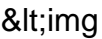


## Best Price Guarantee

**GUIDE.SUMMARY** What The Best Price Guarantee program (previously the Daily Deals Price Match Guarantee) enables our customers to shop with confidence knowing they are getting the best value available when they shop on eBay. The Best Price Guarantee is an evolution of eBay's Price Match Guarantee program which covers more than 100,000 items featured in Deals and Top products making it easier than ever to shop with confidence on eBay. Note: eBay DOES now match prices found in a retail store environment such as "door busters". Other requirements below must be met. The Best Price Guarantee applies to Daily Deals as well as to any product items that display the following logo:  For those items, the program offers to match 110% of the difference in price between a competitor and the eBay price. Please refer to this program as Best Price Guarantee to help improve customer perception about the value of the program. Why

- We listened to customers, teammates, and partners.
- We are giving buyers incentive to choose eBay first and to accelerate buyer growth on our platform.
- Customers prefer to make their purchase right away. They don't like to wait for teammates and partners to validate the item, price and competitor.
- We want to improve price perception and enhance the customer experience to better align to other online retail experiences.

When

- US, CA, CA-FR: As soon as June 27, 2018
- Who
- Available in US, CA, CA-FR, UK, DE, FR, IT, ES, AU
- The list of competitors is different in each market
- These lists are subject to change at eBay's discretion

US customers: Buyers can participate in the Best Price Guarantee under the following conditions:

- Member has a US registered address
- Item being matched is on a qualifying competitor's US website (see table below)
- Item is purchased on ebay.com
- Item is shipped within the US

&lt;li&gt;Canadian customers (CA, CA-FR): Buyers can participate in the Best Price Guarantee under the following conditions: &lt;ul&gt; &lt;li&gt;Member has a Canadian registered address&lt;/li&gt; &lt;li&gt;Item being matched is on a qualifying competitor's Canadian website (see table below)&lt;/li&gt; &lt;li&gt;Item is purchased on ebay.ca&lt;/li&gt; &lt;li&gt;Item is shipped within Canada&lt;/li&gt; &lt;/ul&gt; &lt;/li&gt; &lt;/ul&gt; &lt;table border="1" cellspacing="0" width="300"&gt; &lt;tbody&gt; &lt;tr align="center" bgcolor="c2dfff"&gt; &lt;td&gt;Country&lt;/td&gt; &lt;td&gt;Qualifying Competitors&lt;/td&gt; &lt;/tr&gt; &lt;tr&gt; &lt;td align="center" bgcolor="lightcyan"&gt;US&lt;/td&gt; &lt;td&gt; &lt;ul&gt; &lt;li&gt;Amazon.com&lt;/li&gt; &lt;li&gt;Walmart.com&lt;/li&gt; &lt;li&gt;BestBuy.com&lt;/li&gt; &lt;li&gt;Target.com&lt;/li&gt; &lt;li&gt;Sears.com&lt;/li&gt; &lt;li&gt;HomeDepot.com&lt;/li&gt; &lt;li&gt;Jet.com&lt;/li&gt; &lt;li&gt;Wayfair.com&lt;/li&gt; &lt;/ul&gt; &lt;/td&gt; &lt;/tr&gt; &lt;tr&gt; &lt;td align="center" bgcolor="c2dfff"&gt;Canada (CA, CA-FR)&lt;/td&gt; &lt;td&gt; &lt;ul&gt; &lt;li&gt;Amazon.ca&lt;/li&gt; &lt;li&gt;Walmart.ca&lt;/li&gt; &lt;li&gt;BestBuy.ca&lt;/li&gt; &lt;/ul&gt; &lt;/td&gt; &lt;/tr&gt; &lt;/tbody&gt; &lt;/table&gt; Note: Each competitor's site has the ability to search via product Universal Product Code (UPC) or Manufacturer Part Number (MPN) to ensure product match Note: For CA-FR, both the French and English versions of the above competitors' websites can be referenced when checking prices and products. How US / CA, CA-FR, AU - We will issue the customer a coupon to be used for a future transaction. The customer will have 30 days to use the coupon. We will not issue a new coupon to a customer who lets their coupon expire. The following conditions apply: &lt;ul&gt; &lt;li&gt;Both items (eBay's and the competitor's) should be exactly the same and currently in stock&lt;/li&gt; &lt;li&gt;Maximum of 1 coupon per customer, per day&lt;/li&gt; &lt;li&gt;Item must have been purchased within the last 48 hours&lt;/li&gt; &lt;li&gt;Match amount will not exceed 50% of advertised price&lt;/li&gt; &lt;li&gt;US customers: Buyers can participate in the Best Price Guarantee under the following conditions: &lt;ul&gt; &lt;li&gt;Member has a US registered address&lt;/li&gt; &lt;li&gt;Item being matched is on a qualifying competitor's US website&lt;/li&gt; &lt;li&gt;Match amount will not exceed \$500&lt;/li&gt; &lt;/ul&gt; Note: Match amount will not exceed \$500

CAD/USD. That is, all CAD amounts are being converted to the same nominal USD amount. If the competitor's price is 2.19 CAD less than eBay's, the coupon will be issued for 2.19 USD.

- Item is purchased on ebay.com
- Item is shipped within the US
- Item was purchased within the last 48 hours

Canadian customers (CA, CA-FR): Buyers can participate in the Best Price Guarantee under the following conditions:

- Member has a Canadian registered address
- We compare the item's purchase price on eBay.ca and on the competitor's website
- Match amount will not exceed \$100 CAD
- Taxes, Surcharges, Duties, Shipping and Handling fees are excluded in the purchase price comparison between eBay's item and the competitor's website in order to determine if the Best Price Guarantee applies.
- Item is purchased on ebay.ca
- Item is shipped within Canada

Cannot be combined with another coupon, gift card, gift certificate, or voucher.

## GUIDE.RELATED\_LINKS Related Links

- Best Price Guarantee - US  
<http://www.ebay.com/bestprice>
- Best Price Guarantee - CA, CA-FR  
<http://www.ebay.ca/best-price-guarantee/index.html>

Note: Customers and teammates can reference both, French and English versions.

## GUIDE.TALKING\_POINTS

Are there any blackout dates? No, we will match Deals items & Top Products with the BPG logo on all days (including Black Friday, Cyber Monday, and Prime Day). Are taxes and shipping included in determining whether an item qualifies for the Best Price Guarantee? No, We compare the item's price (excluding taxes and competitor shipping fees but including eBay shipping cost) on eBay.com and on the Competitor's website in order to determine if a Best Price Guarantee applies. What if an item is in Deals but is also in the exclusions list? Deals items are eligible as long as they are not in the Exclusion list - like Gift Cards, or Refurbished items would not be eligible even though they may be in Deals. Why

is eBay replacing Price Match Guarantee? Best Price Guarantee is an evolution of eBay's Price Match Guarantee program. Now, the program covers more than 100,000 items featured in Deals and Top Products, and we are giving customers 110% of the price difference, where before we were just matching the price. These changes will make it easier than ever before for customers to shop with confidence on eBay, knowing they can get the lowest price out there. Are there any price match exclusions? Yes, there are several exclusions to the program:


- Sales tax, Value-Added Tax (VAT), Goods and Services Tax (GST), or any other tax plus shipping and handling discounts
- Advertised out-of-stock products
- Multiple quantity purchases
- Manufacturer refurbished, Seller refurbished, Used, New other (see details)
- Non-retail packaged products
- Competitor prices after applicable rebates, free offers, coupons or specific one-time-only promotions from competitor site or specific offers based on bundled pricing, volume or lot discounts
- Products listed by 3rd party / marketplace sellers on competitor sites
- Products in the following product categories:
  - Gift Cards, Gift Certificates, Coupons, Coins, Paper Money, Virtual Currency, or items generally considered to be "bullion" (for example: gold, silver, and other precious metals in the form of coins, bars or ingots), Real Estate and Motors (except for parts and accessories)
  - An error or misprint on a competitor's website
  - Items located outside the customer's country

What if the order is cancelled / returned / etc?

- If the member's order is cancelled and they receive a refund, we will not issue another coupon for the same transaction, and we will only issue one coupon per day.
- As we are only issuing a member one coupon per day, they would need to wait until the following day to initiate a price match again.
- Coupons cannot be reissued for cancelled or refunded orders.

What if the member contacts us after checkout to Price Match? (UK only) As the coupon needs to be used during checkout, and we don't have a way to adjust a price post-purchase, we will not be able to offer a coupon post-checkout. What if the member contacts us after 48 hours to Price Match? Teammates

should use their discretion when reviewing these scenarios. If a coupon is issued as a onetime courtesy teammates should educate the customer on the 48 hours exemption period moving forward. Will Best Price Guarantee be completely post-purchase? Or, if the customer would like the coupon to apply to the item in question, could we issue it pre-purchase? Best Price Guarantee has moved to a completely post purchase process in the US and AU and is only applicable for up to 48 hrs. If a customer calls prior to purchasing the item, validate the item would be eligible for a price match. Once this validation has occurred encourage the customer to purchase the item and then issue the coupon.

&nbsp; How do I know if an item within the top products is eligible for the Best Price Guarantee? Items qualifying for the Best Price Guarantee are any products featured in Deals or Top Products, which will also display this Price Guarantee badge  Is this expanding to all top products? The Best price guarantee will expand to include Top products which will include the Top 20 best selling products across thousands of categories in electronics, home, fashion, and so on. We have excluded some categories in Business & Industrial (B&I), Antiques & Collectibles (A&C), coins, bullion, real estate, lots/bulk categories, antiques categories and other leafs that don't make sense for a program like this. How did eBay select the competitors to include in the Best Price Guarantee? We selected the websites to include in the Best Price Guarantee through a comprehensive analysis of our online competitive set. What if the member has an Issue 248, 249, or 250?

- Members who are identified as abusing the price match program, will receive a warning for the first offence, a 7-30 day buying restriction for the second, and an indefinite buying restriction for the 3rd.
- Look for these Site Interference warnings in the MAC Notes as a potential indicator of program abuse.
- If they have any of the above issue numbers, kindly inform the members that they are not eligible to price match.

What do you mean by 110% of the difference? 110% of the difference means eBay will issue a coupon for the difference in price between the price of the item on eBay site compared to the price of the same items on the

Approved Competitors' website plus an additional 10% of the price difference. For example if you buy an item on eBay for \$100 but then find it on an Approved Competitor's website for \$90, you will get a coupon for \$11. This is the difference in price ( $\$100 - \$90 = \$10$ ) plus 10% of the difference ( $\$10 \times 10\% = \$1$ ). How many times can I price match in a day? We can issue a maximum of 1 price match coupon, per member, per day. Additional accounts cannot be created/used to circumvent this limit. What if my seller cancels the order? We can issue a maximum of 1 price match coupon, per member, per day. We are unable to price match another on the same day, even if the seller cancels the order. Coupons cannot be reissued for cancelled or refunded orders Amazon has an amazing price but the item is out of stock - will you match it? No, that situation is excluded. See the exclusion list. I found a \$1,400.00 item for \$14.00, can I match this? No, the match amount cannot exceed 50% of the advertised price and the match amount cannot exceed \$500. (CAD\$500 for Canadian customers) Will you price match a gift card I found cheaper elsewhere? No, gift cards are excluded. See the exclusion list. Can I use the price match to buy 5 of the same item? (aka I find a price match of \$50, buy the item in a quantity of 5 and get a \$250 coupon in a single day) No, we can only price match a single item. Price Matching multiple quantities is not allowed. Canada-specific Talking Points Which competitors does the eBay Deals Price Match Guarantee apply to? Canadian inventory owned and sold by Amazon.ca, BestBuy.ca, and Walmart.ca ("Competitor"), but excluding any third party marketplaces including those associated with the stores listed above. This list is subject to change by eBay. Which items qualify for the eBay Deals Price Match Guarantee? In-stock, new, unopened items in retail packaging located in Canada in the Canadian eBay Deals inventory. If a listing is found through the eBay Deals specific search module, then that product is part of the eBay Deals program. "New", "New with Tags", "New in Box" and "Brand New" items qualify. All other item conditions such as refurbished and "new other" items are not eligible. Items located outside of Canada are ineligible.

&lt;/h2&gt;&lt;/h2&gt;GUIDE.INSTRUCTIONSSTEPS\_TO\_RESOLVE How to locate an item on eBay and competitor's websites Locating an eBay item number and a product's UPC code &lt;/ol&gt;

<li>Browse to the Item Specifics under the Description tab.</li> <li>The UPC will be listed there.</li> </ol>    Locating an item on competitors websites </ol> <li>Paste the UPC/MPN number into their search bar on their home page.</li> </ol>    How to verify if a listing is 1st party or 3rd party Amazon <ul> <li>The example below is an Amazon first party listing, clearly stating that the item is sold by Amazon.</li> <li>In the bottom right corner, the Amazon 3rd-party listings section displays prices from other sellers.</li> <li>We will not Price Match to 3rd-party listings. We will only Price Match the first party listing's advertised price.</li> </ul>    Walmart <ul> <li>The example below is an Walmart first party listing, clearly stating that the item is sold by Walmart.</li> <li>In the bottom right corner, the Walmart 3rd-party listings section displays prices from other sellers.</li> <li>We will not Price Match to 3rd-party listings. We will only Price Match the first party listing's advertised price.</li> </ul>    Best Buy <ul> <li>Best Buy does not have 3rd-party sellers on their platform. We will price match the highlighted first party advertised price.</li> </ul>    Target <ul> <li>Target does not have 3rd-party sellers on their platform. We will price match the highlighted first party advertised price.</li> </ul>    Sears <ul> <li>Although Sears has 3rd-party sellers on their site, almost every advertised price is first party. Ensure the item is sold by Sears. We will match their first party advertised price.</li> </ul>    Home Depot

</ul> <li>Home Depot does not have 3rd-party sellers on their platform. We will price match the highlighted first party advertised price.</li> </ul>    Jet

</ul> <li>Jet will reduce the price of your item if you opt out of free returns, pay with a debit card, etc. We will not match these reduced prices, only the first party advertised price.</li>

</ul>    Wayfair </ul>

<li>Wayfair does not have 3rd-party sellers on their platform. We will price match the highlighted first party advertised price.</li> </ul>    </h2>