

## Q4 2015 FINANCIAL HIGHLIGHTS

January 27, 2016

All reported results are from continuing operations

#### DISCLOSURES

This presentation contains non-GAAP measures relating to our performance. You can find the reconciliation of these measures to the nearest comparable GAAP measures in the appendix at the end of this presentation. All growth rates represent year-over-year comparisons, except as otherwise noted.

This presentation contains forward-looking statements that are based on our current expectations, forecasts and assumptions and involve risks and uncertainties. These statements include, but are not limited to, statements regarding the future performance of eBay Inc. and its consolidated subsidiaries, including expected financial results for the first quarter and full year 2016 and the future growth in our business.

Our actual results could differ materially from those predicted or implied and reported results 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; our 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 our capital allocation or management of operating cash; our ability to manage indebtedness, including managing exposure to interest rates and maintaining credit ratings; our need to manage an increasingly large enterprise with a broad range of businesses of varying degrees of maturity and in many different geographies; our 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; our ability to timely upgrade and develop technology systems, infrastructure and customer service capabilities at reasonable cost while maintaining site stability and performance and adding new products and features; and our ability to integrate, manage and grow businesses that have been acquired or may be acquired in the future.

The forward-looking statements in this presentation 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 our operating results is included under the captions "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" in our most recent Annual Report on Form 10-K and subsequent quarterly reports on Form 10-Q, copies of which may be obtained by visiting our Investor Relations website at https://investors.ebayinc.com or the SEC's website at www.sec.gov. All information in this presentation is as of January 27, 2016. Undue reliance should not be placed on the forward-looking statements in this presentation, which are based on information available to us on the date hereof. We assume no obligation to update such statements.



## STRUCTURED DATA UPDATE



#### STRUCTURED DATA: 3 KEY EFFORTS

Collect the data

• Process & enrich the data

#### • Build great product experiences & improve discoverability



#### STRUCTURED DATA: PROCESS & ENRICH DATA Q4 PROGRESS

- Create product if none exists in catalog
- Link item to relevant products
- Add competitive price and other product attributes
- Enhance listings with images and descriptions

Today Mid '16E Long-term Increased to ~37% of relevant listings 75M more listings 79M new items cataloged

% of Listings Processed\*

\* Estimated percentage of relevant listings



# STRUCTURED DATA: COLLECT PRODUCT INFORMATION NEXT PHASE OF COVERAGE ANNOUNCED

Coverage Mandate

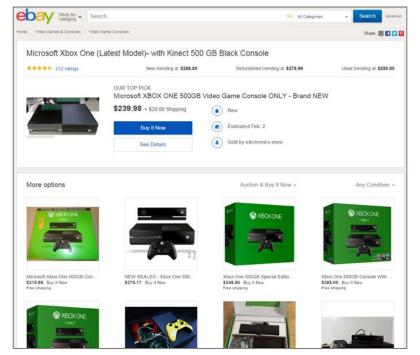


\* Estimated coverage of relevant listings



#### STRUCTURED DATA: CREATE PRODUCT EXPERIENCES

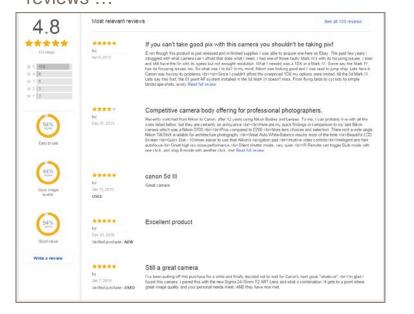
#### Simplify eBay's vast inventory



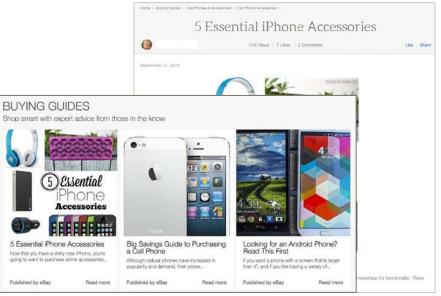


## STRUCTURED DATA: CREATE PRODUCT EXPERIENCES

## Value added data through customer reviews ...



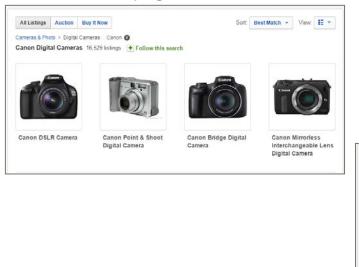
#### ... and buying guides





## STRUCTURED DATA: IMPROVE DISCOVERABILITY

#### Search results pages enable easier browsing



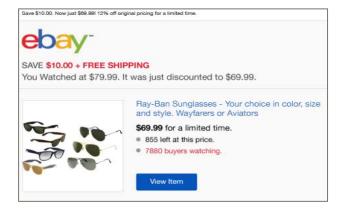
## Ability to show spectrum of value and quickly filter by condition or format

Canon EOS 5D Mark	III 22.3 MP Digital SLR Cam	era - Black (Body Only)	
★★★★★ 122 ratings	New trending at \$2,089.98	Refurbished trending at \$1,880.23	Used trending at \$1,800.00
	OUR TOP PICK Canon EOS 5D Mark III DSL \$2,191.17 Free shipping Buy It Now See Details	R Camera w/16GB SDHC Card  New  Estimated Jan. 14 - Jan. 28  Sold by 6ave	
More options		Auction & Buy It Now -	Any Condition -



#### STRUCTURED DATA: CREATE PRODUCT EXPERIENCES

#### Better targeting through emails and merchandising







## CFO COMMENTS





• Revenue of \$2.3B, flat Y/Y (up 5% FX-Neutral) ... consistent with Q3

• Non-GAAP EPS of \$0.50 down 10% Y/Y ... FX, tax rate and stand-up costs

• Generated \$1.0B Free Cash Flow from continuing operations

• Repurchased \$550M of eBay shares in the quarter

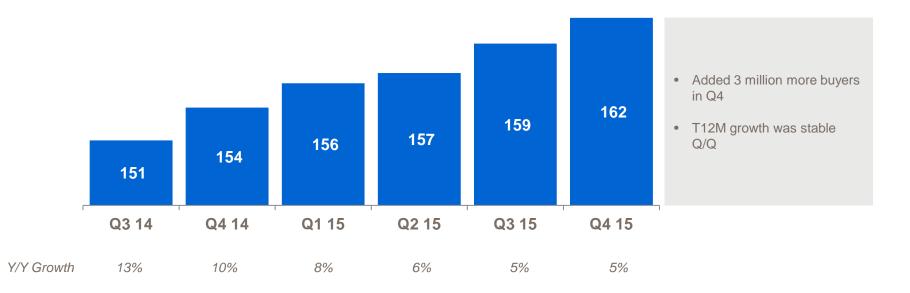
• PayPal and eBay Enterprise reported as discontinued operations

Reconciliation of Non-GAAP figures and calculation of Free Cash Flow (FCF) are included in the Appendix of this presentation



#### TRAILING 12-MONTH ACTIVE BUYERS

(millions)



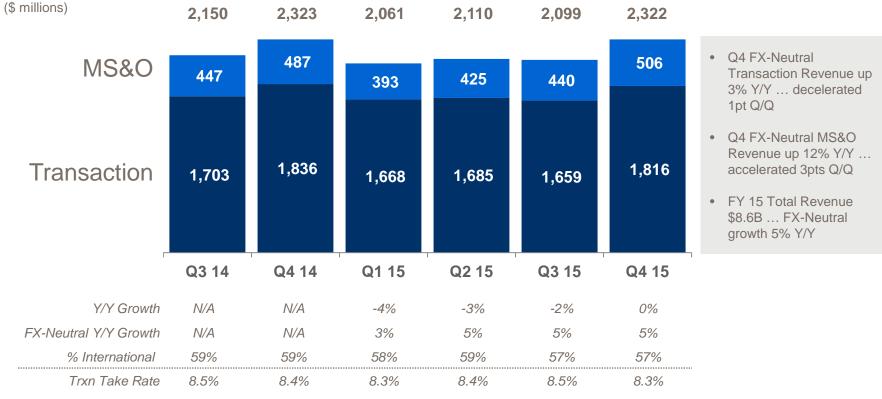
GMV (\$ millions)



2014 GMV Y/Y growth rates have been recalculated to take into account restatement of prior years



#### REVENUE

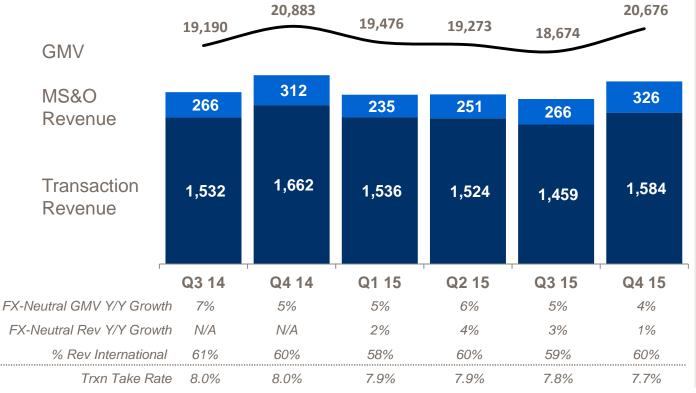


Reconciliation of total Revenue is included in the Appendix of this presentation



## MARKETPLACE GMV & REVENUE

(\$ millions)



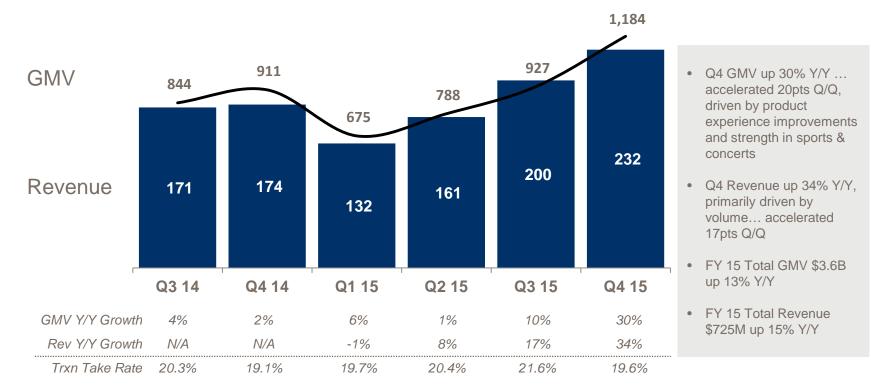
- Q4 Total FX-Neutral GMV decelerated 1pt Q/Q, due to headwinds from SEO, new mobile experience and C2C
- Q4 FX-Neutral Transaction Revenue flat Y/Y ... decelerated 2pts Q/Q driven by volume, mix and increased contra
- Q4 FX-Neutral MS&O Revenue up 9% Y/Y ... accelerated 3pts Q/Q; includes PayPal Operating Agreement
- FY 15 Total GMV \$78B ... FX-Neutral growth 5% Y/Y

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• FY 15 Total Revenue \$7.2B ... FX-Neutral growth 3% Y/Y

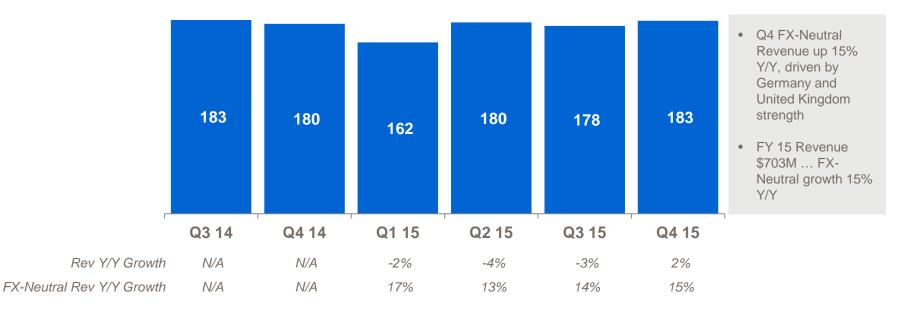
#### STUBHUB GMV & REVENUE

(\$ millions)



#### **CLASSIFIEDS REVENUE**

(\$ millions)





#### Q4 NON-GAAP EXPENSES

(% of revenue)



Reconciliation of Non-GAAP expenses are included in the Appendix of this presentation



#### NON-GAAP EPS

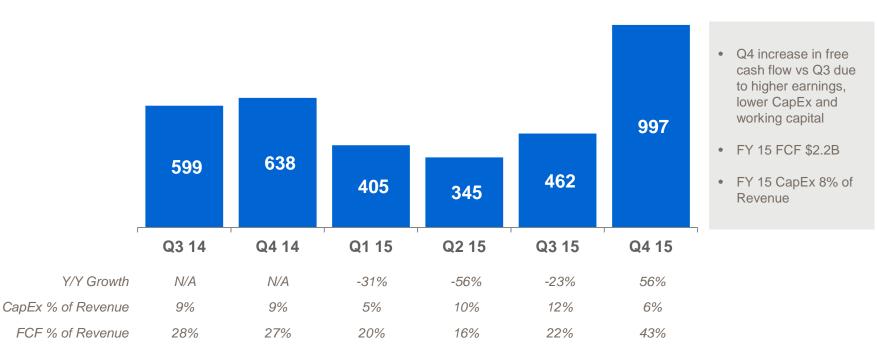


Reconciliations of Non-GAAP EPS and Non-GAAP Operating Margin are included in the Appendix of this presentation



#### FREE CASH FLOW

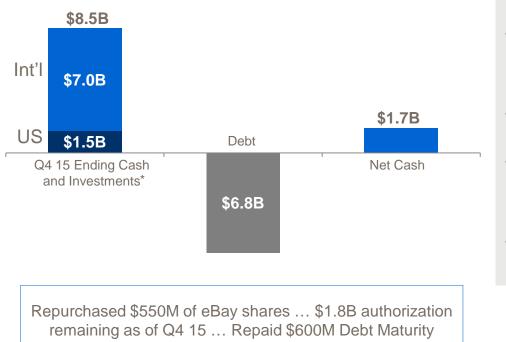
(\$ millions)



Calculation of Free Cash Flow (FCF) is included in the Appendix of this presentation



#### **CASH & CAPITAL ALLOCATION**



#### Capital Allocation Tenets

- Focus on long-term value creation while maintaining the resources to execute the strategy
- Drive growth while balancing profitability
- Supplement organic growth with disciplined acquisitions and investments
- Optimize financial flexibility, access to debt and cost of capital

\* Cash balances/flows include cash, cash equivalents and non-equity investments; Stock repurchase total reflects trading date



### 2016 GUIDANCE

Revenue	\$8.5 - \$8.8B		Non-GAAP EPS Drivers (vs 201						
Y/Y Growth	(1)% - 2%	/	Operational Growth	~\$0.07 - \$0.11					
Y/Y FX-Neutral Growth	2% - 5%	_	Lower Share Count						
Operating Margin	31% - 33%		('15 & '16 Buybacks and cost to finance)	~\$0.06 - \$0.08					
			Stronger USD	~(\$0.09 - \$0.11)					
Non-GAAP EPS	\$1.82 - \$1.87		(includes impact of hedging program)	(+0.00 +0.00)					
Y/Y Growth	(1)% - 2%		Separation Related	~(\$0.03 - \$0.04)					
FCF	\$2.2B - \$2.4B								

#### **Guidance Context**

- FX-Neutral revenue growth relatively stable while we continue to execute on long-term strategic initiatives
- Stronger USD and stand-up costs pressure operating margin ... impact EPS growth by ~(7)pts
- Non-GAAP effective tax rate of 19.5% 20.5%; CapEx 7% 9% of revenue
- Guidance includes share repurchases at similar rate to H2 2015, subject to market conditions

Reconciliations of Non-GAAP EPS and Non-GAAP Effective Tax Rate are included in the Appendix of this presentation



#### **Q1 GUIDANCE**

	Q1 '16						
	Low	High					
Revenue (in \$ billions)	\$2.05	\$2.10					
Y/Y Growth FX-Neutral Growth	-1% 3%	2% 5%					
Non-GAAP EPS	\$0.43	\$0.45					
Y/Y Growth	-10%	-6%					

- Q1 tax rate 20% 21%
- EPS growth negatively impacted by:
  - Stronger USD ~(6)pts
  - Stand-up costs related to separation ~(4)pts

Reconciliations of Non-GAAP EPS and Non-GAAP Effective Tax Rate are included in the Appendix of this presentation







## APPENDIX



## GAAP TO NON-GAAP QUARTERLY RECONCILIATIONS OPERATING MARGIN

				Three mont	hs ended				
	 mber 30, 014	ember 31, 2014	М	arch 31, 2015	June 20	,	Septem 20		mber 31, 2015
		(in mi	illions,	except per sha	e data an	d percentag	es)		
GAAP operating income	\$ 596	\$ 731	\$	529	\$	428	\$	578	\$ 662
Stock-based compensation expense and related employer payroll taxes	90	96		100		125		94	78
Amortization of acquired intangible assets within cost of net revenues	9	8		6		6		4	5
Amortization of acquired intangible assets within operating expenses	10	10		10		10		10	11
Other significant gains, losses or charges	_	_		_		17		(16)	_
Separation	_	7		30		89		_	43
Restructuring	 _	 _		59		3		_	_
Non-GAAP operating income	\$ 705	\$ 852	\$	734	\$	678	\$	670	\$ 799
Revenues	\$ 2,150	\$ 2,323	\$	2,061	\$	2,110	\$	2,099	\$ 2,322
GAAP operating margin	27.7 %	31.5 %		25.7 %		20.3 %		27.5 %	28.5 %
Non-GAAP operating margin	32.8 %	36.7 %		35.6 %		32.1 %		31.9 %	34.4 %



# GAAP TO NON-GAAP QUARTERLY RECONCILIATIONS NET INCOME / EPS

	Three months ended											
	September 30, 2014		, December 31 2014		, March 31, 2015		June 30, 2015		September 30, 2015			ember 31, 2015
					(in	millions, excep	ot pe	r share data)				
GAAP Income from continuing operations	\$	509	\$	729	\$	449	\$	430	\$	545	\$	523
Stock-based compensation expense and related employer payroll taxes		90		96		100		125		94		78
Amortization of acquired intangible assets within cost of net revenues		9		8		6		6		4		5
Amortization of acquired intangible assets within operating expenses		10		10		10		10		10		11
Separation		_		7		30		89		_		43
Restructuring		_		_		59		3		_		_
Other significant gains, losses or charges		—		—		(10)		17		(16)		
Gains or losses on investments		—		_		—		(160)		(94)		_
Tax effect of non-GAAP adjustments		(39)		(165)		(58)		(3)		(14)		(60)
Non-GAAP net income from continuing operations	\$	579	\$	685	\$	586	\$	517	\$	529	\$	600
Non-GAAP net income from continuing operations per diluted share	\$	0.46	\$	0.55	\$	0.48	\$	0.42	\$	0.43	\$	0.50
Shares used in non-GAAP diluted share calculation		1,251		1,241		1,229		1,225		1,223		1,204



# GAAP TO NON-GAAP QUARTERLY RECONCILIATIONS STATEMENT OF INCOME

	Three months ended												
	December 31, 2015						December 31, 2014						
			Non-GAAP						Non-GAAP				
	Re	ported	Entr	ies		Non-GAAP		Reported	Entries	_	Non-GAAP		
				(in mi	llions,	except per s	hare	data and pe	ercentages)				
Net revenues	\$	2,322	\$	—		\$ 2,322	2 \$	2,323	\$ —		\$ 2,323		
Cost of net revenues		493		(15)	(a)(b)	478	<u>B</u>	442	(15	) (a)(b)	427		
Gross Profit		1,829		15		1,84	4	1,881	15	5	1,896		
Operating expenses:													
Sales and marketing		595		(19)	(a)	57	6	627	(23	) (a)	604		
Product development		229		(26)	(a)	203	3	236	(31	) (a)	205		
General and administrative		260		(66)	(a)(d)	194	4	211	(42	) (a)	169		
Provision for transaction losses		72		_		7:	2	66		-	66		
Amortization of acquired intangible assets		11		(11)	(b)	_	_	10	(10	) (b)	_		
Total operating expense		1,167		(122)		1,04	5	1,150	(106	)	1,044		
Income from operations		662		137		79	9	731	12		852		
Interest and other income, net		(12)		_		(12	)	7		-	7		
Income from continuing operations before income taxes		650		137		78	7	738	12		859		
Provision for income taxes		(127)		(60)	(c)	(187	)	(9)	(165	) (c)	(174)		
Income from continuing operations	\$	523	\$	77		\$ 600	) \$	729	\$ (44)		\$ 685		
Net income (loss) from continuing operations per share:													
Basic	\$	0.44				\$ 0.50	<u>) </u> \$	0.59			\$ 0.56		
Diluted	\$	0.43				\$ 0.50	) \$	0.59			\$ 0.55		
Weighted average shares:													
Basic		1,191				1,19	1	1,230			1,230		
Diluted		1,204				1,20	4 _	1,241			1,241		
Operating margin		29 %		5 %		34 %	6	31 %	6 %	2	37 %		
Effective tax rate		20 %		4 %		24 %	6	1 %	19 %	2	20 %		

#### Notes:

(a) Stock-based compensation expense and related employer payroll taxes

(b) Amortization of acquired intangible assets

(c) Income taxes associated with certain non-GAAP entries

(d) Other significant gains, losses or charges

#### CALCULATION OF FREE CASH FLOW

			Three mon	ths ended		
	September 30, 2014	December 31, 2014	March 31, 2015	June 30, 2015	September 30, 2015	December 31, 2015
			(in mil	lions)		
Net cash provided by continuing operating activities	795	838	501	546	704	1,126
Less: Purchases of property and equipment, net	(196)	(200)	(96)	(201)	(242)	(129)
Free cash flow from continuing operations	599	638	405	345	462	997



#### **RECONCILIATION OF TOTAL REVENUE**

			1	Three Months	s Ended			
	nber 30, )14	nber 31, 014		ch 31, 015		e 30, )15	nber 30, )15	nber 31, )15
Net Revenues by Type Net transaction revenues:			(In mi	llions, except	percent	ages)		
Core	\$ 1,532	\$ 1,662	\$	1,536	\$	1,524	\$ 1,459	\$ 1,584
StubHub	\$ 171	\$ 174	\$	132	\$	161	\$ 200	\$ 232
Total net transaction revenues	\$ 1,703	\$ 1,836	\$	1,668	\$	1,685	\$ 1,659	\$ 1,816
Marketing services and other revenues:								
Core	\$ 266	\$ 312	\$	235	\$	251	\$ 266	\$ 326
Classifieds	183	180		162		180	178	183
Corporate and other	(2)	(5)		(4)		(6)	(4)	(3)
Total marketing services and other revenues	\$ 447	\$ 487	\$	393	\$	425	\$ 440	\$ 506
Total net revenues	\$ 2,150	\$ 2,323	\$	2,061	\$	2,110	\$ 2,099	\$ 2,322



# GAAP TO NON-GAAP QUARTERLY RECONCILIATIONS GUIDANCE

Diluted EPS

		nths Ending 31, 2016
(in millions, except per share amounts)	GAAP	Non-GAAP (a)
Diluted EPS	\$0.37 - \$0.39	\$0.43 - \$0.45
		nths Ending er 31, 2016
(in millions, except per share amounts)	GAAP	Non-GAAP (b)

\$1.55 - \$1.60

\$1.82 - \$1.87

(a) Estimated non-GAAP amounts above for the three months ending March 31, 2016, reflect adjustments that exclude the estimated amortization of acquired intangible assets of approximately \$10 - \$15 million and estimated stock-based compensation expense and employer payroll taxes on stock-based compensation expense of approximately \$85 - \$95 million as well as the related tax impact.

(b) Estimated non-GAAP amounts above for the twelve months ending December 31, 2016, reflect adjustments that exclude the estimated amortization of acquired intangible assets of approximately \$35 - \$45 million and estimated stock-based compensation expense and employer payroll taxes on stock-based compensation expense of approximately \$410 - \$430 million.

