

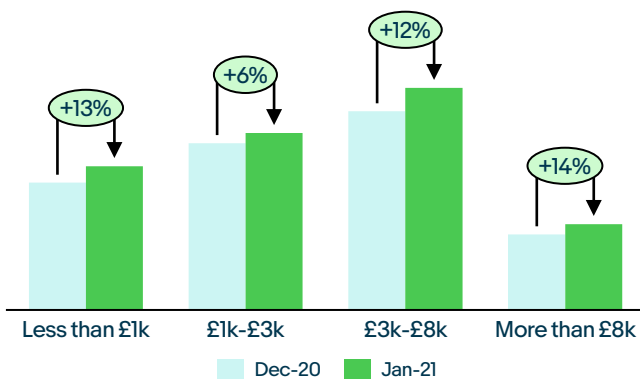


We bring you a round-up of the latest trends we have seen across our platforms and the industry to help you benchmark your response and focus on the best ways to manage your online leads.

At a glance

- Vehicle views have bounced back across the price bands MoM, following the quieter festive period
- Email leads to dealers from eBay Motors and Gumtree Motors were up 20% in week 4 (2021) vs. week 52 (2020) and up a very healthy 39% YoY
- Google Trends data shows that searches for 'Motorbikes for Sale' has increased slightly during January and is looking on par with search activity in the summer (August-September)

Vehicle Views of Motorcycles & Scooters by Price Bracket
eBay Motors, % change, December 2020 v January 2021

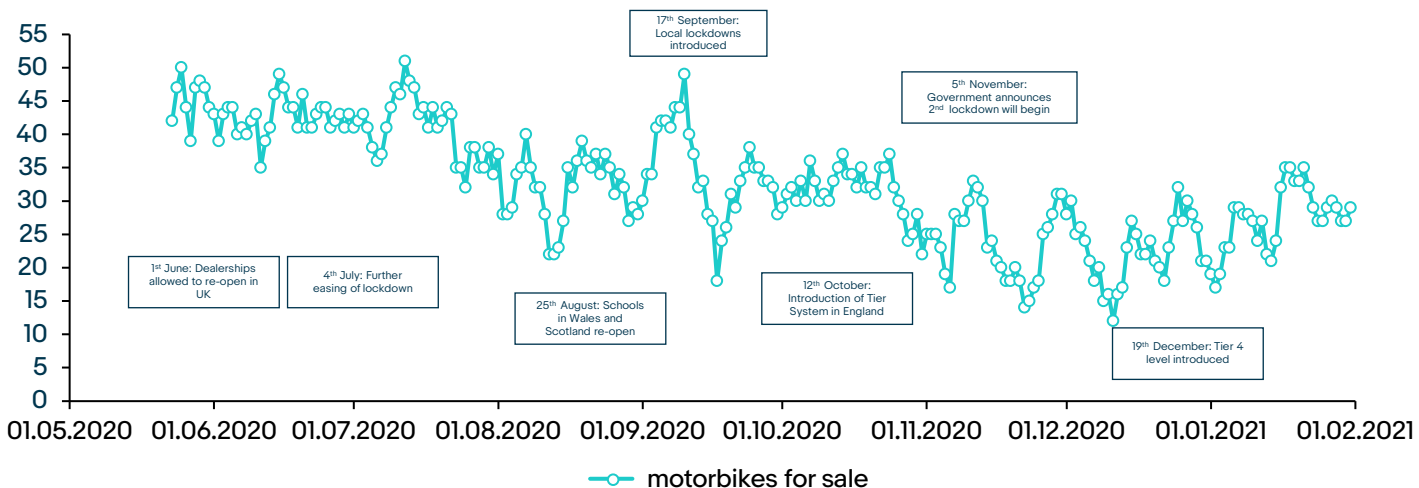


Data source: eBay Motors Group Data Warehouse

Dealer Emails - Motorcycles & Scooters
YOY % change, eBay Motors and Gumtree Motors
Week 52 2020 & Week 4 2021



"Motorbikes for Sale", Search interest over time
Google Trends, 7 Day Rolling Average, 23rd May to 31st January 2021



Data source: Google Trends (<https://google.com/trends>)