



Australian Business Update

The Power Of Connected Networks:

Building Infrastructure and Leveraging Platforms

A preview to the Retail Leaders Forum 2013

Sydney, 4 March 2013

In recent years the Australian retail landscape has changed significantly with the entrant of new players (on and offline), an emerging overseas retail influence, and a more price conscious post GFC consumer. The bulk of these changes have been driven by consumers and enabled by technology.

In some cases, technology is driving wholesale change to the industry. This has been transformative in the case of music and books. In other verticals like fashion and electronics technology has empowered the consumer by opening up global inventory and real-time price transparency. These changes are confronting retailers of all size as they compete to satisfy today's empowered consumer.

eBay Inc group of companies have long offered merchants valuable eCommerce tools, most notably secure and convenient payments with PayPal. In recent years the company has invested heavily in building out its suite of retail technology enablers. This has included an overhaul of the eBay marketplace, the \$2.4 billion acquisition of GSI Commerce and strategic acquisitions including mobile transactions company Zong, mobile price comparison tool RedLaser and the Magento online commerce platform for site design and backend retail tools.

The notion of retail services has broadened in recent years and the role of technology and payments has expanded exponentially. The eBay Inc businesses are set up and positioned to partner with retailers to enable commerce by:

- Building new platforms to help boost online and in-store traffic
- Delivering digital insights and strategies that drive consumer discovery
- Enabling innovative and secure payment
- Connecting merchants with with buyers across Australia and the world

PayPal and the eBay Inc businesses are working to help retailers capture the shopper on their mobile – helping retailers to be present when consumers search in store, providing seamless check-out experiences and even allowing consumers to announce themselves in-store by checking-in.

eBay Inc is uniquely positioned as a partner – and not a competitor - to retailers. The company is an enabler of commerce.

PayPal Australia:

PayPal has been operating in Australia since 2005, and over the past seven years has proudly enabled commerce for tens of thousands of merchant partners and provided millions of Australians with a safe and easy way to pay.



Today, PayPal powers a digital wallet for more than 5 million Australian consumers – connecting them with PayPal’s 60,000-plus Australian retail partners consisting of many brands consumers love and trust.

Throughout 2013 PayPal will continue to work across Australia and around the world to provide retailers with a way to establish deeper relationships with their consumers via payments.

Commenting on the future of retail and payments, and the year ahead for PayPal, Jeff Clementz, Managing Director and Vice President, PayPal Australia said;

“PayPal is driving innovations that will bring benefits to the consumer, acknowledging that cash and coins have been around for thousands of years, and still prove to be an easy way to pay. Whatever technology replaces cash needs to do more, providing both the consumer and retailer with greater value and convenience.

Our focus is to innovate at point of sale – wherever that is. Connected devices make it easy to engage with consumers on the go, in store, or at check-out. Drawing on the power of the cloud we are working to connect the owners of our 5 million Australian accounts with retailers of all size.”

eBay Australia:

eBay has undergone a significant evolution since its introduction into the Australian market in 1999. Today the eBay Marketplaces business is focussed on providing retailers with a high traffic sales channel to complement existing stores, websites, and social channels. eBay works to enable commerce by developing innovative solutions that help small and large retailers turbo charge their online and mobile presence.

In order for retailers to best meet the needs of consumers in 2013, Deborah Sharkey, Managing Director eBay Australia says;

“The future is overwhelmingly mobile. eBay Inc and Nielsen research has revealed that more than half of online Australians now utilise their mobile device during the path to purchase, and nearly one third transact on mobile devices.

“We know that eBay customers are visiting more often and spending more time in total on site via mobile devices than through the desktop. Australia is ahead of the global curve in this respect.

“eBay intends to keep creating better ways to buy and sell in 2013. Our focus will be on helping sellers of all size compete in today’s rapidly changing world, by becoming more personalised, connected and flexible.”

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