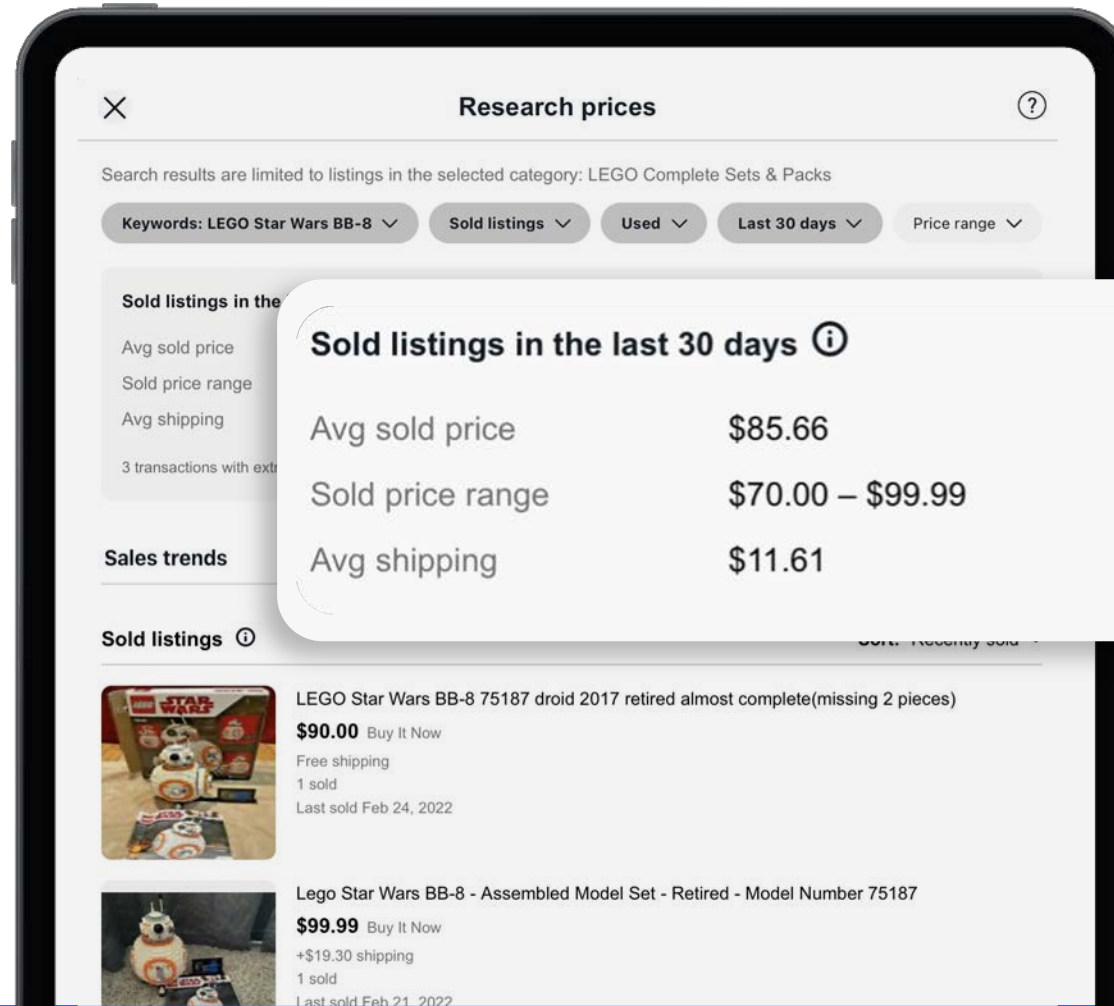
# Unified Listing Experience



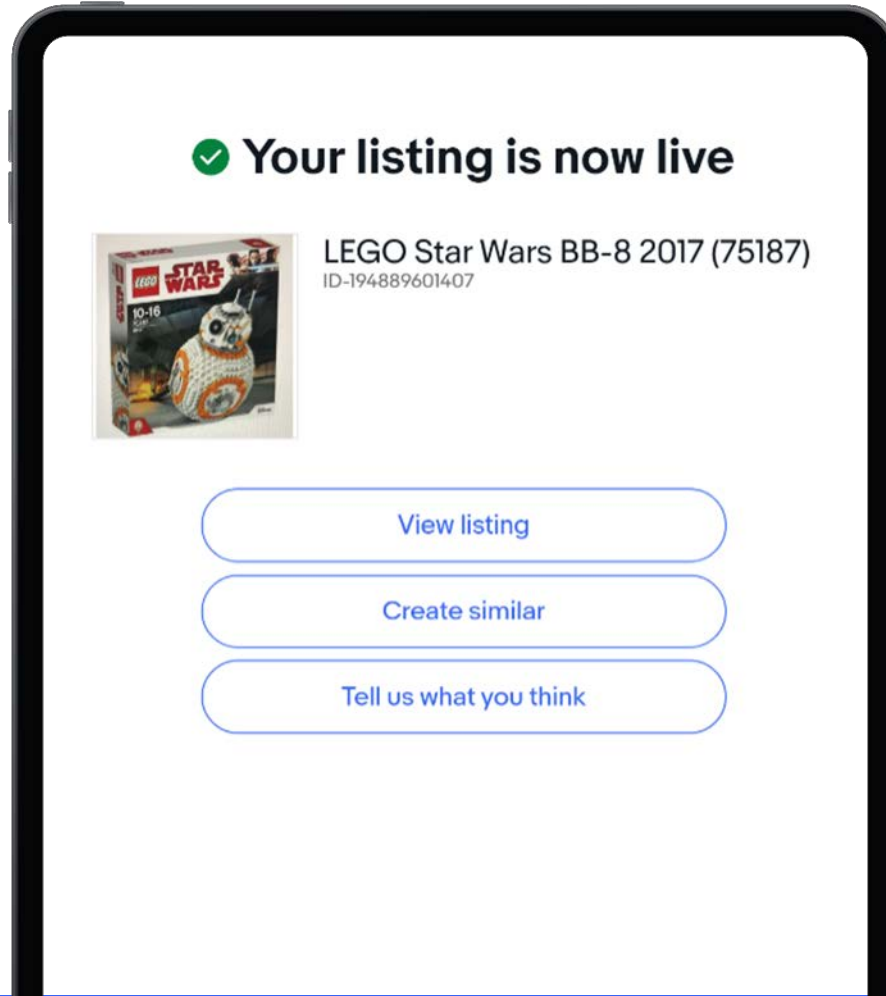
# Streamlined Listing



# Price Guidance



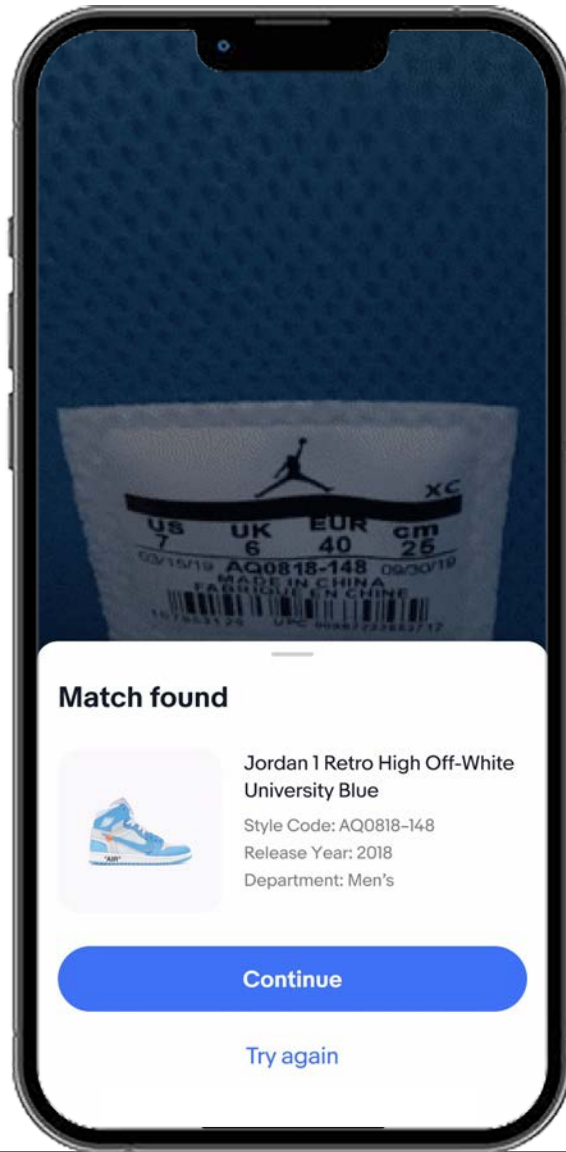
# Video





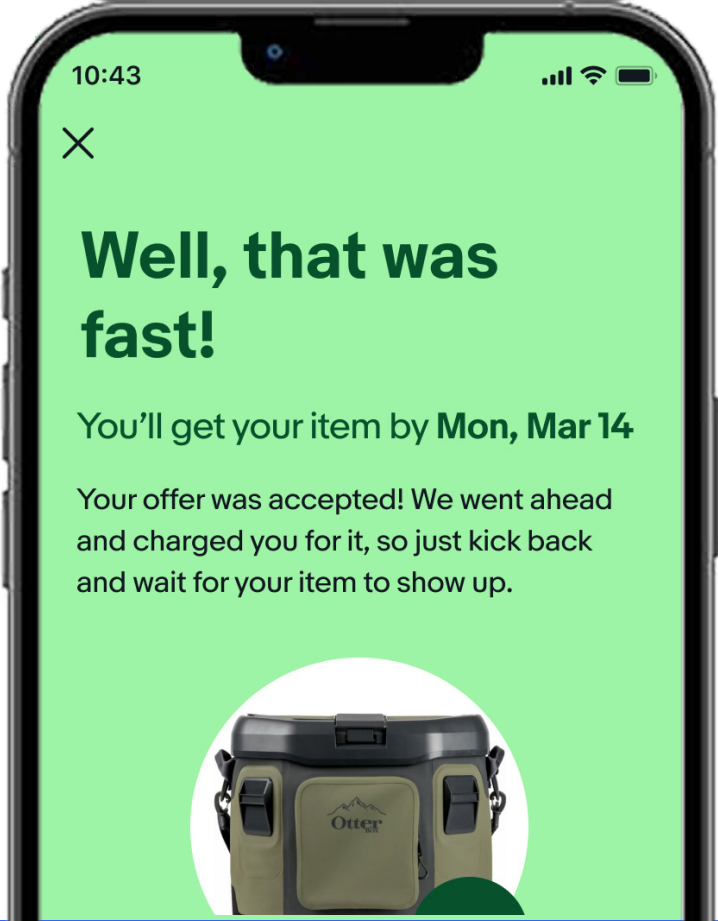
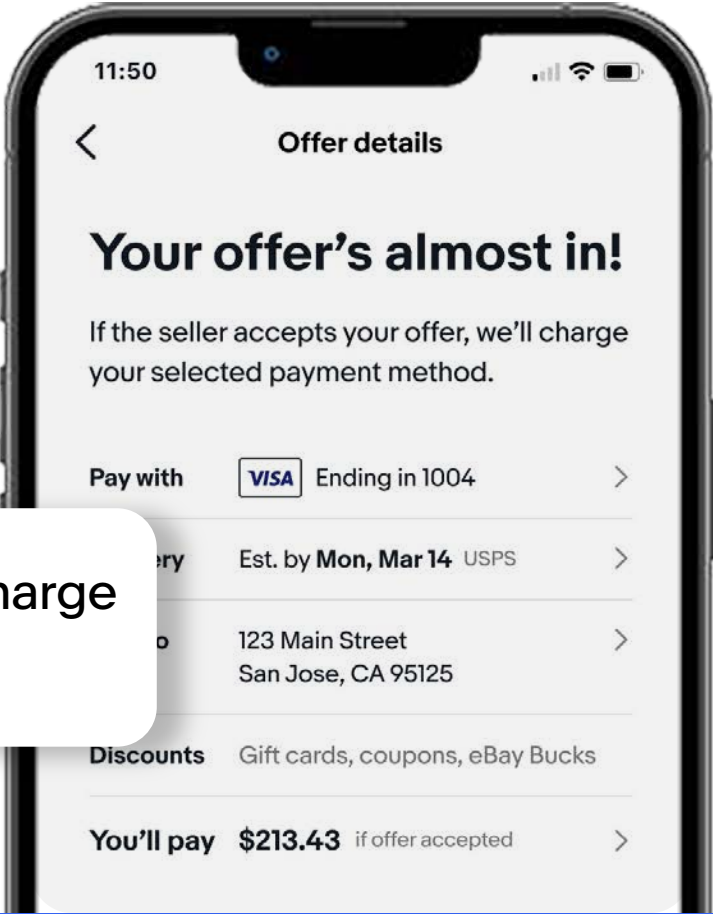


# Listing Reimagined



# Listing Reimagined

# Driving Velocity Through Frictionless Experiences



If the seller accepts your offer, we'll charge your selected payment method.

# Seller to Seller Connection

TJ, new seller



I'm going on vacation, is there any way to leave my listings up while I'm gone? Thanks!

Ellen, expert seller

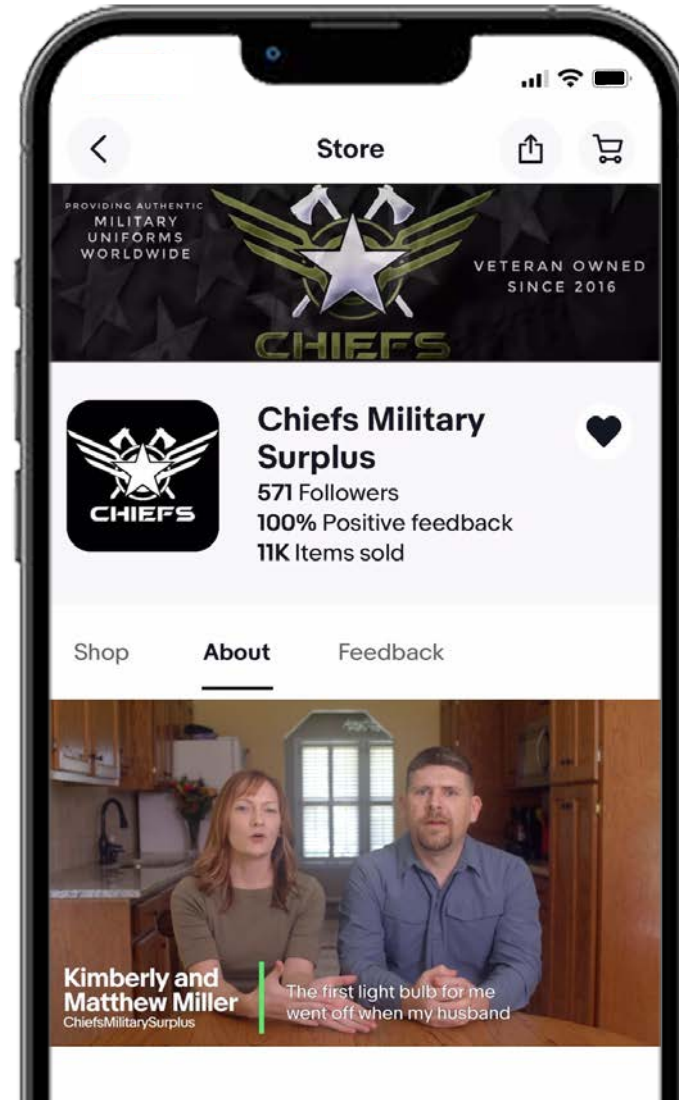
Leave your listings up and use eBay Time Away. Then either let sales continue with an extended handling time or put the listings on hold so no sales can happen. I've used it myself several times!

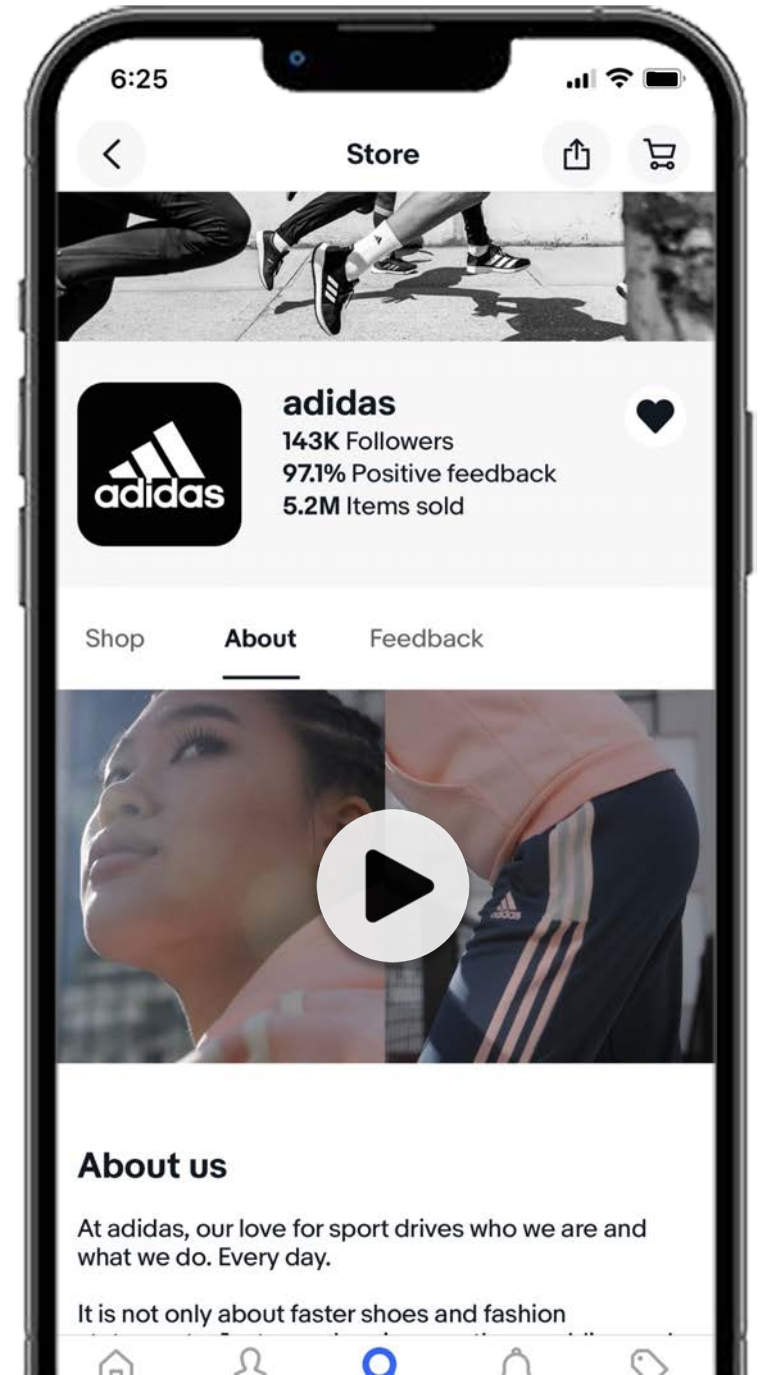
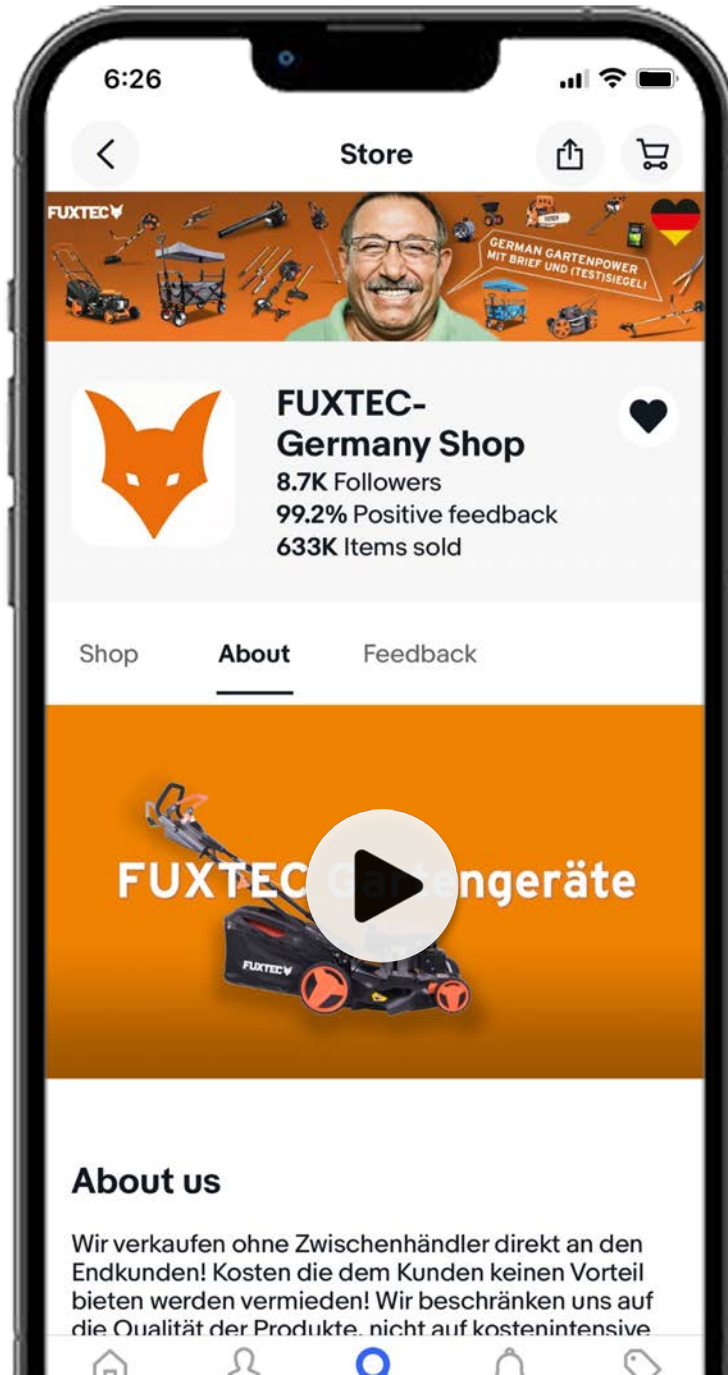
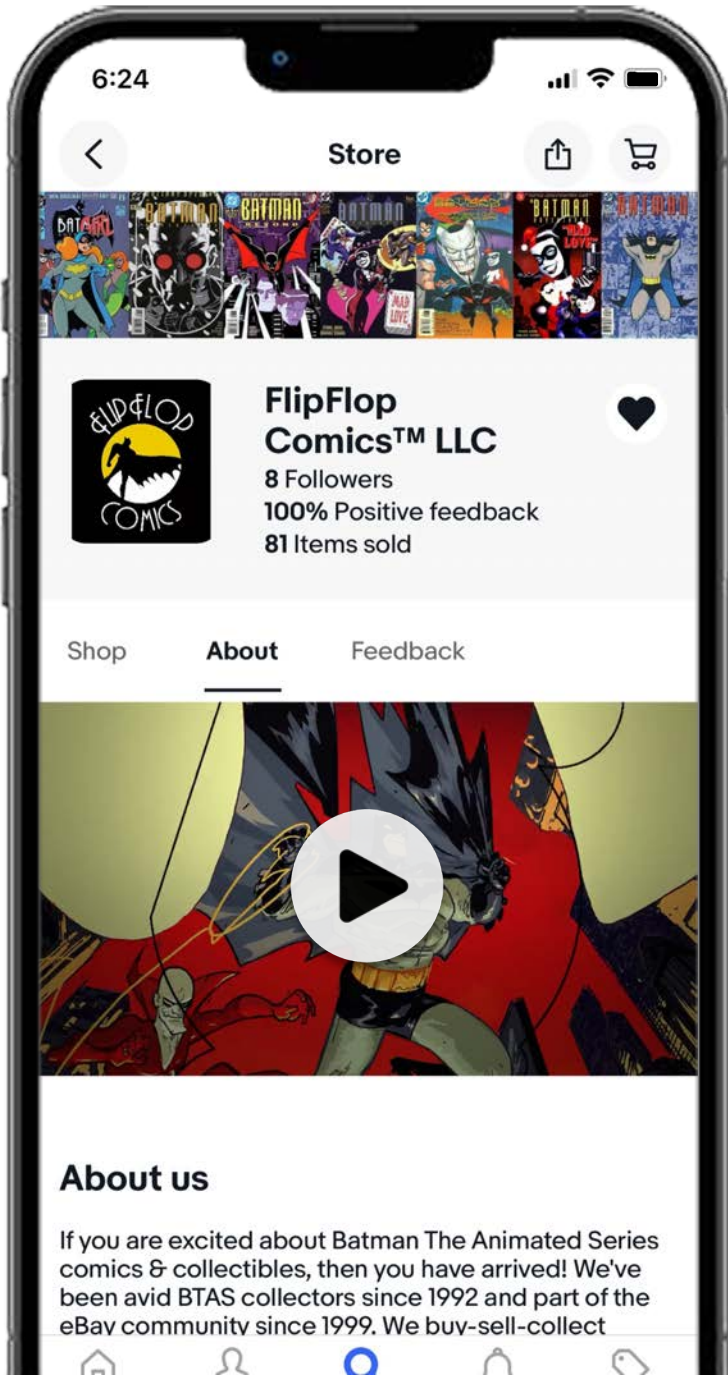


# Global Shipping Simplified



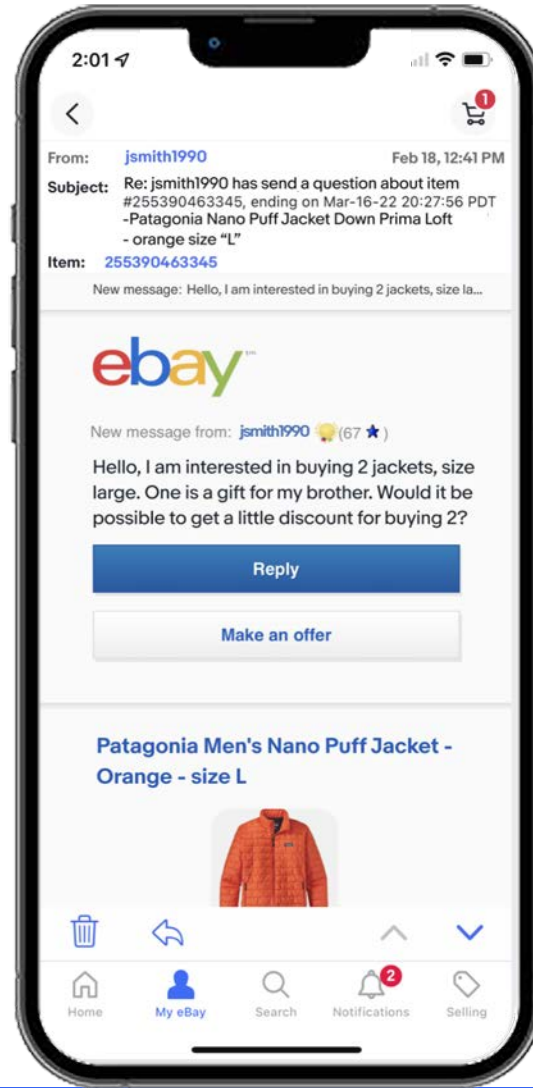
# Building Brands and Engaging Repeat Buyers



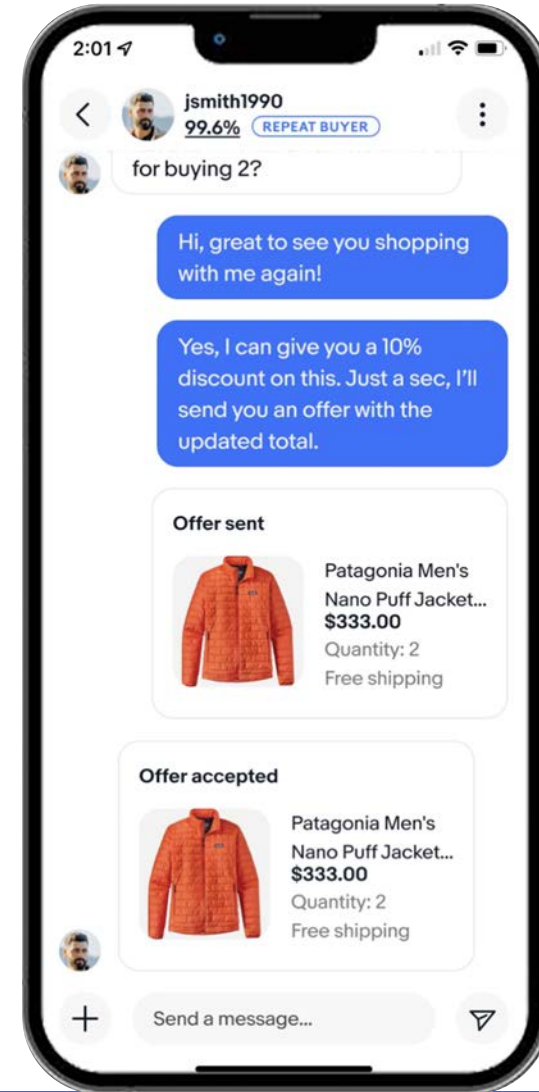


# Messaging Transformed

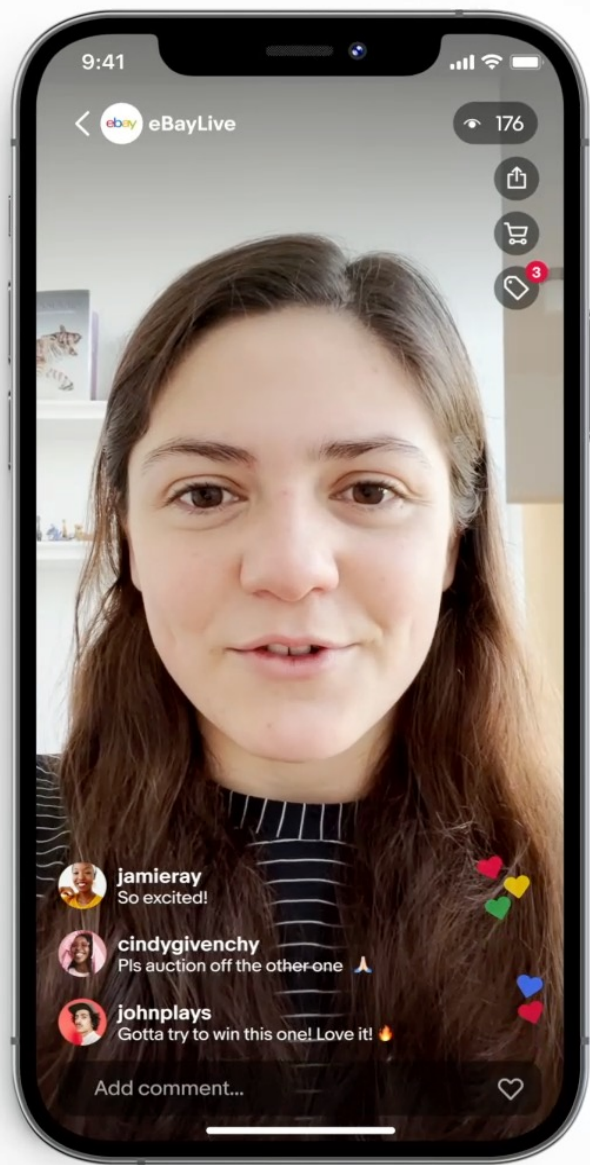
Current



New







# Going Live on eBay

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The eBay logo is rendered in white lowercase letters on a blue background. The letters are rounded and have a slight shadow effect, giving them a three-dimensional appearance.

ebay

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