

## HISTORY

Pierre Omidyar launched Auction Web in September 1995. The company was incorporated in 1996 and changed its name to eBay the following year.

eBay went public in September 1998, trading on the NASDAQ under the symbol eBAY. Around the same time, America Online and eBay signed a three-year agreement under which AOL received guaranteed payments from eBay totaling \$12 million. The new alliance secured eBay a large potential customer base in the form of AOL members.

eBay began making acquisitions in 1999. It acquired Butterfield & Butterfield, which has since been sold, one of the world's largest and most prestigious auction houses. This important strategic acquisition enabled eBay to accelerate its position into higher priced items on a global basis.

Two months later, eBay acquired alando.de, Germany's largest online auction house. In the same year, the company acquired Kruse International, one of the largest land-based auctioneers of collectible cars in the world. This particular acquisition provided expertise in the automobile market and led to the launch of eBay's collectible and used car categories online.

eBay also expanded geographically through a joint venture with Australia based eCorp. The company moved into the Japanese market in February 2000, assisted by an alliance with NEC. Also in 2000 eBay took an equity stake in online used-car dealer AutoTrader.com. It also acquired Half.com.

Further expansion occurred in May 2001 with the acquisition of French Internet auction firm iBazar. iBazar operates online trading sites in Belgium, Brazil, France, Italy, the Netherlands, Portugal, Spain, and Sweden. Later that year eBay agreed to sell iBazar's Brazilian subsidiary to MercadoLibre, in exchange for a stake in MercadoLibre. In October 2001, eBay Singapore was launched.

eBay extended its international reach further in 2002 with the acquisition of Taiwan's Neocom, and a 33% stake in EachNet, China's leading online trading community.

In July 2002, eBay announced it is to acquire PayPal, the world's biggest web micro payments platform, in a \$1.5 billion all stock deal. The purchase price included \$18 million in acquisition related costs. PayPal only went public in February 2002, and will continue to offer its services as independent brand following the completion of the acquisition. eBay will withdraw its eBay Payments by Billpoint service after the deal is completed. The service was formerly in direct competition with PayPal's service offerings.

In January 2003, eBay introduced its new business-to-business site, eBay Business. The site brings together all of eBay's business and industry listings under one Web destination.