

## eBay Inc. (EBAY)

**\$56.59** (As of 07/21/20)

Price Target (6-12 Months): **\$65.00**

Long Term: 6-12 Months

**Zacks Recommendation:**

**Outperform**

(Since: 06/08/20)

Prior Recommendation: Neutral

Short Term: 1-3 Months

**Zacks Rank:** (1-5)

**1-Strong Buy**

Zacks Style Scores:

VGM:B

Value: B

Growth: C

Momentum: C

## Summary

eBay is riding on strong momentum across its managed payments offerings. This is contributing well to the gross merchandise volume. Further, these offerings deliver better shopping experience which is aiding its customer momentum. Additionally, strength across promoted listings is a major positive. Solid global active customer base, international expansion and cost-cut efforts are tailwinds. eBay remains optimistic about its initiatives toward enhancing seller experience by offering innovative seller tools and delivering better buyer experience by utilizing structured data. Strong focus toward strengthening advertising revenues is a positive. The stock has outperformed the industry on a year-to-date basis. However, sluggishness in the Marketplace volumes is a concern. Further, the coronavirus pandemic remains a headwind for the Classifieds platform.

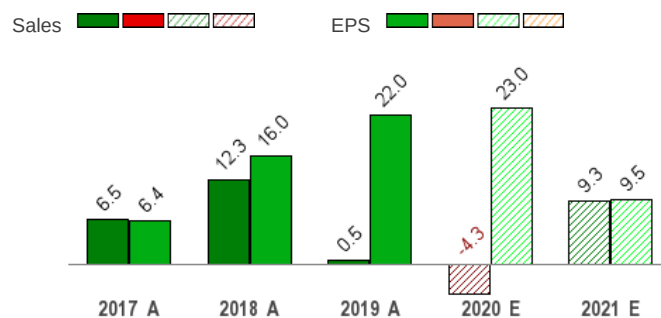
## Price, Consensus & Surprise



## Data Overview

|                            |                                     |
|----------------------------|-------------------------------------|
| 52 Week High-Low           | \$61.06 - \$26.02                   |
| 20 Day Average Volume (sh) | 10,648,113                          |
| Market Cap                 | \$39.8 B                            |
| YTD Price Change           | 56.7%                               |
| Beta                       | 1.40                                |
| Dividend / Div Yld         | \$0.64 / 1.1%                       |
| Industry                   | <a href="#">Internet - Commerce</a> |
| Zacks Industry Rank        | Top 43% (108 out of 252)            |

## Sales and EPS Growth Rates (Y/Y %)



|                           |            |
|---------------------------|------------|
| Last EPS Surprise         | 4.1%       |
| Last Sales Surprise       | 1.2%       |
| EPS F1 Est- 4 week change | 1.1%       |
| Expected Report Date      | 07/28/2020 |
| Earnings ESP              | -1.7%      |

## Sales Estimates (millions of \$)

|      | Q1      | Q2      | Q3      | Q4      | Annual*  |
|------|---------|---------|---------|---------|----------|
| 2021 | 2,610 E | 2,662 E | 2,662 E | 2,897 E | 11,304 E |
| 2020 | 2,374 A | 2,795 E | 2,511 E | 2,674 E | 10,340 E |
| 2019 | 2,643 A | 2,687 A | 2,649 A | 2,821 A | 10,800 A |

## EPS Estimates

|      | Q1       | Q2       | Q3       | Q4       | Annual*  |
|------|----------|----------|----------|----------|----------|
| 2021 | \$0.92 E | \$0.91 E | \$0.87 E | \$0.97 E | \$3.81 E |
| 2020 | \$0.77 A | \$1.05 E | \$0.80 E | \$0.88 E | \$3.48 E |
| 2019 | \$0.67 A | \$0.68 A | \$0.67 A | \$0.81 A | \$2.83 A |

\*Quarterly figures may not add up to annual.

|         |      |
|---------|------|
| P/E TTM | 19.3 |
| P/E F1  | 16.3 |
| PEG F1  | 1.7  |
| P/S TTM | 3.8  |

The data in the charts and tables, including the Zacks Consensus EPS and Sales estimates, is as of 07/21/2020. The reports text is as of 07/22/2020.

## Overview

eBay operates as an online shopping site that allows visitors to browse through available products listed for sale or auction through each company's online storefront.

Over the years, the company has evolved from a relatively small community user-based auction site to a worldwide commercial behemoth store.

The company is well positioned in the online marketplace space. Since the separation from Paypal in 2015, its marketplace business continues to be the key growth driver for eBay.

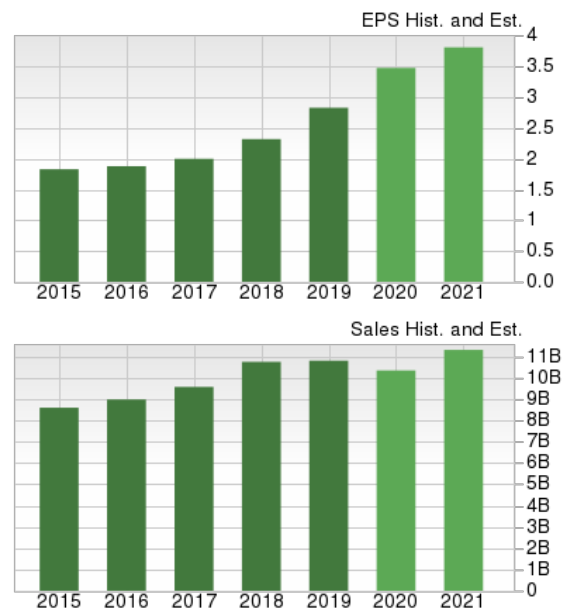
eBay's structured data initiatives to better understand, organize and leverage inventory on its site for delivering more personalized user experiences continues to drive gross merchandise volume (GMV) growth.

In addition to the marketplace business, the company's advertising business has been doing well. Its focus on growing promoted listing fees (as part of the first-party advertising business) should continue to expand the company's growth.

Total net revenues were \$10.8 billion in 2019. The company's revenues are classified into two types, namely Net transaction revenues and Marketing services and other (MS&O) revenues, which generated 80% and 20% of total revenues, respectively, in 2019.

Net transaction revenues primarily include final value fees, feature fees, store subscription and other fees, often from sellers and buyers on Marketplace and StubHub platforms.

MS&O revenues consist of Marketplace, StubHub and Classifieds revenues, primarily from the sale of advertisements, classifieds fees, revenue sharing arrangements and first-party inventory programs.



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## Reasons To Buy:

- ▲ eBay is very well positioned to take advantage of the changing ways in which consumers shop. The company offers an **online marketplace** where any given day, there are millions of items across thousands of categories for sale. The retailers are now being wooed by the online platform with all kinds of tools to build an effective online business. Moreover, the divestiture of Enterprise is further helping eBay's management to focus on the core marketplace business.
- ▲ eBay's **push into mobile** paves the way for continued growth in the future. Mobile commerce volumes have been growing rapidly in recent quarters helped by a number of mobile apps already available and several others (for specific shopping verticals) along the way. Despite the very strong growth in mobile users, their relatively low contribution to volumes is because of the fact that they are mainly a younger demographic, often located in various emerging markets. In order to revamp mobile experience, eBay is continuously redesigning its mobile apps for improving their speed and usability. The mobile platform also pushes up auction rates, since mobile alerts are particularly helpful in this regard and help a buyer to stay in contention for a longer period of time. eBay also united the mobile experience across platforms enabling a consistent user interface that is already resulting in faster product iteration.
- ▲ As a strategy to defend its market share against growing competition, eBay keeps doors open for **technology partnership with offline peers**. We are optimistic about this move and believe that this can become one of the important growth drivers for eBay in the near future. E-commerce growth, increased smartphone usage and "24/7" shopping opportunity are believed to be the major growth drivers for eBay in the long term.

eBay's focus on user experience, strengthening Marketplaces business, opportunities in the fast-growing mobile space, solid international expansion and a strong balance sheet remain positives.

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## Risks

- E-commerce, with a large user base worldwide, has turned out to be a sweet spot with more and more companies jumping into the area and further intensifying the **competitive scenario**. eBay's core business faces tough competition from Amazon, Alibaba, Etsy and Facebook. Recently, Facebook rolled out Facebook Marketplace that allows users to buy and sell items within their local communities. Lack of appropriate counter strategies could be a matter of worry in the long run
  - eBay **dependence on Google** for driving traffic is a cause for worry in more ways than one. First, Google makes changes to its algorithms that at times affect traffic to its site (for example the Panda 4.0 update). Second, Google is becoming more of a marketplace itself through its product listing ads and Buy buttons. And while eBay can compete for those, it could have the effect of increasing its costs, since the slots are limited and competition high. Moreover, Facebook is opening store fronts within its app, making it easier for consumers to purchase rather than through a separate eBay app, thus making deeper penetration much more difficult. eBay could have its own store there too, but this could ultimately raise costs again and impact its brand value.
  - eBay also has a leveraged balance sheet. As of Mar 31, 2020, the company's net debt was \$4.3 billion which decreased from \$4.9 billion as of Dec 31, 2019. However, current debt worth \$1 billion as of Mar 31, 2020 remains a major concern. Accumulating high debt levels might restrict sufficient cash flow generation which is needed to meet future debt obligations. Moreover, this may keep the company away from accessing the debt market and refinancing at suitable rates. Further, the company's debt-to-total capital was 81.3% as of Mar 31, 2020, which is significantly up from the industry's average of 35.7%.
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## Last Earnings Report

### eBay Surpasses Earnings and Revenue Estimates in Q1

eBay reported first-quarter 2020 non-GAAP earnings of 77 cents, beating the Zacks Consensus Estimate by 4.1%. The bottom line also improved 19% year over year and 4.9% sequentially.

Net revenues of \$2.4 billion also surpassed the Zacks Consensus Estimate of \$2.3 billion. The top line was up 1% from the prior-year quarter on FX-neutral basis but down 1.6% on reported basis. Further, the figure declined 15.8% from the previous quarter.

Decline in the top line can be attributed to slowdown in gross merchandise volume (GMV). Further, sluggish Marketplace and Classifieds platforms were headwinds.

Nevertheless, the company witnessed solid momentum across its managed payments offerings, which processed more than \$3 billion of GMV for over 32,000 sellers.

Further, eBay's Promoted Listings delivered robust performance by generating revenues of \$137 million in the first quarter, up 109% from the year-ago quarter, courtesy of growing momentum across sellers. Notably, above 310 million listings were promoted by 1.2 million sellers.

Additionally, the company witnessed growth of 2% in the active buyer number. The active buyer base came in at 174 million at the end of the first quarter.

In the first quarter, eBay completed the StubHub sale to viagogo for \$4.1 billion in cash.

We note that coronavirus-induced market uncertainties remain overhangs.

Although coronavirus-induced shelter-in-place situation is benefiting the Marketplace platform, it is hurting the Classifieds platform.

Nevertheless, stable cash flows, low capital intensity and disciplined capital management remain positives, which are likely to help eBay in combating the coronavirus-induced crisis.

Further, the company's growing initiatives toward strengthening managed payments offerings remain major positives. Further, eBay remains optimistic regarding growth initiatives, which are based on enhancing seller experience by offering innovative seller tools and delivering better buyer experience by utilizing structured data.

All these strong endeavors are likely to help the stock rebound in the near term.

### GMV Details

As a result of StubHub sale, the company's total GMV of \$21.3 billion in the first quarter was entirely generated by Marketplace platform. The figure surpassed the Zacks Consensus Estimate of \$21.2 billion.

Further, it remained flat on FX neutral basis but down 1% year over year on a reported basis.

Marketplace GMV is categorised into two parts:

U.S. GMV totaled \$7.6 billion, which accounted for 35.9% of the total GMV, down 4% from the year-ago quarter.

International GMV was \$13.6 billion, which accounted for 64.1% of total GMV, remained flat year over year.

### Revenues in Detail

eBay's revenues are classified into two types:

**Net Transaction:** The company reported net transaction revenues of 1.9 billion, which was completely generated by the Marketplace platform in the first quarter. The figure accounted for 80% of the total net revenues and improved 1% year over year. Notably, Marketplace platform benefited shelter-in-place situation induced by the COVID-19 outbreak.

**Marketing Services and Other:** eBay generated \$474 million of total marketing services and other revenues (20% of total revenues), which fell 10% from the year-ago quarter. This was due to sluggish performance of Marketplace that generated \$230 million revenues, down 17% year over year. Further, Classifieds generated \$248 million revenues, down 3% year over year on account of auto dealer closures in several markets as result of the coronavirus pandemic.

### Operating Details

In the first quarter, eBay's gross margin was 77.8%, expanding 20 basis points (bps) year over year.

Operating expenses of \$1.2 billion contracted 180 bps as a percentage of net revenues from the year-ago quarter.

Non-GAAP operating margin was 31.5% in the first quarter, contracting 10 bps year over year.

### Balance Sheet and Cash Flow

As of Mar 31, 2020, cash equivalents and short-term investments came in at \$4.4 billion, up from \$2.8 billion as on Dec 31, 2019.

Quarter Ending **03/2020**

| Report Date      | Apr 29, 2020 |
|------------------|--------------|
| Sales Surprise   | 1.24%        |
| EPS Surprise     | 4.05%        |
| Quarterly EPS    | 0.77         |
| Annual EPS (TTM) | 2.93         |

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Further, eBay's balance sheet is highly leveraged, with a long-term debt of \$7.7 billion at the end of the first quarter compared with \$6.7 billion at the end of the fourth-quarter 2019.

The company generated \$702 million of cash from operating activities during the reported quarter, down from \$811 million in the last quarter.

The company's free cash flow stood at \$604 million during the reported quarter.

Further, the company repurchased \$4 billion of shares and paid dividend of \$114 million, returning a total of around \$4.1 billion to shareholders in the first quarter.

#### **Guidance**

For second-quarter 2020, eBay expects revenues within \$2.38-\$2.48 billion, reflecting year-over-year growth of 2-6% on FX neutral basis.

Non-GAAP earnings are expected within 73-80 cents.

For 2020, the company expects revenues within the range of \$9.56-\$9.76 billion, indicating FX-neutral growth of 1-3%.

Adjusted earnings per share is expected to lie within the range of \$3.00-\$3.10.

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## Recent News

On **Jun 4, 2020**, eBay raised revenue and earnings per share guidance for second-quarter 2020 owing to its strengthening gross merchandise volume which is expected to exhibit a growth of 23%-26% in the second quarter. Further, revenues are now expected to be between \$2.75 billion-\$2.8 billion which were previously expected to lie between \$2.38 billion and \$2.48 billion. Non-GAAP earnings which were anticipated between 73 cents and 80 cents, are now likely to be within a range of \$1.02-\$1.96 per share.

On **Apr 13, 2020**, eBay revealed about the appointment of Jamie Iannone as the Chief Executive Officer who was previously serving as the Chief Operating Officer of Walmart eCommerce.

On **Feb 13, 2020**, eBay completed the StubHub sale to viagogo for \$4.05 billion in cash. Notably, the company received net proceeds worth \$3.1 billion, thanks to which it expanded its share buyback plans for 2020 from \$1.5 billion to \$4.5 billion. Further, eBay revised the first-quarter 2020 non-GAAP earnings guidance upward from 70-73 cents per share to 72 -75 cents per share. However, it lowered the revenue guidance for same quarter from \$2.55-\$2.60 billion to \$2.31-\$2.36 billion.

## Valuation

eBay shares are up 57.9% in the year-to-date period and 39% over the trailing 12-month period. Stocks in the Zacks sub-industry and the Zacks Retail-Wholesale sector are up 50.8% and 23.9% in the year-to-date period, respectively. Over the past year, the Zacks sub-industry and the sector are up 53.7% and 28.7%, respectively.

The S&P 500 index is up 1.4% in the year-to-date period and 9.1% in the past year.

The stock is currently trading at 17.87X forward 12-month earnings, which compares to 61.69X for the Zacks sub-industry, 35.22X for the Zacks sector and 23.01X for the S&P 500 index.

Over the past five years, the stock has traded as high as 25.41X and as low as 10.05X, with a 5-year median of 16.92X. Our Outperform recommendation indicates that the stock will perform better than the market. Our \$65 price target reflects 20.52X forward 12-month earnings.

The table below shows summary valuation data for EBAY

| Valuation Multiples - EBAY |               |       |              |        |         |
|----------------------------|---------------|-------|--------------|--------|---------|
|                            |               | Stock | Sub-Industry | Sector | S&P 500 |
| P/E F12M                   | Current       | 17.87 | 61.69        | 35.22  | 23.01   |
|                            | 5-Year High   | 25.41 | 61.69        | 35.22  | 23.01   |
|                            | 5-Year Low    | 10.05 | 24.71        | 19.07  | 15.25   |
|                            | 5-Year Median | 16.92 | 41.74        | 23.42  | 17.52   |
| P/S F12M                   | Current       | 3.66  | 4.78         | 1.23   | 3.61    |
|                            | 5-Year High   | 4.67  | 5.99         | 1.23   | 3.61    |
|                            | 5-Year Low    | 1.77  | 3.16         | 0.82   | 2.53    |
|                            | 5-Year Median | 3.31  | 4.72         | 0.97   | 3.02    |
| P/B TTM                    | Current       | 18.8  | 9.08         | 5.76   | 4.46    |
|                            | 5-Year High   | 19.69 | 11.2         | 6.02   | 4.56    |
|                            | 5-Year Low    | 1.48  | 4.89         | 3.69   | 2.83    |
|                            | 5-Year Median | 4.87  | 7.95         | 5      | 3.71    |

As of 07/21/2020

## Industry Analysis Zacks Industry Rank: Top 43% (108 out of 252)



## Top Peers

| Company (Ticker)                     | Rec        | Rank |
|--------------------------------------|------------|------|
| Etsy, Inc. (ETSY)                    | Outperform | 2    |
| Amazon.com, Inc. (AMZN)              | Neutral    | 3    |
| Alibaba Group Holding Limited (BABA) | Neutral    | 3    |
| Facebook, Inc. (FB)                  | Neutral    | 3    |
| Alphabet Inc. (GOOGL)                | Neutral    | 3    |
| JD.com, Inc. (JD)                    | Neutral    | 1    |
| MercadoLibre, Inc. (MELI)            | Neutral    | 3    |
| Walmart Inc. (WMT)                   | Neutral    | 3    |

| Industry Comparison Industry: Internet - Commerce |            |            |           | Industry Peers |            |              |
|---------------------------------------------------|------------|------------|-----------|----------------|------------|--------------|
|                                                   | EBAY       | X Industry | S&P 500   | AMZN           | BABA       | MELI         |
| Zacks Recommendation (Long Term)                  | Outperform | -          | -         | Neutral        | Neutral    | Neutral      |
| Zacks Rank (Short Term)                           | 1          | -          | -         | 3              | 3          | 3            |
| VGM Score                                         | B          | -          | -         | D              | F          | F            |
| Market Cap                                        | 39.76 B    | 2.62 B     | 22.70 B   | 1,565.30 B     | 656.20 B   | 50.65 B      |
| # of Analysts                                     | 12         | 3.5        | 14        | 14             | 7          | 6            |
| Dividend Yield                                    | 1.13%      | 0.00%      | 1.81%     | 0.00%          | 0.00%      | 0.00%        |
| Value Score                                       | B          | -          | -         | D              | C          | D            |
| Cash/Price                                        | 0.11       | 0.11       | 0.06      | 0.03           | 0.09       | 0.06         |
| EV/EBITDA                                         | 15.07      | 7.31       | 13.09     | 41.20          | 20.48      | 1,521.48     |
| PEG Ratio                                         | 1.72       | 2.54       | 3.03      | 5.76           | 1.87       | NA           |
| Price/Book (P/B)                                  | 18.75      | 5.34       | 3.12      | 23.98          | 5.34       | 27.25        |
| Price/Cash Flow (P/CF)                            | 16.95      | 16.95      | 12.23     | 46.81          | 31.01      | 2,412,340.00 |
| P/E (F1)                                          | 16.29      | 49.73      | 22.36     | 155.28         | 30.04      | NA           |
| Price/Sales (P/S)                                 | 3.78       | 2.04       | 2.42      | 5.28           | 9.02       | 20.47        |
| Earnings Yield                                    | 6.15%      | 0.67%      | 4.31%     | 0.64%          | 3.33%      | -0.09%       |
| Debt/Equity                                       | 3.87       | 0.31       | 0.75      | 0.36           | 0.14       | 0.42         |
| Cash Flow (\$/share)                              | 3.34       | 0.47       | 6.94      | 67.05          | 8.32       | 0.00         |
| Growth Score                                      | C          | -          | -         | C              | D          | F            |
| Hist. EPS Growth (3-5 yrs)                        | 0.82%      | 12.13%     | 10.82%    | 102.38%        | 36.01%     | -45.77%      |
| Proj. EPS Growth (F1/F0)                          | 22.85%     | 1.22%      | -9.08%    | -12.17%        | 14.76%     | 74.44%       |
| Curr. Cash Flow Growth                            | 8.64%      | 1.48%      | 5.51%     | 31.33%         | 41.50%     | -99.77%      |
| Hist. Cash Flow Growth (3-5 yrs)                  | -6.76%     | 11.55%     | 8.55%     | 49.26%         | 37.90%     | -83.10%      |
| Current Ratio                                     | 1.34       | 1.72       | 1.31      | 1.08           | 1.91       | 2.23         |
| Debt/Capital                                      | 79.46%     | 27.95%     | 44.41%    | 26.42%         | 12.94%     | 32.15%       |
| Net Margin                                        | 44.44%     | -3.99%     | 10.54%    | 3.56%          | 29.16%     | -8.28%       |
| Return on Equity                                  | 63.44%     | 8.01%      | 15.38%    | 17.83%         | 14.56%     | -5.29%       |
| Sales/Assets                                      | 0.55       | 1.22       | 0.54      | 1.42           | 0.42       | 0.54         |
| Proj. Sales Growth (F1/F0)                        | -4.26%     | 0.00%      | -2.40%    | 25.29%         | 31.31%     | 35.55%       |
| Momentum Score                                    | C          | -          | -         | C              | F          | A            |
| Daily Price Chg                                   | -3.22%     | 0.00%      | 0.86%     | -1.83%         | 1.21%      | -0.58%       |
| 1 Week Price Chg                                  | -1.92%     | 0.00%      | 3.82%     | -7.44%         | -5.31%     | -6.87%       |
| 4 Week Price Chg                                  | 13.64%     | 4.36%      | 3.42%     | 13.52%         | 12.74%     | 4.24%        |
| 12 Week Price Chg                                 | 44.81%     | 28.04%     | 9.22%     | 35.62%         | 28.21%     | 70.23%       |
| 52 Week Price Chg                                 | 37.92%     | 44.81%     | -3.38%    | 57.35%         | 44.81%     | 60.50%       |
| 20 Day Average Volume                             | 10,648,113 | 293,128    | 2,069,527 | 5,480,995      | 18,789,420 | 408,358      |
| (F1) EPS Est 1 week change                        | -0.27%     | 0.00%      | 0.00%     | 0.58%          | 0.38%      | 9.11%        |
| (F1) EPS Est 4 week change                        | 1.07%      | 0.00%      | 0.13%     | 5.28%          | -0.37%     | 9.11%        |
| (F1) EPS Est 12 week change                       | 18.04%     | -0.52%     | -3.85%    | -24.65%        | -5.13%     | 40.03%       |
| (Q1) EPS Est Mthly Chg                            | 1.34%      | 0.00%      | 0.00%     | 0.79%          | -0.39%     | 33.72%       |



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## Zacks Stock Rating System

We offer two rating systems that take into account investors' holding horizons: Zacks Rank and Zacks Recommendation. Each provides valuable insights into the future profitability of the stock and can be used separately or in combination with each other depending on your investment style.

### Zacks Recommendation

The Zacks Recommendation aims to predict performance over the next 6 to 12 months. The foundation for the quantitatively determined Zacks Recommendation is trends in the company's estimate revisions and earnings outlook. The Zacks Recommendation is broken down into 3 Levels; Outperform, Neutral and Underperform. Unlike many Wall Street firms, we have an excellent balance between the number of Outperform and Neutral recommendations. Our team of 70 analysts are fully versed in the benefits of earnings estimate revisions and how that is harnessed through the Zacks quantitative rating system. But we have given our analysts the ability to override the Zacks Recommendation for the 1200 stocks that they follow. The reason for the analyst over-rides is that there are often factors such as valuation, industry conditions and management effectiveness that a trained investment professional can spot better than a quantitative model.

### Zacks Rank

The Zacks Rank is our short-term rating system that is most effective over the one- to three-month holding horizon. The underlying driver for the quantitatively-determined Zacks Rank is the same as the Zacks Recommendation, and reflects trends in earnings estimate revisions.

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### Zacks Style Scores

The Zacks Style Score is as a complementary indicator to the Zacks rating system, giving investors a way to focus on the highest rated stocks that best fit their own stock picking preferences.

Academic research has proven that stocks with the best Value, Growth and Momentum characteristics outperform the market. The Zacks Style Scores rate stocks on each of these individual styles and assigns a rating of A, B, C, D and F. We also produce the VGM Score (V for Value, G for Growth and M for Momentum), which combines the weighted average of the individual Style Scores into one score. This is perfectly suited for those who want their stocks to have the best scores across the board.

|                |          |
|----------------|----------|
| Value Score    | <b>B</b> |
| Growth Score   | <b>C</b> |
| Momentum Score | <b>C</b> |
| VGM Score      | <b>B</b> |

As an investor, you want to buy stocks with the highest probability of success. That means buying stocks with a Zacks Recommendation of Outperform, which also has a Style Score of an A or a B.

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### Disclosures

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