

REVENUE ANALYSIS

For the fiscal year ended December 2002, eBay generated revenues of \$1.21 billion. This figure represented an increase on the \$748.82 million in revenues that the company generated in fiscal 2001. It is estimated that the company will post increased revenues of \$2.05 billion in the 2003 fiscal year.

The company's revenues can be split into two main revenue streams - online revenues and offline revenues.

In the 2002 fiscal year, eBay posted online revenues of \$1.19 billion. This figure represented an increase on the \$714.4 million in online revenues amassed in fiscal 2001. Estimates suggest that eBay will again post increased online revenues in fiscal 2003. The company is expected to make \$2.05 billion in online revenues in 2003.

eBay posted \$21.8 million in offline revenues during the 2002 fiscal year. This figure represented a decrease on the \$34.42 million in offline revenues made by eBay during the 2001 fiscal year. A number of forecasts suggest that eBay will not generate any offline revenues in the 2003 fiscal year.

The company also posted increased net income in 2002 compared with 2001. Net income in 2002 was \$249.9 million compared with \$90.4 million in 2001 and \$48.3 million in 2000. It is forecasted that eBay will continue to post increased net income in the 2003 fiscal year. The company is expected to post net income of \$415.93 million in 2003.