



PayPal's 2-sided Network Helps Grow Merchant and Consumer Bases:

Grow Your Business by Meeting Customer Expectations with PayPal

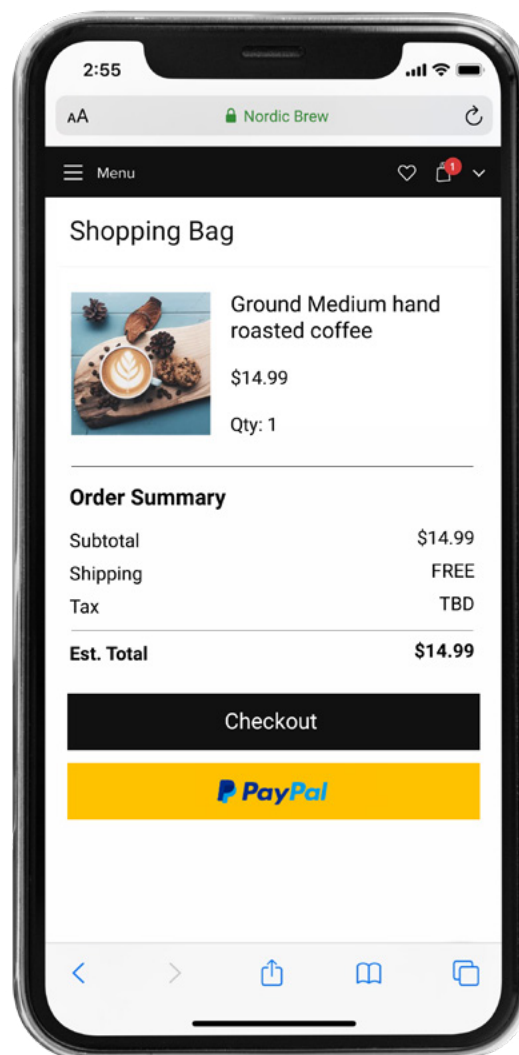
In this time of global uncertainty, people turn to the brands they trust most.

As the founder of the digital payments space, PayPal has helped buyers and sellers transact with confidence since 1999.

Not only has PayPal withstood the test of time, PayPal has remained a front runner while prioritizing customer trust for over 20 years. **Today, PayPal is the most used online payment provider in the United States.¹**

PayPal's 2-sided network connects over 300+ million active consumers with 25 million merchants.

Over half of surveyed shoppers were more likely to browse retail sites if PayPal is presented - even amongst non-users of PayPal.² Merchants can help meet this demand by clearly presenting PayPal throughout the buyer flow.



PayPal has become an essential service in the wake of the COVID-19 pandemic.

In April 2020, **a record 7.4 million new customers joined the PayPal family.**³ This increase in user base underscores PayPal's value as a trusted means to transfer funds and pay for goods, even in turbulent times.

In parallel, there has been a dramatic shift towards online purchasing. PayPal signifies trust as consumers shop online for everything from everyday essentials to gifts. **In fact, 52% of surveyed online shoppers were more likely to purchase if PayPal is available as a payment method.**²

In the context of the COVID-19 pandemic, PayPal is more relevant than ever for both merchants and consumers. **Transactions via PayPal's checkout experience are up over 35%.**³ Subscription services, such as fitness, media and gaming, have surged to help people shelter-in-place more comfortably. **As a trusted brand, PayPal has been at the core of that merchant growth with an 82% increase in recurring payments.**⁴

As a merchant, showcasing PayPal early and often on your website has never been more critical. **Tap into more of PayPal's network of 300+ million active consumer accounts today.**

Ready to get started?
Visit us at [PayPal.com](https://www.paypal.com)

¹ Statista Global Consumer Survey. "Which online payment services have you used in the past 12 months?"; Multi Pick; Base: n=2,403 online payment users Source: Statista Global Consumer Survey as at April 2020.

² Ipsos MORI Conjoint Research Methodology: Online survey conducted across seven markets (UK, Germany, Italy, Spain, US, Australia, Brazil) with 1,500 respondents per market/10,500 total respondents (boost in Brazil to ensure 500 PayPal users), including 6,930 PayPal users. Respondents were online shoppers who have made a purchase in the last month, 2018.

³ PayPal, Q1 2020 earnings.

⁴ PayPal Global Consumer Dashboard, GTM team analysis. Scope includes Customer branded ("core") business globally, March 19-Apr 12, 2020.

