

## Q2'25 Business & Financial Highlights

July 30, 2025

#### **Disclosures**

This presentation contains non-GAAP measures relating to our performance. You can find the reconciliation of these measures, except for FX-Neutral basis, 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. For numbers in this presentation provided on an "FX-Neutral" basis, we calculate the year-over-year impact of foreign currency movements using prior period foreign currency rates applied to current year transactional currency amounts excluding hedging activity.

This presentation contains forward-looking statements relating to, among other things, the future performance of eBay Inc. and its consolidated subsidiaries that are based on our current expectations, forecasts and assumptions and involves risks and uncertainties. These statements include, but are not limited to, statements regarding the future performance of eBay Inc. and its consolidated subsidiaries, including management's vision for the future of eBay and our ability to accomplish our vision, expected financial results for the third quarter and full year 2025 and expected drivers thereof, the future growth in our business, our ability to drive sustainable long-term growth and continue to accelerate across focus categories, our expected future leverage and credit ratings targets, the effects and potential of current and contemplated strategic initiatives and offerings including with respect to artificial intelligence, payment plans and options and their reception by our customers, the impact of partnerships with other companies, our plans for various service offerings to our customers, the effects of new product features or programs, the effects of geopolitical events, tariffs and global trade policy, inflationary pressure, and foreign currency volatility on our business and operations and our ability to respond to such effects, operating efficiency and margins, reinvestments, dividends and share repurchases. Actual results could differ materially from those expressed or implied and reported results should not be considered as an indication of future performance. Factors that could cause or contribute to such differences include, but are not limited to fluctuations in, and our ability to predict, our results of operations and cash flows; our ability to convert visits into sales for our sellers, attract and retain sellers and buyers and execute on our business strategy; our ability to compete in the markets in which we participate; our ability to generate revenue from our foreign operations and expand in international markets; the impact of geopolitical events such as the ongoing wars in Ukraine and the Middle East, terrorist activities and public health events; the impact of inflationary pressure, changing tariff policy, fluctuations in foreign currency exchange rates, and elevated interest rates; our ability to keep pace with rapid technological developments or continue to innovate and create new initiatives to provide new programs, products and services; our ability to operate and continuously develop our payments system and financial services offerings; the impact of evolving domestic and foreign government laws, regulations, rules and standards that affect us, our business and/or our industry, including the impact of potential changes in tariffs or sanctions and escalating trade wars; our reliance on third-party providers; our ability to protect or enforce our intellectual property rights; our ability to deal effectively with fraudulent activities on our platforms; the impact of any security breaches, cyberattacks or system failures and resulting interruptions; our ability to attract, retain and develop highly skilled employees; our ability to accomplish or accurately track and report results related to our sustainability and similar goals; current and potential litigation and regulatory and government inquiries, investigations and disputes involving us or our industry; our ability to generate sufficient cash flow to service our indebtedness; the impact of evolving sales and other tax regimes in various jurisdictions and anticipated tax liabilities; and the success of our recent and potential acquisitions, dispositions, joint ventures, strategic partnerships and strategic investments.

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 July 30, 2025. 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.

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## **Business Highlights**

## **Q2'25 Snapshot**

\$19.5B

**Gross Merchandise Volume** 

\$2.7B

Revenue

28.4%

Non-GAAP Operating Margin

\$1.37

**Diluted Non-GAAP EPS** 

16 Million

**Enthusiast Buyers\*** 



### **Acceleration Across All Focus Categories**

#### **Collectibles**

Largest contributor to GMV growth as Trading Cards Y/Y growth accelerated for the 10<sup>th</sup> straight quarter



#### Motors, Parts & Accessories

Contributed ~lpt of total Y/Y GMV growth driven by strength across major markets and trade corridors



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## **Engaging Enthusiasts Through Marketing Moments**

Dressed celebrities head-to-toe in pre-loved items sourced from eBay















Hosted multiple eBay P&A activations with McLaren

#### **Continued Innovation in Live Commerce**

Formally launched eBay Live in the UK at Comic Con London

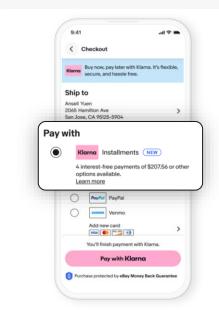


Debuted "eBay Live on Tour" across the US



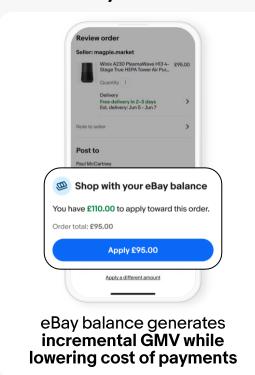
### **Financial Services Solutions Driving Growth**

#### **Klarna US Integration**

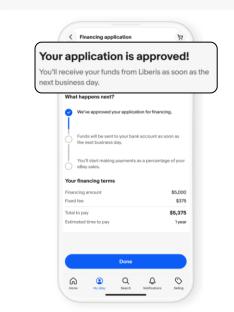


The AOV\* on Klarna transactions is ~3x the US marketplace average

#### eBay Balance



#### **Seller Capital**



This program has disbursed >\$100M to more than 10,000 sellers globally in 2025

### **Dedicated to Impact and Sustainability**



8,500+

Hours volunteered by employees \$790K

Donated by employees and eBay Foundation 250+

Nonprofits supported globally

#### Recommerce



Positive economic impact created\*

2025 goal progress through 2024: 89%

1.6M

Metric tons in carbon emissions avoided

2025 goal progress through 2024: 82%

**70K** 

Metric tons of waste avoided

2025 goal progress through 2024: 84%



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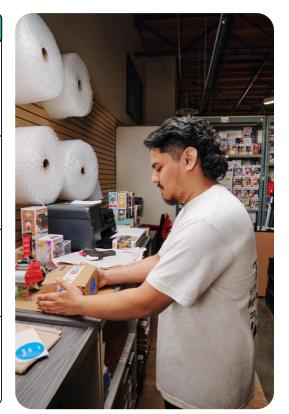
<sup>\*</sup> Positive economic impact reflects the estimated financial savings to buyers from purchasing pre-owned items on eBay rather than new



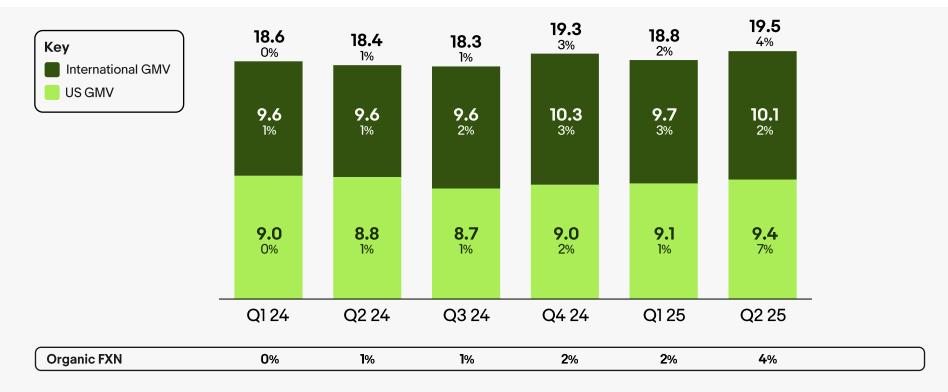
## **Financial Highlights**

## Q2'25 Results

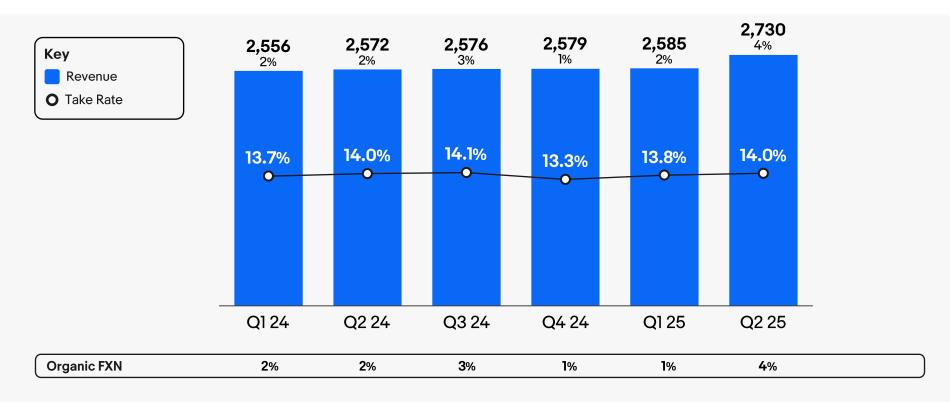
	GUIDANCE	ACTUALS
<b>GMV</b> (in billions)	\$18.6 - \$19.1 1% - 4% spot (1)% - 2% FXN (1)% - 2% organic FXN	<b>\$19.5</b> 6% spot  4% FXN  4% organic FXN
Revenue (in billions)	\$2.59 - \$2.66 1% - 3% spot (1)% - 2% FXN (1)% - 1% organic FXN	<b>\$2.73</b>
Non-GAAP Op Margin	27.0% - 27.8%	28.4%
Diluted Non-GAAP EPS	\$1.24 - \$1.31 4% - 11%	<b>\$1.37</b> 16%



## **GMV** (\$ billions, Y/Y FXN growth)



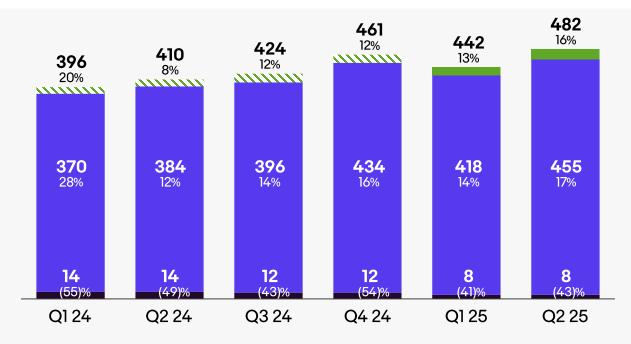
## Revenue (\$ millions, Y/Y FXN growth)



#### **Advertising Revenue**

(\$ millions, Y/Y FXN growth)





1P vs. GMV	+28pts	+11pts	+13pts	+13pts	+12pts	+13pts	
GMV Penetration	2.1%	2.2%	2.3%	2.4%	2.4%	2.5%	

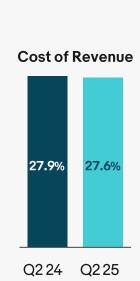
<sup>\*</sup> In Q1'25, we began reporting off-platform ads revenue as part of total ads revenue. Prior periods have not been recast, and we are including the baseline in the chart above to illustrate total ads revenue and the associated growth rates for all periods

<sup>© 2025</sup> eBay | Business & Financial Highlights Q2'25

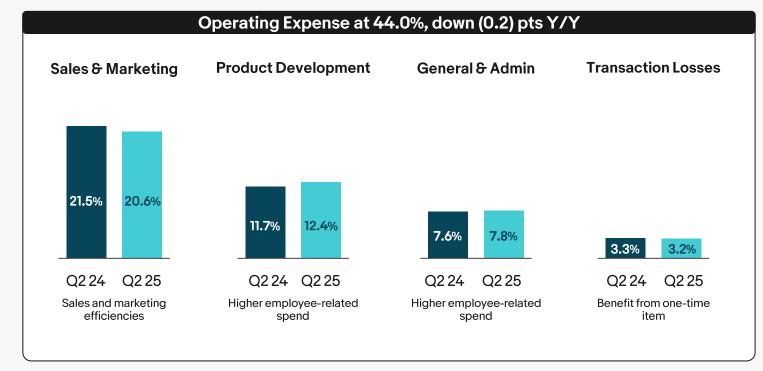
<sup>1</sup>P = First-party advertising revenue, including Promoted Listings products and first-party display advertisements on the eBay platform; 3P = Third-party advertising revenue; Off-Platform = Advertising revenue from eBay's off-platform businesses

#### Non-GAAP Expenses

(% of revenue)

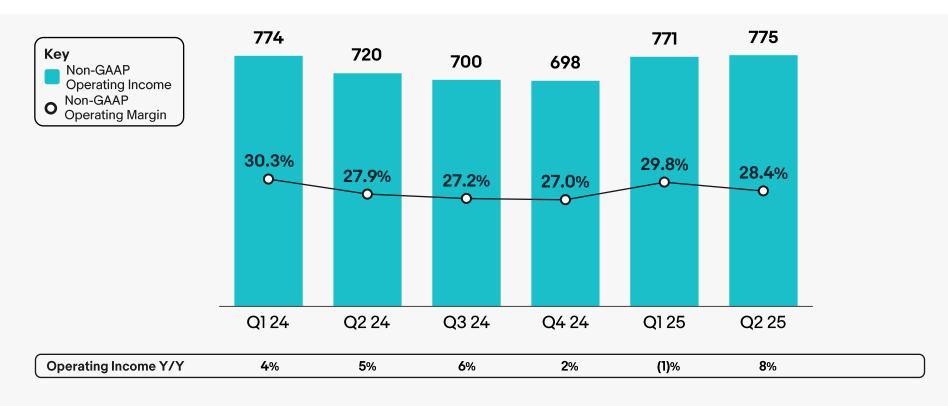


Cost of payments
efficiencies and lapping of
one-time tax expenses,
partially offset by shipping,
traffic acquisition costs,
and depreciation expenses

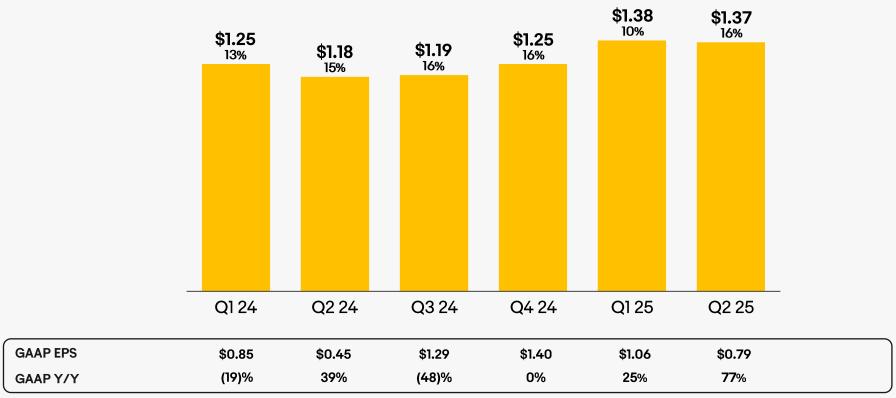


### Non-GAAP Operating Income & Margin

(\$ millions)

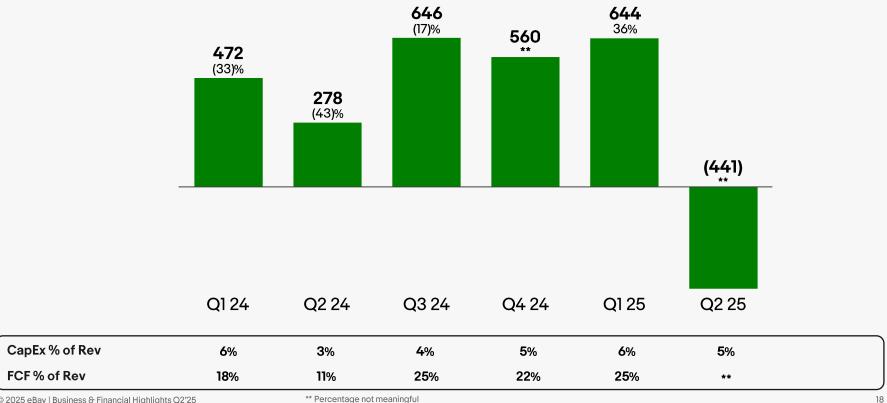


### Non-GAAP Earnings Per Share



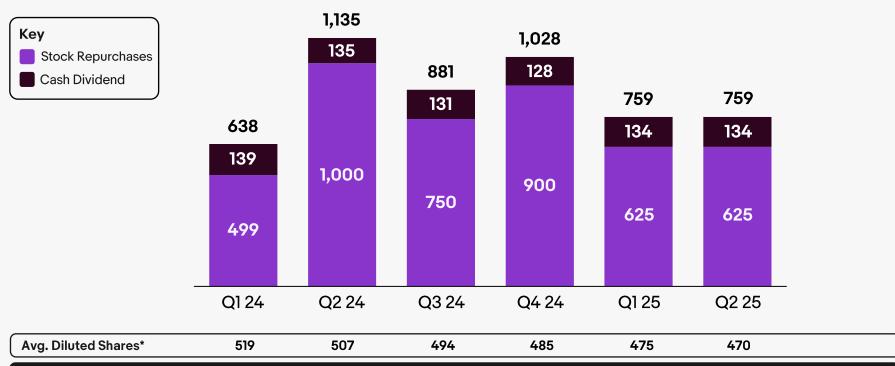
#### Free Cash Flow

(\$ millions)



## **Capital Returns**

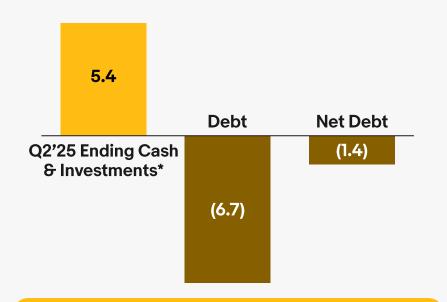
(\$ millions)



Approximately \$2B repurchase authorization remaining as of June 30, 2025

### Cash & Debt

(\$ billions)



Remaining equity investments were valued at over \$0.9B as of June 30, 2025, primarily attributable to our ownership of Aurelia worth ~\$0.7B

#### **Targets**

- Maintain current BBB+ rating
- Targeting mid-term leverage of approximately
   1.5x net debt and gross debt below 3.0x EBITDA
- Targeting mid-term minimum cash & investment balance of approximately \$3.5B

#### **Credit Ratios**

- 0.5x net debt\*\*
- 2.5x gross debt\*\*

<sup>\*</sup> Cash balance includes cash, cash equivalents, and non-equity investments as of June 30, 2025; excludes Customer Accounts and Restricted Cash balances of \$1.2B as of June 30, 2025

## Q3'25 Guidance

	GUIDANCE	CONTEXT
<b>GMV</b> (in billions)	<b>\$19.2 - \$19.6</b> 5% - 7% spot 3% - 5% FXN	<ul> <li>Reflects sustained healthy US consumer trends and continued execution of our strategic initiatives</li> <li>Contemplates potential disruptions from impending tariffs and the potential elimination of remaining De Minimis exemptions</li> <li>FX tailwind to GMV growth of ~170 bps Y/Y</li> </ul>
Revenue (in billions)	<b>\$2.69 - \$2.74</b> 4% - 6% spot 3% - 5% FXN	<ul> <li>Expect take rate roughly flat Q/Q, as Advertising and Managed Shipping monetization are offset by a FX headwind of ~10 bps and some additional pressure from mix-shift</li> <li>FX tailwind to revenue growth of ~120 bps Y/Y</li> </ul>
Non-GAAP Op Margin	26.6% - 27.1%	<ul> <li>Plan to reinvest some year-to-date upside in strategic initiatives</li> <li>Expect Y/Y op. margin headwinds from Managed Shipping (~40 bps), depreciation (~50 bps impact from 2024 useful life change), and M&amp;A-related expenses (~30 bps)</li> </ul>
Diluted Non-GAAP EPS	\$1.29 - \$1.34 8% - 12%	Non-GAAP EPS growth driven by lower share count and net income growth

### **FY'25 Commentary**

#### **GMV & Revenue**

- GMV is tracking toward the high-end, or slightly above, prior expected range of low-single-digit Y/Y FXN growth; at current rates, FX would be a tailwind of ~100 bps
- Revenue growth modestly higher than GMV on a Y/Y FXN basis; FX expected to be a tailwind of ~110 bps
- Contemplates YTD trends and a range of scenarios for tariffs

#### Non-GAAP Op. Income

- Expect FY'25 non-GAAP operating income growth between 4-5% Y/Y on an as-reported basis
- One-time headwinds to non-GAAP operating margin: Depreciation (~50 bps, primarily from useful life change), UK Managed Shipping (~30 bps), and M&A-related expenses (~30 bps)
- Op. margin headwinds are partly offset by ~30 bps tailwind from FX

#### **Non-GAAP EPS**

- FY'25 non-GAAP tax rate of 16.5%, consistent with prior years
- Raising FY'25 outlook for non-GAAP EPS growth to 10-12% Y/Y

#### **Capital Allocation**

- Expect FY'25 FCF of approximately \$1.5B, including a headwind of \$935M from unique tax items (asset sales & final repatriation payment)
- Targeting FY'25 share repurchases of approximately \$2.5B
- Quarterly dividend of \$0.29 per share declared for Q3'25
- FY'25 capital expenditures between 4-5% of revenue



## **Appendix**

## GAAP to Non-GAAP Quarterly Reconciliations Operating Margin

	Three months ended								
		March 31, 2024		e 30, )24	September 30, 2024	December 31, 2024	March 2025	•	June 30, 2025
					(in millions, excep	pt percentages)			
GAAP operating income	\$	631	\$	549 \$	595	\$ 543	\$	616 \$	484
Stock-based compensation expense and related employer payroll taxes		150		158	149	145	5	143	171
Amortization of acquired intangible assets within cost of net revenues and operating expenses		8		9	10	10	l	12	13
Executive bonuses and restructuring		(9)		3	(4)			-	55
Legal matters		(6)		-	(50)	-		-	52
Other general and administrative expenses		-		1	-	-		-	-
Non-GAAP operating income	\$	774	\$	720 \$	700	\$ 698	\$	771 \$	775
Revenues	\$	2,556	\$	2,572 \$	2,576	\$ 2,579	\$	2,585 \$	2,730
GAAP operating margin	•	24.7 %		21.3 %	23.1 %			23.8 %	17.7 %
Non-GAAP operating margin		30.3 %		27.9 %	27.2 %	27.0 %		29.8 %	28.4 %

## **GAAP to Non-GAAP Quarterly Reconciliations Net Income / EPS**

				Three months	s ended		
	March 31, 2024	June 30, 2024		September 30, 2024	December 31, 2024	March 31, 2025	June 30, 2025
				(in millions, except p	oer share data)		
GAAP Income from continuing operations	\$ 439 \$		226	\$ 636 \$	680 \$	505 \$	369
Stock-based compensation expense and related employer payroll							
taxes	150		158	149	145	143	171
Amortization of acquired intangible assets within cost of net revenues							
and operating expenses	8		9	10	10	12	13
Executive bonuses and restructuring	(9)		3	(4)	-	-	55
Legal matters	(6)		-	(50)	-	-	52
Other general and administrative expenses	-		1	-	-	-	-
Change in fair market value of equity investment in Adevinta	234		-	-	-	-	-
Realized change in fair market value of shares sold in Adevinta	6		(84)	-	-	-	-
Change in fair market value of Aurelia option	-		109	(35)	(74)	-	-
Change in fair market value of warrant	(149)		174	(145)	(38)	-	-
Realized change in fair market value of shares sold in Adyen	-		-	-	57	-	-
Change in fair market value of other equity investments	6		23	(18)	10	(3)	3
Income tax effects and adjustments	 (31)		(17)	45	(183)	-	(20)
Non-GAAP net income from continuing operations	\$ 648 \$		602	\$ 588 \$	607 \$	657 \$	643
Non-GAAP net income from continuing operations per diluted share	\$ 1.25 \$		1.18	\$ 1.19 \$	1.25 \$	1.38 \$	1.37
Shares used in non-GAAP diluted share calculation	519		507	494	485	475	470

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## **Q2'25 Earnings Per Share, Non-GAAP to GAAP Reconciliation**



All reported results are from continuing operations

<sup>\* &</sup>quot;Stock-based compensation" includes stock-based compensation expense and related employer payroll taxes.

<sup>\*\* &</sup>quot;Restructuring" includes executive bonuses and restructuring.

### **GAAP to Non-GAAP Quarterly Reconciliations Statement of Income**

Three Months Ended June 30, 2025

Three Months Ended June 30, 2024

	Reported	Non-GAAP Entries		Non-GAAP			Non-GAAP Entries	Non-GAAP
			(in i	millions, except per sh	hare data	a and percentages)		
Net revenues	\$ 2,730		\$	2,730	\$	2,572 \$		\$ 2,572
Cost of net revenues	 776	() ()()()()()()()()(	b)	755		735	(19)_(a)(b)	 716
Gross profit	 1,954	21		1,975		1,837	19	1,856
Operating expenses:								
Sales and marketing	586			562		577	(25) (a)	552
Product development	421	(82) (a)		339		379	(76) (a)	303
General and administrative	371	(158) (a)(d	d)	213		241	(46) (a)(d)	195
Provision for transaction losses	86	_		86		86	_	86
Amortization of acquired intangible assets	6	(6) (b)		_		5	(5) (b)	_
Total operating expenses	1,470	(270)		1,200		1,288	(152)	1,136
Income from operations	484	291		775		549	171	720
Interest and other:								
Gain (loss) on equity investments and warrant, net	(4)	3 (e)		(1)		(222)	222 (e)(f)(g)	_
Interest expense	(62)	_		(62)		(65)	_	(65)
Interest income and other, net	59	_		59		66	_	66
Income (loss) from continuing operations before income taxes	477	294		771		328	393	721
Income tax benefit (provision)	(108)	(20) (c)		(128)		(102)	(17) (c)	(119)
Income (loss) from continuing operations	\$ 369	\$ 274	\$	643	\$	226 \$	376	\$ 602
Net income (loss) from continuing operations per share:								
Basic	\$ 0.80		\$	1.40	\$	0.45		\$ 1.20
Diluted	\$ 0.79	-	\$	1.37	\$	0.45		\$ 1.18
Weighted average shares:								
Basic	461			461		503		503
Diluted	470			470		507		507
Operating margin	17.7 %	10.7 %		28.4 %		21.3 %	6.6 %	27.9 %
Effective tax rate	22.5 %	(6.0)%		16.5 %		31.1 %	(14.6)%	16.5 %

- (a) Stock-based compensation expense and related employer payroll taxes
- (c) Income tax effects and adjustments
- (b) Amortization of acquired intangible assets

- (e) Gains or losses on investments
- (f) Change in fair market value of warrant
- (g) Change in fair market value of equity investment in Adevinta

(d) Other significant gains, losses or charges

#### **Calculation of Free Cash Flow**

	 Three months ended								
	March 31, 2024	June 30, 2024	September 30, 2024	December 31, 2024	March 31, 2025	June 30, 2025			
			(in milli	ons)					
Net cash provided by continuing operating activities	\$ 615 \$	367 \$	755	\$ 677 \$	787 \$	(307)			
Less: Purchases of property and equipment, net	(143)	(89)	(109)	(117)	(143)	(134)			
Free cash flow from continuing operations	\$ 472 \$	278 \$	646	\$ 560 \$	644 \$	(441)			

#### Free Cash Flow Impact From RepatriationTax

	Twelve months ended								
	December 31, 2021	December 31, 2022	December 31, 2023	December 31, 2024	December 31, 2025				
			(in millions)						
Repatriation Tax Payment Schedule	\$	(93) \$ (93	) \$ (175)	\$ (234) \$	(292)				

#### **Reconciliation of Total Revenue**

			Three mont	hs ended		
	March 31, 2024	June 30, 2024	September 30, 2024	December 31, 2024	March 31, 2025	June 30, 2025
			(in milli	ons)		
Net revenues (1)(2)	 2,556 \$	2,572 \$	2,576	\$ 2,579 \$	2,585 \$	2,730
(I) Hedge gain/(loss)	\$ (10) \$	(10) \$	(11)	\$ (23) \$	8 \$	(6)
(2) Foreign currency impact	\$ 14 \$	(11) \$	(6)		(21) \$	32

## Reconciliation of Organic FX-Neutral Revenue

		Three months ended								
	March 31, 2024	June 30, 2024	September 30, 2024	December 31, 2024	March 31, 2025	June 30, 2025				
As Reported Revenue Growth	2 %	1%	3%	1%	1%	6%				
Acquisition/Disposition Impact	-%	-%	-%	-%	-%	-%				
Foreign Currency Impact	-%	1%	-%	<b>-</b> %	-%	(2)%				
Organic FX-Neutral Revenue Y/Y Growth	2 %	2 %	3%	1%	1%	4 %				

Organic FX-Neutral Revenue Growth. The company defines Organic FX-Neutral Revenue Growth as Reported Revenue Growth excluding incremental revenue from acquisitions or dispositions for the twelve-month period following such acquisitions or dispositions and foreign exchange rate effects. The company believes this measure provides useful supplemental information regarding the company's underlying revenue trends by presenting revenue growth exclusive of these effects.

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## Calculation of Period-End Fully Diluted Share Count

		Three months ended								
	March 31, 2024	June 30, 2024	September 30, 2024	December 31, 2024	March 31, 2025	June 30, 2025				
			(in millions)							
Quarter-end common shares outstanding	509	494	482	471	463	459				
Quarter-end shares underlying outstanding RSUs	20	27	24	21	19	24				
Quarter-end fully diluted shares	529	521	506	492	482	483				

## Reconciliation of GAAP Net Income from continuing operations to Adjusted EBITDA

	Three months ended							
	March 31, 2024	June 30, 2024	September 30, 2024	December 31, 2024	March 31, 2025	June 30, 2025		
			(in millio	ons)				
GAAP Net income from continuing operations	\$ 439 \$	226 \$	636 \$	680 \$	505 \$	369		
Adjustments:								
Income tax provision (benefit)	97	102	161	(63)	129	108		
Depreciation of property and equipment (3)	84	86	104	96	99	103		
Amortization of intangible assets (3)	8	9	10	10	12	13		
Interest expense	66	65	63	65	61	62		
Interest income and other, net	(68)	(66)	(66)	(95)	(81)	(59)		
Loss (gain) on equity investments and warrant, net	97	222	(199)	(44)	2	4		
Executive bonuses and restructuring (1)	(9)	3	(4)	-	_	55		
Non-recurring legal matters (2)	(6)	_	(50)	_	_	52		
Other general and administrative expenses (2)	 _	1	_	_	_	_		
Adjusted EBITDA	\$ 708 \$	648 \$	655 \$	649 \$	727 \$	707		

#### Notes:

<sup>(1)</sup> Consists of expenses for employee severance and other exit and disposal costs.

<sup>(2)</sup> Consists of significant gains, losses, or charges during a period that are the result of isolated events or transactions which have not occurred frequently in the past and are not expected to occur regularly or be repeated in the future.

<sup>(3)</sup> In the second quarter of 2025, depreciation and amortization amounts in the adjusted EBITDA calculation were updated to include only depreciation of property and equipment and amortization of acquired intangible assets. Adjusted EBITDA and leverage ratios in prior periods were recast for comparative purposes.

### **Leverage Ratio Summary**

	 Three months ended					
	March 31, 2024	June 30, 2024	September 30, 2024	December 31, 2024	March 31, 2025	June 30, 2025
	(in millions, except ratios)					
Adjusted EBITDA (trailing twelve months)	\$ 2,611 \$	2,621 \$	2,654 \$	2,660 \$	2,679 \$	2,738
Gross Debt (1)	\$ 7,725 \$	7,725 \$	7,418 \$	7,425 \$	6,745 \$	6,748
Cash and non-equity investments:						
Cash and cash equivalents	\$ 2,130 \$	1,963 \$	1,589 \$	2,433 \$	3,031 \$	2,070
Short-term investments (2)(5)	1743	3203	3302	3457	1760	1680
Long-term investments (2)	1021	1179	956	1309	1458	1608
Total cash and non-equity investments	\$ 4,894 \$	6,345 \$	5,847 \$	7,199 \$	6,249 \$	5,358
Net Leverage (3)	1.1x	0.5x	0.6x	0.1x	0.2x	0.5x
Gross Leverage (4)	3.0x	2.9x	2.8x	2.8x	2.5x	2.5x

#### Notes:

(1) Gross debt is equivalent to GAAP Total Debt, which is presented in the consolidated financial statements and related notes within the company's most recent Annual Report on Form 10-K and subsequent Quarterly Reports on Form 10-Q.

(2) Consists of GAAP short-term and long-term fixed income investments as presented in the notes to the consolidated financial statements within the company's most recent Annual Report on Form 10-K and subsequent Quarterly Reports on Form 10-Q.

(3) Net leverage is a ratio obtained by subtracting non-GAAP Cash and non-equity investments from GAAP Total Debt and dividing the result by non-GAAP TTM Adjusted EBITDA.

(4) Gross leverage is a ratio obtained by dividing GAAP Total Debt by non-GAAP TTM Adjusted EBITDA.

(5) As of June 30, 2025 and March 31, 2025, short-term investments in the net leverage ratio calculation excluded \$26 million and \$30 million of fixed-income investments, respectively, presented within Customer accounts in the condensed consolidated financial statements.

#### **GAAP to Non-GAAP Reconciliations Guidance**

#### Three Months Ending September 30, 2025

	-	<del>-</del>
(in billions, except per share amounts)	GAAP	Non-GAAP (a)
Net Revenue	\$2.69 - \$2.74	\$2.69 - \$2.74
Diluted EPS	\$0.97 - \$1.02	\$1.29 - \$1.34

(a) Estimated non-GAAP amounts above for the three months ending September 30, 2025 reflect adjustments that exclude the estimated amortization of acquired intangible assets of approximately \$12 million, estimated stock-based compensation expense and associated employer payroll tax expense of approximately \$135-\$145 million and estimated adjustment between our GAAP and non-GAAP tax rate of approximately \$20-\$30 million. The estimated GAAP diluted EPS above does not assume any gains or losses on our remaining equity investments.

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