



Balfour Capital Group eBay Inc.

eBay Inc. is a global e-commerce platform that connects millions of buyers and sellers across more than 190 markets. Founded in 1995 by Pierre Omidyar, eBay enables users to buy and sell a wide range of goods and services through online auctions and fixed-price listings. The company generates revenue primarily through transaction fees, advertising, and payment processing services.

1. Top 5 Competitors

eBay operates in a competitive landscape with several key players:

1. Amazon.com Inc. – A leading global e-commerce and cloud computing company.
2. Walmart Inc. – A multinational retail corporation with a significant online presence.
3. Etsy Inc. – An online marketplace specializing in handmade and vintage items.
4. Alibaba Group Holding Ltd. – A Chinese multinational conglomerate specializing in e-commerce and technology.
5. Rakuten Group Inc. – A Japanese electronic commerce and online retailing company.

2. Largest Institutional Shareholders

As of the latest filings, major institutional shareholders of eBay include:

- Vanguard Group Inc.
- BlackRock Inc.
- State Street Corporation – Holds approximately 4.6% of eBay's shares.

Overall, institutional investors own a significant portion of eBay's outstanding shares.

3. Management Team

eBay's executive leadership comprises:

- Jamie Iannone – President and Chief Executive Officer
- Peggy Alford – Chief Financial Officer
- Cornelius Boone – SVP, Chief People Officer
- Julie Loeger – SVP, Chief Growth Officer
- Mazen Rawashdeh – SVP & Chief Technology Officer
- Jordan Sweetnam – SVP, Chief Commercial Officer
- Samantha Wellington – SVP, Chief Legal Officer, General Counsel & Secretary



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4. Revenue

In the fiscal year 2024, eBay reported revenue of \$10.3 billion, marking a 2% increase compared to the previous year.

5. Institutions with Buy Recommendations:

Several financial institutions have issued "Buy" ratings for eBay stock:

- Benchmark Co. – Analyst Daniel Kurnos maintained a bullish stance on eBay, giving a "Buy" rating.

6. Analyst Sentiment Summary

Analyst sentiment towards eBay is mixed:

- Consensus Rating: Hold
- Average Price Target: \$67.78, indicating a potential downside from the current price.

While some analysts are optimistic about eBay's strategic initiatives, others express caution due to competitive pressures.

7. Insider Buying and Selling (Last 24 Months)

Over the past 24 months, eBay insiders have sold a total of 341,517 shares, amounting to approximately \$21.58 million. Notable transactions include:

- Jamie Iannone (CEO): Sold shares worth approximately \$4.04 million.
- Julie A. Loeger (SVP, Chief Growth Officer): Sold shares worth approximately \$9.22 million.
- Marie Oh Huber (Former Chief Legal Officer): Sold shares worth approximately \$2.44 million.

There have been no significant insider purchases reported during this period.