



PRESS RELEASE

For Immediate Release

eBay Selects SingPost As First National Post Office Partner in Asia

eBay PowerSellers to Benefit From Special Delivery Scheme

SINGAPORE, 12 October 2004 – Two of Singapore's most advanced e-commerce pioneers, eBay Singapore and SingPost have joined forces in a first-time ever partnership to deliver value-added services to eBay PowerSellers in Singapore. Upon registering with SingPost, PowerSellers, who are the most well-regarded and successful sellers on ebay.com.sg, will be offered a Speedpost full-range delivery scheme including the collection of packages.

"By partnering with SingPost we can offer our most recognized and respected users a unique and extremely valuable privilege," said Frederic de Bure, Managing Director, eBay Singapore. "With Singapore eBay PowerSellers shipping out thousands of packages each day, the savings will be tremendous and have a substantial impact on their profits. We think this partnership provides a fantastic way to reward those Singaporeans that have already made eBay the world's online marketplace to buy and sell anything."

PowerSellers averaging SGD1,500 per month in SingPost shipping costs will be eligible for the delivery scheme. SingPost will set up a website (www.singpost.com/ebay) to offer PowerSellers convenient access to information about the delivery scheme and at the same time, an online postage calculator and the Speedpost track & trace service for packages with the click of a mouse. PowerSellers will benefit from savings in shipping costs of more than 15 percent.

"SingPost is always focused on value-adding to the e-commerce chain as we are well aware that fulfillment of the contract made in e-space must be complemented with unsurpassed delivery capability and reliability. More importantly than just value-savings, Speedpost offers eBay PowerSellers the convenience of a full range of delivery speed options, the widest reach to any address worldwide and the reliability backed by years of delivery experience," said Lynette Koh, SingPost Director of Sales and Marketing. "It was therefore a natural step for us to partner with one of Singapore's—and the world's—most well-known and successful online companies, whose entire business model is based on that very principle. With so many of eBay's customers already our customers as well, we are pleased to offer eBay PowerSellers this convenient full-range delivery scheme."

eBay users become PowerSellers based on a combination of their overall sales volume on eBay, and their feedback ratings from the buyers of their items. Singapore is home to thousands of eBay PowerSellers, many of whom have built thriving businesses selling to customers worldwide.

About SingPost

SingPost is a household name in Singapore with strong brand recognition. It is the dominant provider of domestic and international postal services in Singapore. It is one of the most efficient and profitable postal operators globally and offers customers a one-stop logistics business and retail distribution network in Singapore.

With a highly efficient mail delivery services system utilising a sophisticated distribution infrastructure and advanced mail processing technology, SingPost estimates that it has achieved domestic mail market share of greater than 95 per cent. It believes that its Spring joint venture is a market leader in private cross-border mail solutions.

About eBay

eBay is The World's Online Marketplace[®]. Founded in 1995, eBay created a powerful platform for the sale of goods and services by a passionate community of individuals and businesses. On any given day, there are millions of items across thousands of categories for sale on eBay. eBay enables trade on a local, national and international basis with customized sites in markets around the world.