

02

Bringing PayPal's Two-Sided Platform to Life

Bill Ready
EVP, Chief Operating Officer



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How we serve merchants

Intuitive Customer Interface

Online • In-App • In-Store

Open-Source Technology Platform

PayPal Processing Check out with PayPal	100% Payment Processing	Contextual Commerce	Rewards	Transactional Credit	Invoicing & Reporting	PayPal Working Capital
Customer Service	Seller Protection	Visitor to Sales Conversion	Risk Services	Payouts	Omni Solutions	Seamless Identity Sign-On

RISK CAPABILITIES

CUSTOMER SERVICE

SCALABILITY

AVAILABILITY

COMPLIANCE

DATA



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Consumer focus areas

Unparalleled Access to Digital Commerce

- Great Checkout
- P2P
- One Touch access to new experiences
- Paying with reward points
- Instant cash outs to cards
- Cross border purchasing

Unparalleled Access to Financial Services

- Banked consumer: Partner with banks and issuers to enhance access
- Underserved and Unbanked: Provide access



CONSUMERS

Unrivalled
Two-Sided Platform



MERCHANTS

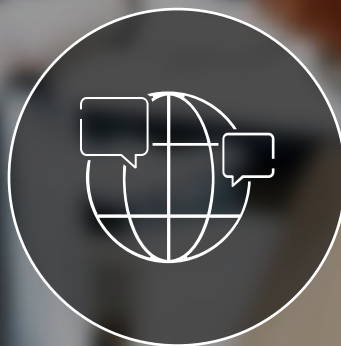


CONSUMERS

Unrivalled
Two-Sided Platform



MERCHANTS



PARTNERS



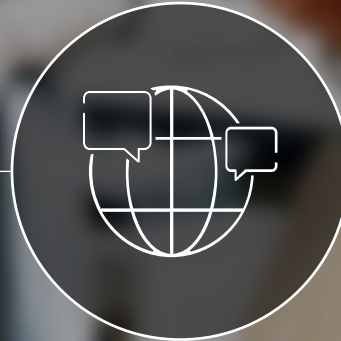
CONSUMERS



MERCHANTS

Unrivalled
Two-Sided Platform

Technology
Platforms



PARTNERS

Banks &
Networks

Technology
Platforms

Google
facebook



PARTNERS

Banks
& Networks

J.P.Morgan

DISCOVER[®]

 **BANORTE**
EL BANCO FUERTE DE MEXICO

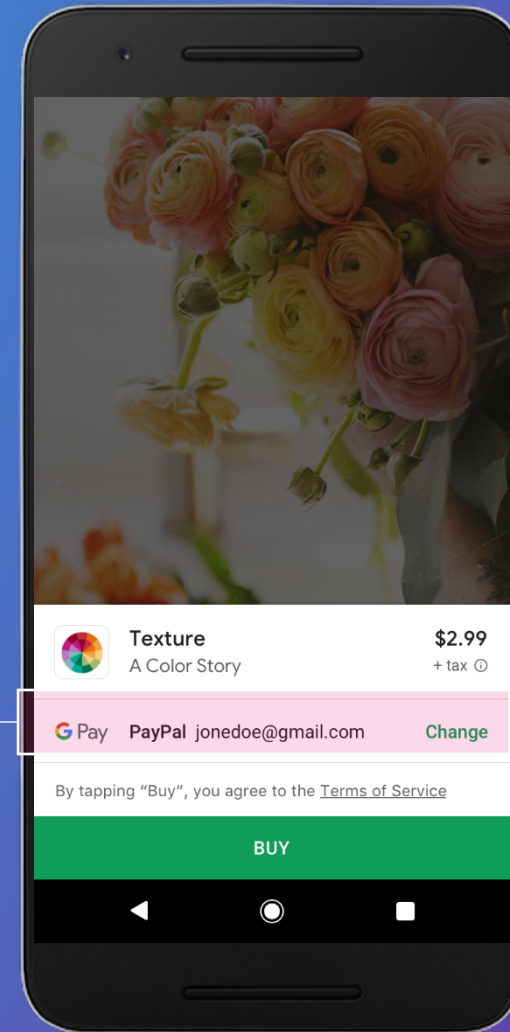
WELLS
FARGO



VISA

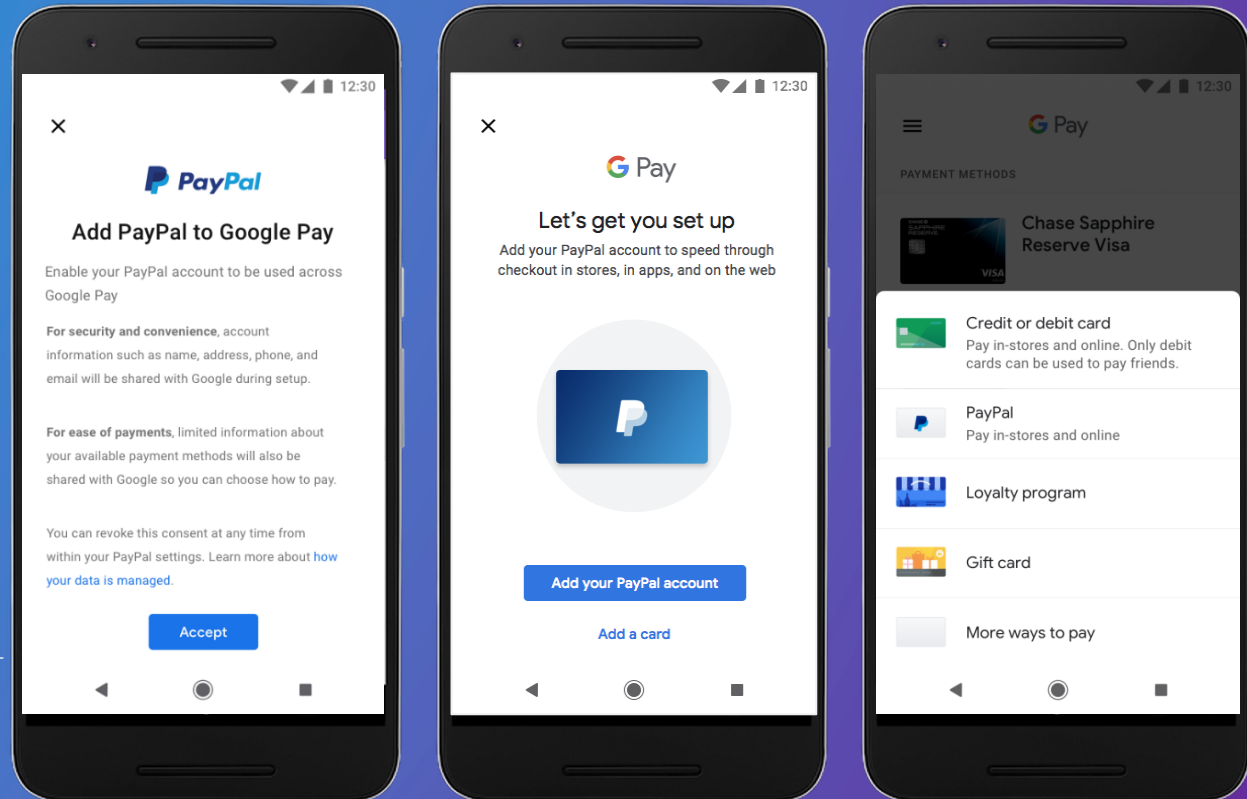
Technology platforms

G Pay



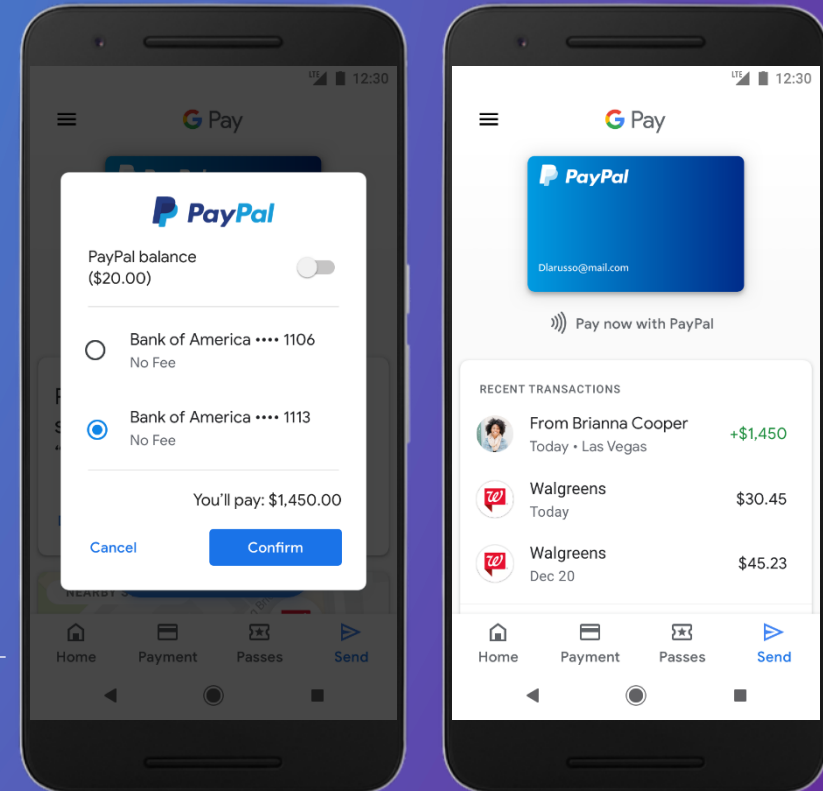
Technology platforms

G Pay

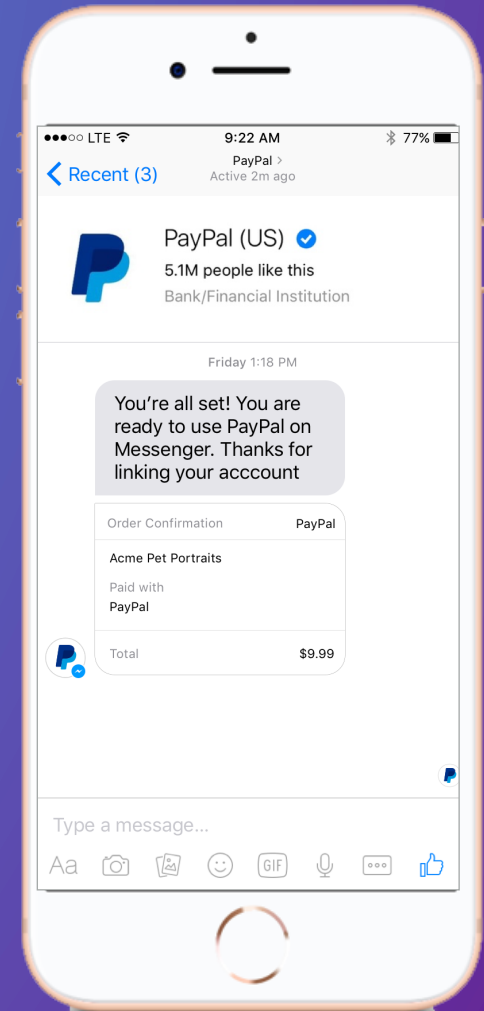
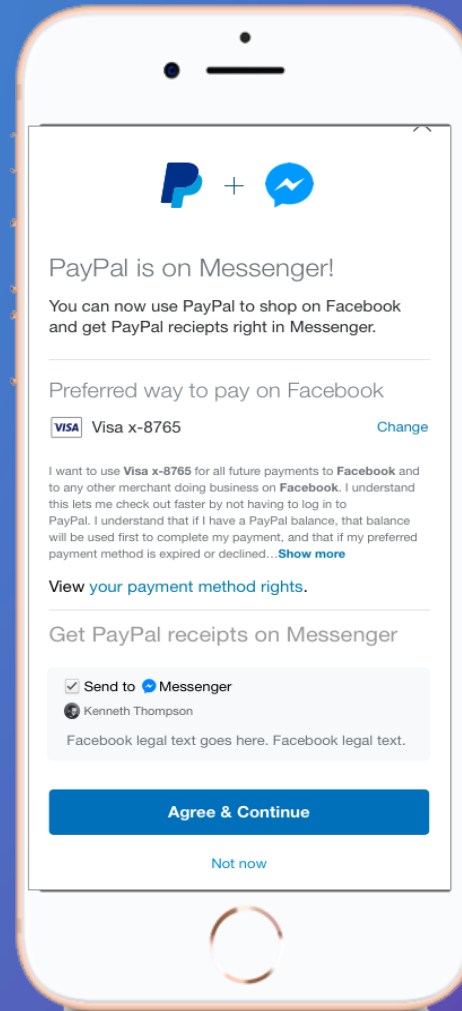


Technology platforms

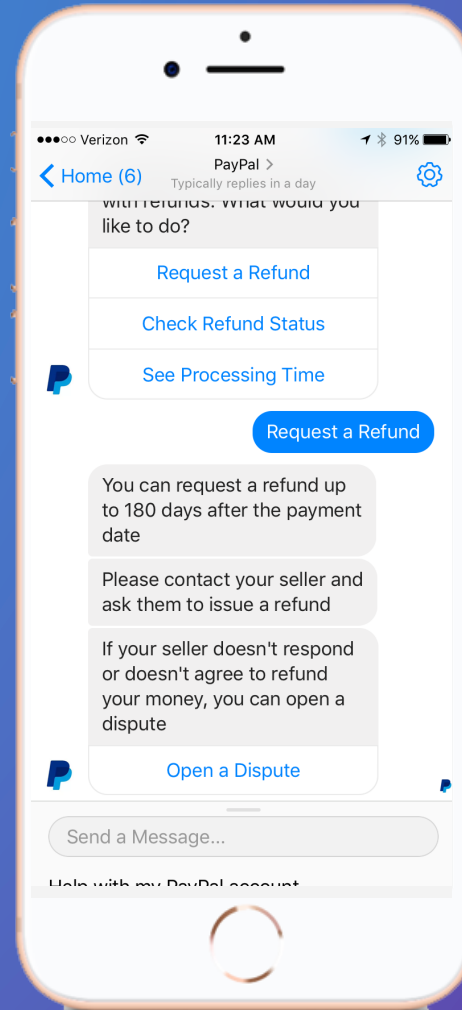
G Pay



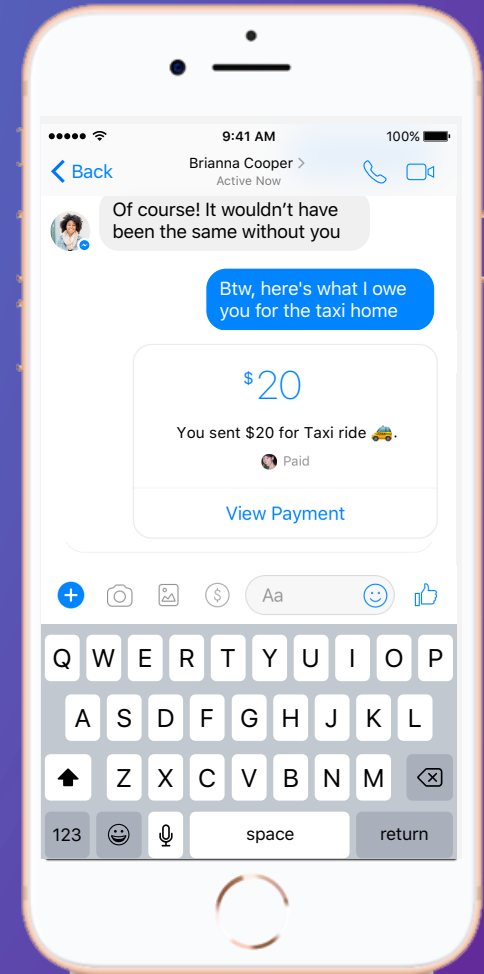
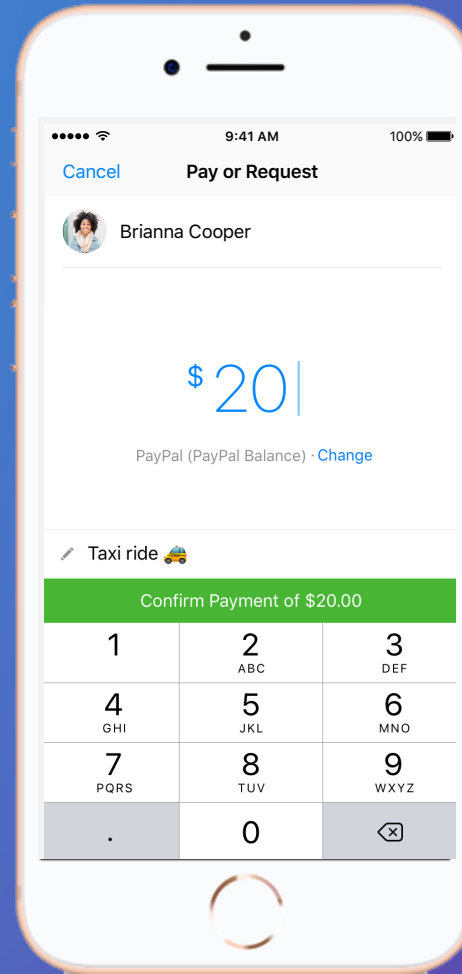
Technology platforms



Technology platforms



Technology platforms





How We Perform

With PayPal consumers do more

55%

made more online
purchases because of
One Touch

47%

made more online
purchases with
PP offered

31%

would not complete
purchase without PayPal



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Source: comScore online panel, Q4 2017. Analyzed shopping behavior at 20 large merchant sites across categories, utilizing its 1 million US consumer panel https://www.paypalobjects.com/digitalassets/c/website/marketing/global/shared/global/media-resources/documents/comScore_Checkout_Conversion_4-23-8.pdf.

PayPal leads to higher checkout conversion



Other
Digital Wallets



Overall
(All Payments)



AARP®

ASPCA®



SUN BASKET



MoMA

HYATT®

DE BEERS



DOONEY
& BOURKE

JB HI-FI



Crate&Barrel

pottery barn kids



DOLLAR SHAVE CLUB



verizon✓

SEPHORA



west elm



TigerDirect®

WILLIAMS-SONOMA



EAT24

Michaels
Where Creativity Happens



Nestlé



Martha | WINE CO.
STEWART

Roku®



P2P

The value of a P2P user

1/4

of new PayPal
consumers come
through P2P

2/3

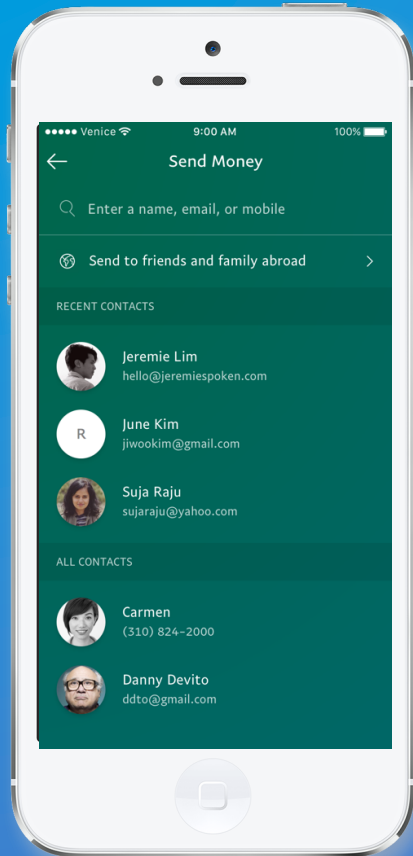
of PayPal's highest
engaged consumers
are using P2P

2x

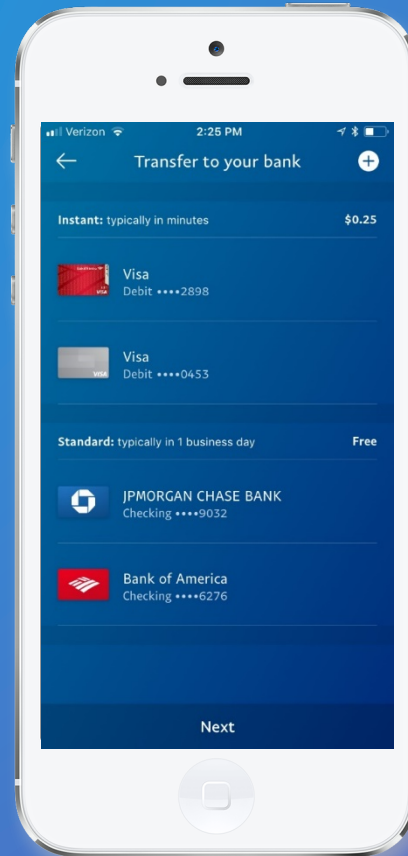
P2P users checkout on
PayPal twice as much as
non-P2P users

PayPal P2P drives activations, direct and indirect revenue

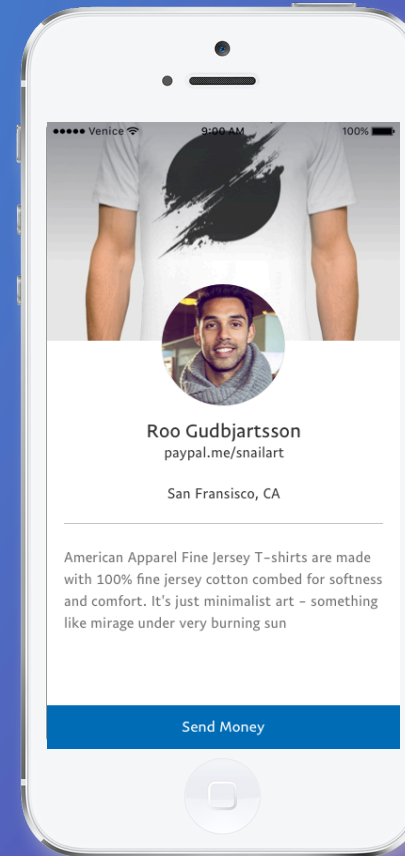
Friends & Family



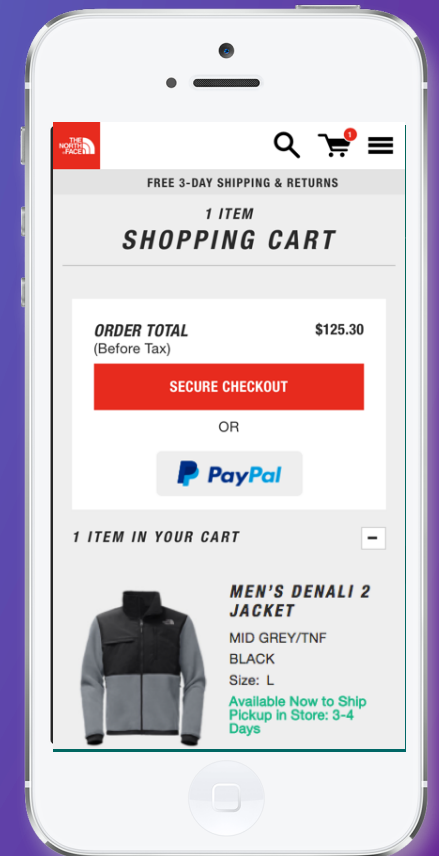
Instant Transfer



Goods & Services

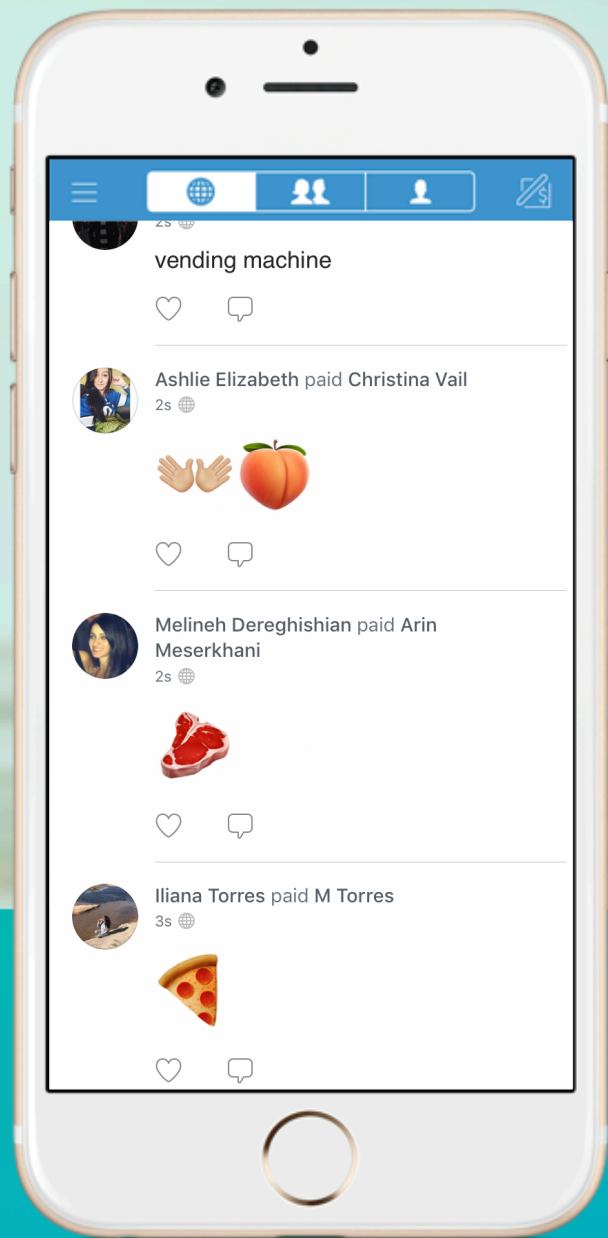


PayPal Checkout



A photograph of two young women standing on a rooftop, looking at a smartphone together. They are both wearing sunglasses and scarves, suggesting a cool environment. The background shows a city skyline under a bright sky. A large, semi-transparent purple and blue graphic overlay covers the right side of the image, containing the title text.

Venmo Monetization

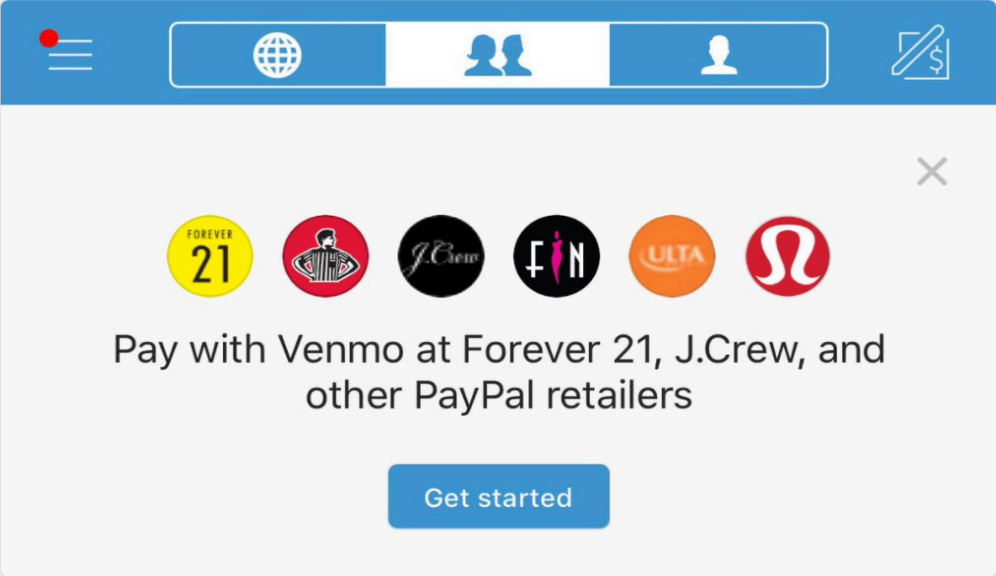


venmo

Venmo: Beyond the transaction

 **Kay Angrum**  @kayangrum · 1 Nov 2017

HOLD UP. You can now pay using **Venmo** at Forever 21, **Foot Locker**, Fashion Nova, etc.? 🤔 What.. a... time...



1 14 20

 **mike**  @Foil_Island · Mar 9

grubhub now directly takes **venmo**? we really are in the future

1 1 1 1

 **sunny** @sunnayy · Jan 19

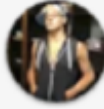
Venmo's instant transfer is probably the greatest thing of **2018** so far

1 1 13

 **drea.**
@DreaSunFlower_

Shout out to @venmo !! their team at @VenmoSupport is superb!

9:39am · 5 Mar 2016 · Twitter for iPhone

 **Christopher Pazdernik** April 18, 2015

★★★★★

Life Changing Like e-mail and cell phones, you'll wonder how you ever lived without it!

★★★★★

 The perfect app

Venmo could not be easier to use; it's fast, efficient, and safe. Why aren't more apps like this one?? I have to say I was a little leery at first and wondered how secure it was. No problems! Now I use it at least a couple times a week.

by deryll via the App Store

★★★★★

 **VENMO SAVES FRIENDSHIPS**

Now you don't have to text that one friend over and over again for the pizza money they owe you from 2 Sunday hangovers ago. Life is so much easier. 🍕🍷

by Wiggins via the App Store

 **Tay**  @TayyyJeannn · Jan 31

Guys...

Instant transfer on Venmo.

MY LIFE IS COMPLETE!

1

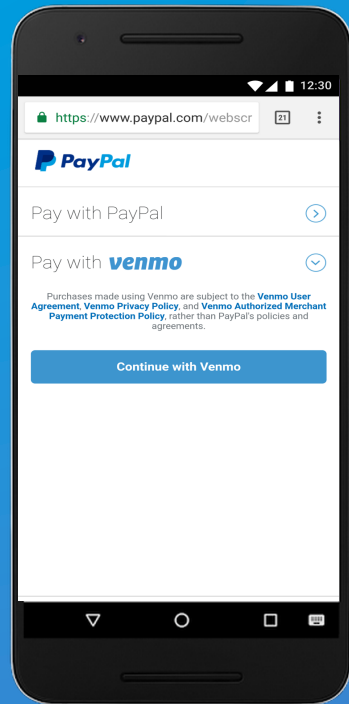
**An Ode to Venmo:
Why It's My
Favorite Social
Network**

 Alyssa Berserk
Marketing Communications
Manager
November 14, 2014

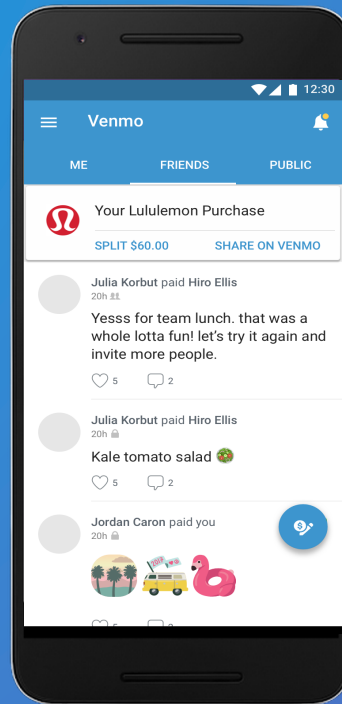


Paying with Venmo

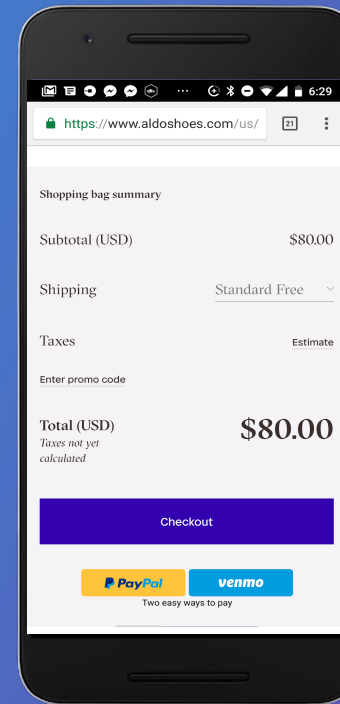
Expanding monetization experiences in 2018



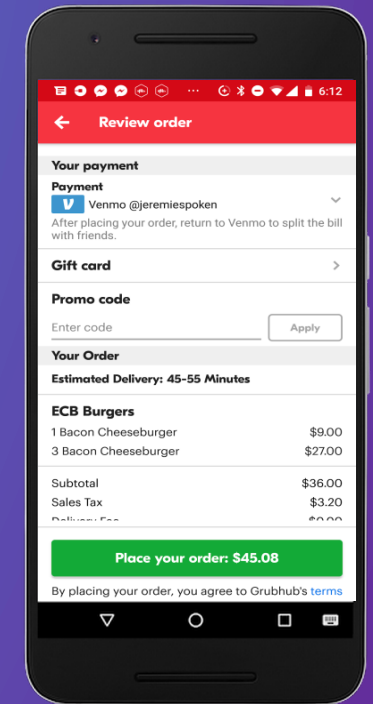
Over 2 million merchants enabled by PayPal Checkout



Split & share a purchase



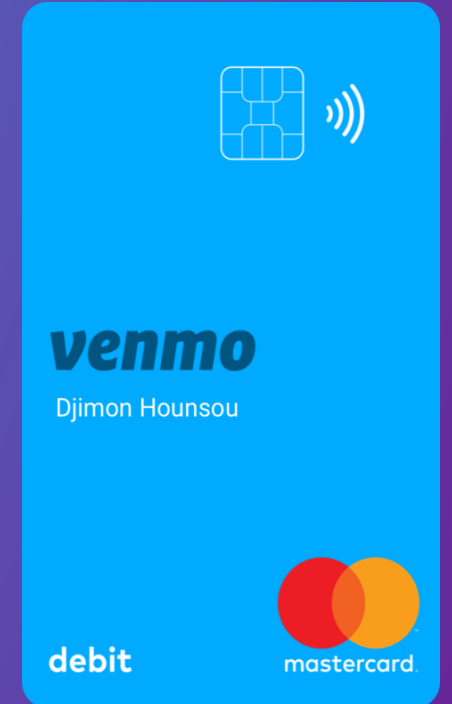
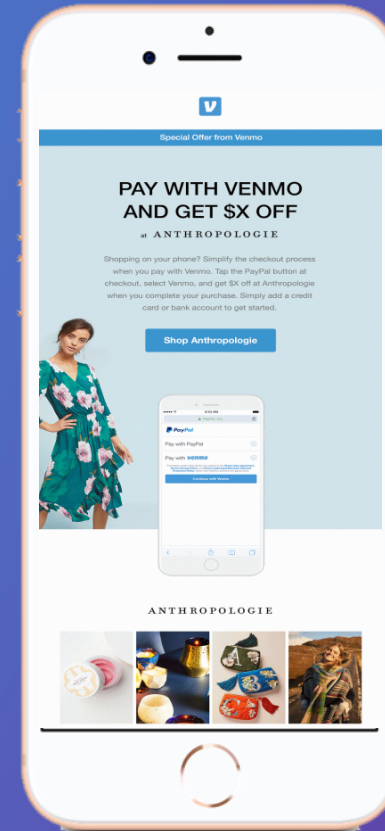
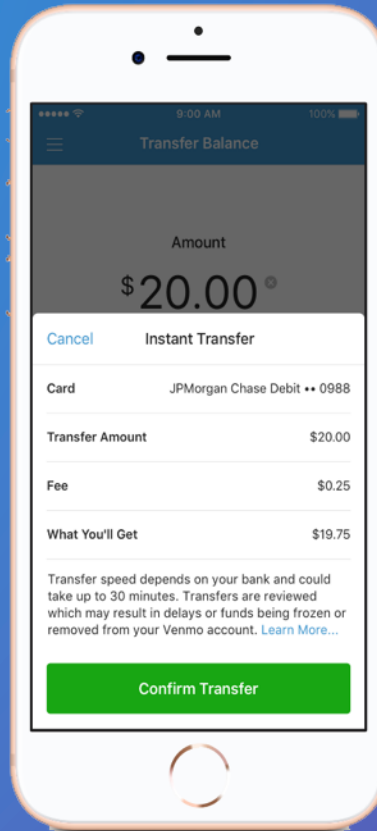
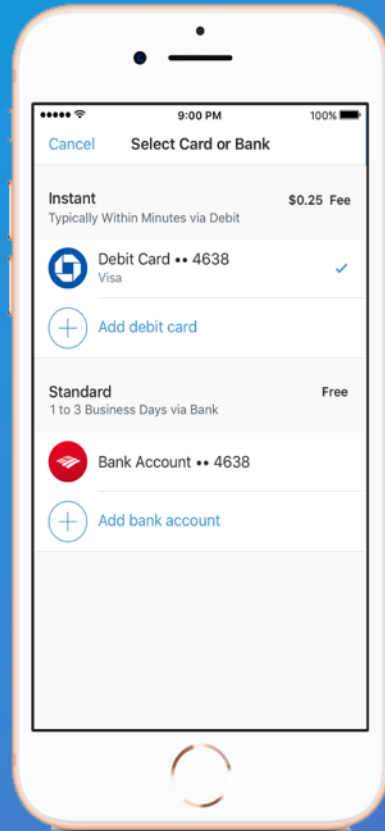
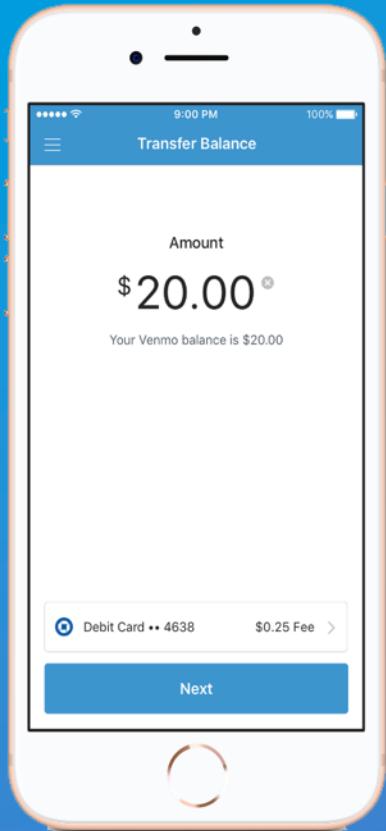
Dual-branded button



Venmo in-app payments enabled by Braintree

Instant transfer, marketing & card

Expanding monetization experiences in 2018



Instant Transfer

Co-Marketing

Venmo Card Launch

Active monthly users of Venmo monetization experiences



11%

of Active Monthly Venmo
users have engaged in a
monetized experience



Partners & Marketplaces

Top 20 partners & marketplaces on PayPal's platform

42%

Our Partner &
Marketplaces
Growth

Last 12 months

\$65.4B

TPV

*Last 12 months**

Etsy



airbnb

Pinterest



skyscanner

GRUBHUB



TaskRabbit

Representative Marketplaces



How PayPal Wins

In an evolving landscape, how PayPal wins

The context
to serve the
user well

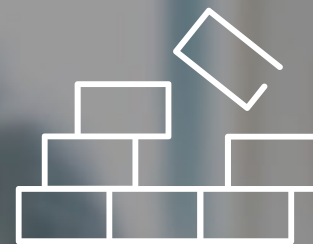
The greatest
ability to iterate
on experiences
with users as
they engage



Build



Partner



**Strategic
Investments
& Acquisitions**