

EBay's revenue in the fourth quarter of 2011 soared

Revenue in the fourth quarter of 2011 increased sharply thanks to the profit gained from selling products via services which are being focused on investing in Skype.

EBay shopping social network on January 18 announced that revenue in the fourth quarter of 2011 has increased sharply thanks to the profit gained from sales through services being focused on Skype investment.



This result far surpassed the expectations of Wall Street financial market because people were busy shopping during Christmas and celebrating the new year through eBay website and using PayPal online transaction service more.

In the fourth quarter of 2011, eBay earned \$ 1.98 billion of profit with a stock value of \$ 1.51 per share, much higher than the \$ 559 million profit with a stock value of 42 cents per share. of the same period in 2010. Particularly outstanding outstanding business results, such as Skype, shares achieved a value of 60 cents per share; profit increased 35% from 2.5 billion USD to 3.38 billion USD.

eBay also said that PayPal's online transaction business has increased continuously, ending the fourth quarter of 2011 with more than 106 million customer accounts, an increase of 13% compared to 2010; Meanwhile, profits soared 28% to 1.24 billion USD and business increased 24% to 33.4 billion USD of trading value.

EBay.com and eBay's e-commerce and business sites also saw profits up 16% to \$ 1.77 billion. EBay CEO John Donahoe called 2011 the " *shopping peak* ".

EBay's long-term plan is to become a trading company based on online mergers and the online shopping world. To implement this plan, eBay is expanding its reach from its web site to mobile and tablet devices. eBay is also testing a service that allows customers to use PayPal payment card at stores and supermarkets.

eBay expects 1Q2012 share value will reach about 51 cents per share and \$ 3.15 billion profit, while the yearly expectation is \$ 2.25 per share and \$ 13.7 billion profit. profit.

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