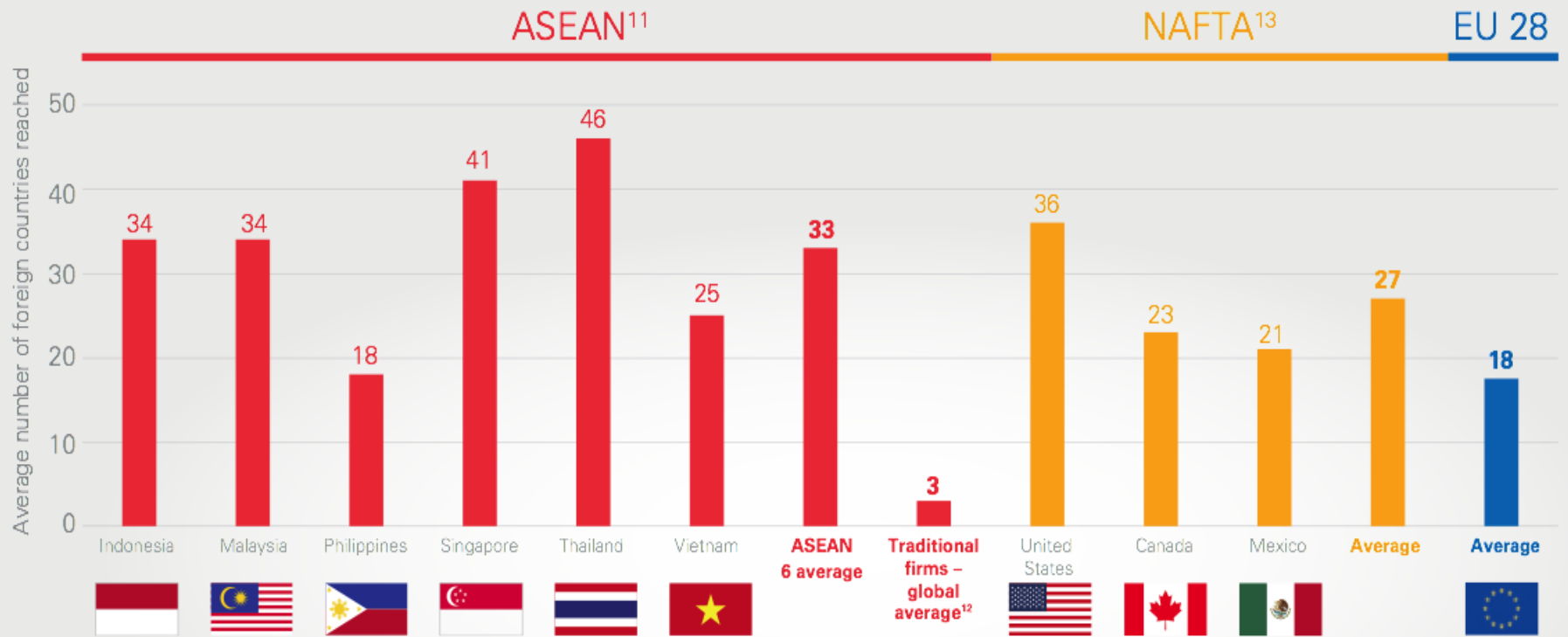


AN ECOMMERCE CASE STUDY

SERVING MICRO MULTINATIONALS







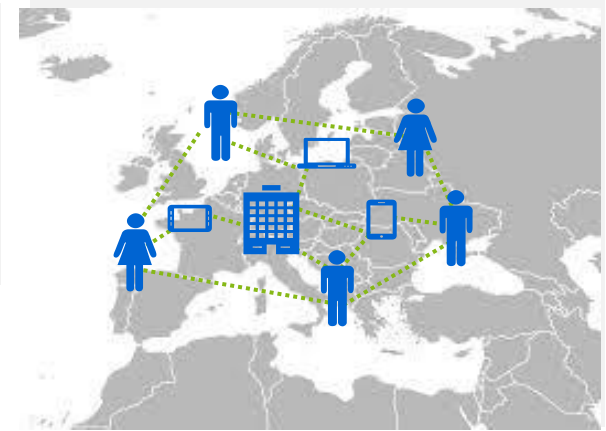
Source: eBay Internal data

93%

of firms on eBay in the EU export

211 COUNTRIES

reached by European SMEs on eBay in 2014



18 COUNTRIES

reached on average by European SMEs on eBay

4 COUNTRIES is the average reached by traditional European exporters

77%

of SMEs on eBay reach **5 OR MORE** EU markets

270 EU REGIONS

with SMEs exporting from eBay

71%

of eBay SMEs still export after **3 YEARS**

16%

of traditional firms still export after **3 YEARS**





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THANK YOU!

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