



ebay inc<sup>™</sup>  
SOCIAL INNOVATION



2013 GOALS  
& PROGRESS



## EBAY FOUNDATION GOALS

## ACCELERATE THE INNOVATORS

ON SCHEDULE

## GOAL



Scale 10 social innovations that catalyze economic development

## WHY IT'S IMPORTANT

If we're going to meet today's most pressing social challenges, we have to find a way to help social ventures accelerate their impact and remove barriers for scaling.

## BASELINE 2012

eBay Foundation initiated partnerships with Samasource and Grameen Foundation in 2012. The support for Samasource focused on enhancing their technology and general operations. With Grameen Foundation, we funded the development of new technology for their TaroWorks mobile technology suite.

## PROGRESS IN 2013

In 2013, our strategy evolved to include partnerships with accelerators, which has enabled us to identify and impact a broader range of social enterprises. In addition to directly supporting three social enterprises - TaroWorks (Grameen), Samasource, and Kolabo (Mercy Corps) - we supported four more through the GSBI Accelerator Program. Of the seven social enterprises that we've supported, we've collected data indicating that five of them have grown.

## HOW WE'LL GET TO 2015

We'll continue to take the dual approach of directly supporting a handful of deeply aligned social enterprises and collaborating with accelerators to reach and impact growth-stage enterprises. We've partnered with Ashoka and Village Capital to support their accelerator programs, which conclude in 2014. We'll work with all of our partners to collect impact data and assess the growth of the social enterprises that we're supporting.

## ENRICH ENTREPRENEURS

TBD

## GOAL



Help &gt; 10,000 low income entrepreneurs achieve increased financial returns

## WHY IT'S IMPORTANT

Nearly one half of the world's population lives on less than \$2/day. Helping them increase their income is a critical step in lifting individuals and communities out of poverty.

## BASELINE 2012

In 2012, eBay Foundation signed a grant agreement with Grameen Foundation intended to support and expand the businesses of 1,500-2,500 microentrepreneurs.

## PROGRESS IN 2013

Through our partnership with Grameen Foundation, we funded the development of mobile technology tools within their Taroworks suite, which are designed to help microenterprises operate more efficiently and grow. In 2013, these tools were used by social enterprises to help more than 52,000 microentrepreneurs manage their businesses. While this exceeds the number of entrepreneurs we set out to reach, we're still in the process of measuring impact on their financial returns.

## HOW WE'LL GET TO 2015

We'll continue to support TaroWorks in 2014, as well as other social enterprises that are serving microentrepreneurs. We'll also continue working to assess the impact of our support and if we confirm that we've exceeded our goal, we'll consider developing a new target for 2015.

## DRIVE ECONOMIC PARTICIPATION

ON SCHEDULE

## GOAL



Expand access to goods and services for &gt; 5 million people living in poverty

## WHY IT'S IMPORTANT

Most of the 3+ billion people who make up the world's poor face significant barriers: not only do they lack access to markets and financial services, they also pay disproportionately higher prices for goods and services than the rest of the world's population.

## BASELINE 2012

In 2012, eBay Foundation signed a grant agreement with Grameen Foundation to help the entrepreneurs that we're supporting through the project reach up to 250,000 people with more affordable products and services.

## PROGRESS IN 2013

Through our grant partnerships with Grameen Foundation and GSBI, we estimate that we've reached more than 2.2 million people living in poverty. The programs that we've funded have enabled these individuals to purchase affordable products like solar lanterns and cookstoves, eyeglasses, and purification devices that provide access to clean water.

## HOW WE'LL GET TO 2015

We plan to continue supporting our existing partners, each of whom is projecting growth in the number of people they'll reach by the end of 2015. In addition, we expect to bring on new partners that align with our strategy of increasing access to affordable goods and services through networks of microentrepreneur field agents.

IN PROGRESS



## Creating Economic Opportunity

### BUSINESS GOAL

#### UNLOCK MORE OPPORTUNITY

NEW



##### GOAL

Enable \$300 billion of global commerce by 2015

##### WHY IT'S IMPORTANT

While we created the enabled commerce volume (ECV) metric to track the health and growth of the eBay Inc. business on the whole, we also see it as an important indicator of the opportunity we're creating for entrepreneurs and businesses around the world through our core business activities.

NEW

##### WHERE WE WERE IN 2013

Enabled Commerce Volume includes Marketplaces GMV (excluding Vehicles and Real Estate), Payments Merchant Services TPV and eBay Enterprise Merchandise Sales not earned on eBay or paid for via PayPal or Bill Me Later during the period. It excludes volume transacted through the Magento platform. In 2013, eBay Inc. enabled more than \$205 billion in commerce volume.

##### HOW WE'LL GET TO 2015

With technology driving a commerce revolution, we're focused on delivering tools and technologies that enable merchants of all sizes across the entirety of the \$10 trillion global commerce market to grow and thrive.



## RUN CLEANER

ON SCHEDULE

### GOAL



~~111~~ ↑8%

Source at least 8% of eBay Inc. electricity use from cleaner sources by 2015

### WHY IT'S IMPORTANT

Using cleaner sources of energy is our best and most impactful opportunity for reducing eBay Inc.'s environment footprint.

### BASELINE 2012

1.4% of total U.S. electricity came from cleaner sources in 2012, 5.6% globally. Sources include solar and fuel cells at our San Jose North campus location as well as green power purchases in Dreilinden and Dublin.

### PROGRESS IN 2013

7.5% of total global electricity came from cleaner sources. This included a new fuel cell installation for our Utah data center and 100% renewable power purchased for our Utah customer service center, as well as our offices in Dublin, Ireland and Berlin and Dreilinden, Germany.

### HOW WE'LL GET TO 2015

Prioritize cleaner energy investments where they make business sense and where grid electricity is particularly carbon-intensive.

## DRIVE EFFICIENCY

TBD

### GOAL



↓10%

Achieve 10% reduction in carbon per transaction in 2013

### WHY IT'S IMPORTANT

Data centers are eBay Inc.'s "factories", and becoming the greenest commerce platform in the world means making them as efficient as possible.

### BASELINE 2012

Using our newly developed Digital Service Efficiency metric, we calculated a baseline of 45.8 grams of carbon per 1,000 ebay.com customer transactions.

### PROGRESS IN 2013

As we worked with the metric in 2013, we identified the need to adjust the methodology. In Q4 we engaged a third party to audit and verify the modified methodology. At the time of this filing, the results of this audit are pending.

### HOW WE'LL GET TO 2015

The third-party audit will be complete in Q3 2014. We're confident that the overall result will be a more robust metric. Upon audit completion, 2013 results will be published, along with a new carbon intensity goal.



### EXPAND THE COMMUNITY

GOAL MET



#### GOAL

Realize 10% growth in number of users that engage with our greener commerce programs

#### WHY IT'S IMPORTANT

We want to affect the people behind the transactions, not just the products themselves.

#### BASELINE 2012

In 2012 we identified attributes necessary for a program to be deemed "green" (measurable environmental impact, green messaging, etc.) and developed specific "people" metrics associated with each of the following programs: Patagonia Common Threads, PGA Trade-In Network, Half.com Textbook Rentals, and Instant Sale in Germany.

#### PROGRESS IN 2013

At the close of 2013, we had met and exceeded our goal. We increased the number of users participating in these programs from 315,206 in 2012 to 367,114 in 2013 - a year-over-year increase of 16%.

#### GOING FORWARD

We are challenging ourselves to think more broadly about eBay Inc's ability to influence the way commerce is done. Our current programs and partnerships will continue to evolve and push the boundaries of our platform, but we know that our capacity for impact is greatest through our core business efforts.

### SHIP GREENER

GOAL MET



#### GOAL

Incorporate environmental criteria into global shipping vendor contracts in 2013

#### WHY IT'S IMPORTANT

Operating under eBay Inc. values extends beyond just our own employees. To affect real change, we need to get everyone, including our suppliers, on board.

#### BASELINE 2012

In 2012, we undertook a project to assess the scope of our global shipping footprint and identify ways to make it greener. We developed draft criteria as a first step in working with vendors to report and improve environmental performance.

#### PROGRESS IN 2013

In 2013, eBay Inc. created our first global [Supplier Code of Business Conduct & Ethics](#). The Environment section of this code incorporates a number of key criteria developed as part of our work to develop supplier requirements for Global Shipping.

#### GOING FORWARD

In addition to encouraging environmental responsibility by our shipping partners, we'll continue to focus on making our own shipping operations more efficient and, via eBay Enterprise, lowering the shipping footprint of our customers.



### EMPOWER MORE DONORS

ON SCHEDULE



#### GOAL

Double the number of customers that take action on behalf of a charity through our giving programs and platforms

#### WHY IT'S IMPORTANT

We believe that the good that we do as a company is only the beginning – our bigger opportunity is to enable our hundreds of millions of customers to do more good.

#### BASELINE 2012

32.4 million customers took action on behalf of a charitable organization through our programs and platforms in 2012.

#### PROGRESS IN 2013

37.1 million customers took action on behalf of a charitable organization through our programs and platforms in 2013, a 14.5% increase over 2012.

#### HOW WE'LL GET TO 2015

We'll look to further expand our programs internationally, further embed giving features into our core product experiences, and enhance our offerings through incentives, personalization and relevance, making them more accessible and attractive to our customers.

### GENERATE MORE FUNDS

ON SCHEDULE



#### GOAL

Double the total value of funds generated for charitable organizations through our giving programs and platforms

#### WHY IT'S IMPORTANT

Our technology and business processes can spur more innovative, more personalized, and more on-demand forms of giving and help charitable organizations ultimately raise more money towards their missions.

#### BASELINE 2012

\$3.7 billion generated for charitable organizations through our giving programs and platforms in 2012.

#### PROGRESS IN 2013

\$4.9 billion generated for charitable organizations through our giving programs and platforms in 2013, a 32.4% increase over 2012.

#### HOW WE'LL GET TO 2015

By leveraging our core technologies and business processes; expanding our partnerships with merchants, celebrities and brands; and, embedding charitable giving into all of our commerce experiences, we believe we have the potential to significantly increase the funds raised for charitable organizations over time.

### BENEFIT MORE CHARITIES

ON SCHEDULE



#### GOAL

Double the number of charities that benefit from our giving programs and platforms

#### WHY IT'S IMPORTANT

We believe that every organization can benefit from our suite of giving programs and platforms, and we're committed to opening them up to as many as we can, regardless of their mission, size or location.

#### BASELINE 2012

More than 332,000 charities benefitted from our giving programs and platforms in 2012.

#### PROGRESS IN 2013

More than 396,000 charities benefitted from our giving programs and platforms in 2013, a 19.3% increase over 2012.

#### HOW WE'LL GET TO 2015

By consolidating and streamlining our charity on-boarding flows, cross-promoting our offerings so they're more easily findable, and enhancing the value proposition of participation for charities, we have a huge opportunity to create value for twice as many charities by 2015.