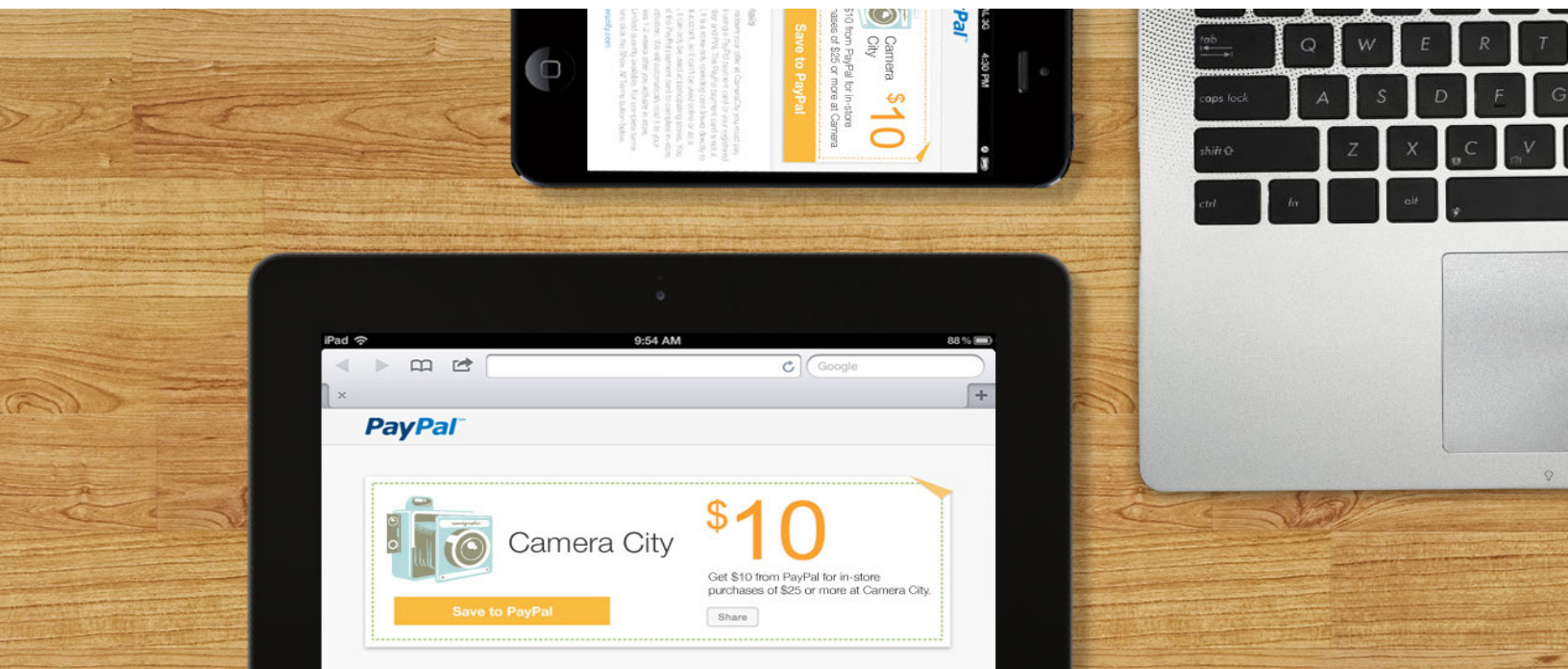


PayPal Media Network

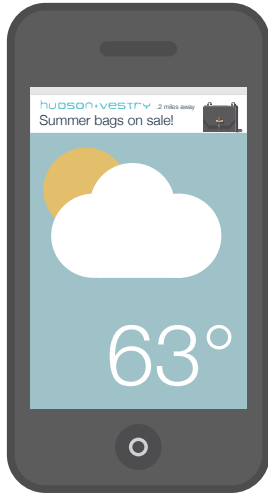
*“67% of purchases
start in one channel and end in another.”*

(source: comScore)

PayPal Media Network enables retailers and brands to engage consumers, drive commerce and better compete in the omni-channel marketplace by combining our “best in class” location technology with proprietary PayPal data, algorithms and distribution assets.



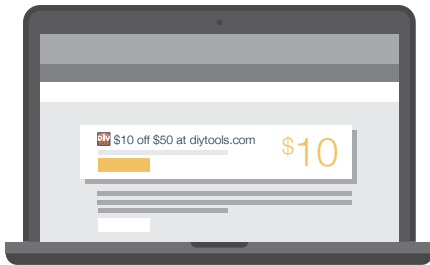
Reach Your Audience



Our omni-channel distribution channels ensure that you can engage your target audience throughout their daily lives. Smartphone or online, in store or on tablet, PPMN can reach the right audience to drive your business objectives.

Location-based mobile ad network

Target up to 117M consumers* based on location and contextual data across 375+ third-party publishers with our best-in-class, proprietary geo-fencing technology.



Online Shopper Network

Reach over 60M identified PayPal customers with targeted display ads across PayPal properties and third-party sites such as Facebook.



RedLaser

The leading in-aisle shopping app, reaching consumers with purchase intent at the “moment of truth.”

With audience extension, reach those same users outside of RedLaser across thousands of third-party mobile sites and apps.

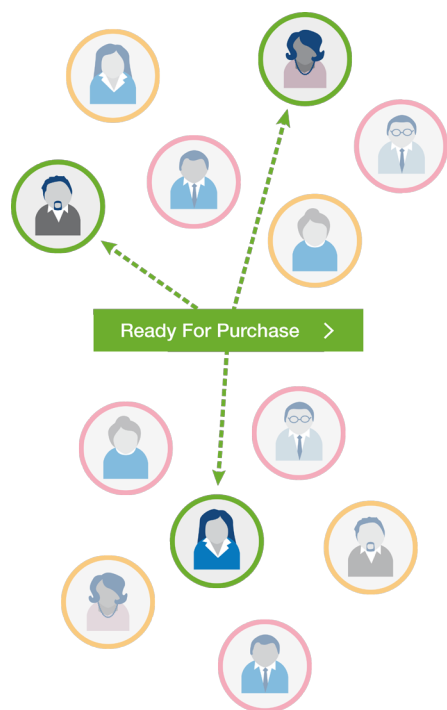
*Source: Nielsen, 2013

Better Data for Better Targeting

Mobile targeting

PayPal Media Network enables you to reach consumers on their mobile devices through:

- One of the largest and most accurate location-based mobile ad networks
- RedLaser: eBay Inc's leading in-aisle shopping app reaching consumers at the point of intent
- Unique experiences that leverage eBay, Inc. assets such as Milo (for display of real-time inventory)



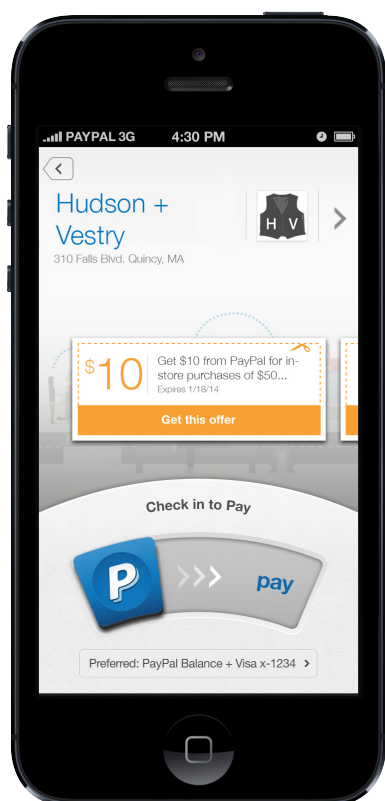
Go from unknown to known with PayPal's data targeting solutions.

Online targeting

In today's omni-channel marketplace, it's critical that advertisers leverage data to intelligently deliver relevant content to specific audience segments. PayPal's proprietary data science algorithms ensure each campaign targets the most relevant customers and prospects across thousands of websites.

- **Engage current customers**
Gain insight into your current PayPal customer base and target your most valued segments.
- **Target high-performing demographics & lifestyle segments**
From affluent households to music enthusiasts, we build custom audiences that are most aligned with your brand or product message.
- **Reach intenders**
Engage consumers based on their propensity to purchase in a category, or directly with your brand.
- **Collaborative targeting using CRM Match**
Create identified segments by matching your CRM database with PayPal's high-fidelity CRM data via hashed email or our trusted safe-haven provider, Acxiom.
- **Attract new customers**
Develop new audiences based on existing segments and reach consumers who look like your best customers. Our proprietary data science algorithms identify new audience segments that exhibit high propensity to purchase.

Deliver the Right Message



Harness our unique data technology and distribution channels to engage the right audience with the right content.

Offers

Closed Loop Offers enable PayPal merchants to put funds available for purchase into customers' PayPal accounts that can only be spent within that merchant's points of sale.

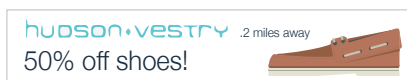
Optimize offer distribution based on targeting across various channels such as online, mobile, and direct delivery into consumers PayPal accounts.

Closed Loop Offers are automatically applied at checkout, creating a frictionless experience for merchant and consumer alike.

Brand Advertising

Leverage the power of location and PayPal purchase data to deliver your consumer message or coupon to consumers across mobile and online channels. Our in-house design expertise will develop creative that engages your audience with dynamic content, social features and rich media. Awareness ads help your brand:

- Acquire new customers
- Drive foot traffic
- Enable mobile commerce
- Stimulate sales with mobile coupons
- Increase brand awareness



Location-aware mobile banners engage consumers where and when it matters most.