EBAY INC
Form DEFA14A
March 11, 2014

UNITED STATES SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

SCHEDULE 14A
Proxy Statement Pursuant to Section 14(a) of the Securities
Exchange Act of 1934

Filed by the Registrant þ
Filed by a Party other than the Registrant o

Check the appropriate box:
o Preliminary proxy statement
o Confidential, For Use of the Commission Only (as permitted by Rule 14a-6(e)(2))
o Definitive Proxy Statement
o Definitive Additional Materials
þ Soliciting Material Pursuant to § 240.14a-12

eBay Inc.

(Name of Registrant as Specified in Its Charter)

(Name of Person(s) Filing Proxy Statement, if Other Than Registrant)

Payment of Filing Fee (Check the appropriate box):

þ No fee required.

o Fee computed below per Exchange Act Rules 14a-6(i)(1) and 0-11.

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On March 10, 2014, eBay Inc. (the "Company") made available the following content at http://bettertogether.ebayinc.com/

Transcript for "Store of the Future" Video

"Store of the future, here we are! eBay Inc. and Westfield Labs partnered with retailers Rebecca Minkoff, Sony and TOMS to power a trio of digital storefronts in the Westfield shopping mall in San Francisco. Consumers were able to buy curated merchandise from each brand via a shoppable window, pay with PayPal and then arrange for free home delivery or pick up within the mall for select items."

Transcript for "Introducing the New PayPal.com" Video

Run time: 1:40

Video has no voiceovers, only text on screen set to classical music. Text as follows; each line a separate card/page:

"Every day people use us"

"To pursue their passion"

"To go on an adventure"

"To find a quiet moment"

"These stories inspired us"

"To set out and capture"

"The moments we make possible"

"Our new website is dedicated"

"To these moments"

"To the people that use us"

"And to the people who make it all possible"

"PayPal: Money for every moment"

Transcript for “The Future of Payments – A Story from PayPal” Video

Run time: 4:40

Title Screen: A hand writes “The Future of Payments”

Voiceover:

"To help understand the future of payments, it’s worth looking back at how we paid for things in the past.

Since the beginning, there’s always been currency. Originally this was anything of value that could be traded. Cattle, grain, milk, wool… well you get the picture.

It was a pretty simple system, with everyone getting what they wanted.

However, as man started to travel greater distances, dragging a herd of cattle around just wasn’t practical!

So in some countries people started to use small tokens of value like gold or silver coins, while in others, shells, beans or iron nails were used. China even flirted with the idea of paper money.

These tokens or coins were great, nice and portable and easy to exchange, that is until you amassed a whole heap of them. Then you were at risk of having them stolen, yes, security became a real issue.

And that’s where the banks came in. Although originally, banks weren’t banks. Back in the 1600s they were just nice safe places where goldsmiths stored their valuables. They started renting out these spaces to people to store their gold and valuables and would issue notes as receipts for reclaiming the deposits.

The notes began being used as evidence of ability to pay and pretty soon these ‘banknotes’ became a currency all of their own.

The birth of banks ushered in the modern age of banking with all that entails, loans, savings, checkbooks and eventually the phrase ‘put it on the plastic’.

Nowadays, the world of payments has become more complex, and much more connected than ever before.

Global commerce enables trillions of dollars to exchange hands every day.

The amount of money flowing around the world – and the data connected to it is unprecedented. So using a payment method that’s been around literally since the dawn of time seems….well, old fashioned.

Enter PayPal.

PayPal’s history is much shorter and a lot less sordid than the history of money. But it started with a very simple goal – to allow people all over the world to have more direct control over their money than ever before.

How? By making it possible to send money to each other via the Internet.

Its success stems from those two key words we talked about earlier.

Simple and secure.

Opening a PayPal account is simple. To get started, all you need is an email address.

Once your account is set up, you can make a payment to anyone, anywhere around the globe that accepts PayPal, or send money to almost anyone with an email address.

See it, want it, PayPal it!

Just log in, pay and boom, it's yours.

No typing in your billing and shipping address or your credit card details every time you buy something. You don't even have to have the same currency as the person you're paying.

And PayPal is accepted by millions of merchants in more than 190 markets around the world.

And, PayPal keeps money secure, because merchants don't see your bank details or credit card information, they only talk to PayPal. It's just like those goldsmiths back in the 1600s, but now your financial details are locked away in the cloud rather than a strong room. That means you can access your money on any internet-connected device.

Even if the bad guys do try anything naughty, Buyer Protection helps protect your eligible purchases, so you have less to worry about.

But PayPal's just a way of paying for stuff online isn't it? Noooo!

Now PayPal is moving into physical stores to modernize the way we pay in person. As this continues to gain momentum, you will see more and more secure ways to PayPal it!

Imagine bypassing the line in store and just picking up your coffee without even stopping at the register.

Imagine getting free stuff because the shop is tracking your loyalty points.

Imagine paying with nothing but your phone number.

Imagine paying your sitter, your friend for dinner, your gardener or your favorite guy at the farmer's market – no longer with cash, but with PayPal.

And for businesses, imagine being able to know who's in your store, to greet customers by name and even offer them rewards and discounts. It's putting personal back into payments like back in the good old days.

PayPal takes away the pain of payments – pay where, when and who you want, any way you want.

It's amazing; it's the future of payments, today."

Transcript for “eBay Inc. and Westfield Labs” Video

Runs 1:57

Doug Stephens, Founder, Retail Prophet: "In a multichannel retail world, the challenge for retailers is to give consumers the ease and convenience of mobile shopping while at the same time giving them the fun and excitement of physical retail experiences.

Well, eBay Inc. and Westfield Labs have jumped in with both feet on a retail experience that completely redefines window-shopping. And from what we can see, it’s really turning heads."

Healey Cypher, Head of Retail Innovation, eBay Inc.: "So a lot of this is about the delight of discovery. We’re expanding the footprints of these brands – digitally. And so we’re making that moment of inspiration instantly shoppable for consumers."

DS: "The tech is simple. Find the product you want, pay with PayPal, and your purchase will be delivered free of charge."

HC: "So I’m standing here in front of the Rebecca Minkoff digital storefront. When we created this experience, we knew it would be totally new and something consumers had never done before. So we made it incredibly simple to use.

Three easy steps. One: Touch the glass to select the product you want. Two: Push your cart to your mobile device. Three: Check out securely using PayPal. It’s just that easy."

DS: "The benefits of the concept of shopping centers are obvious. Digital storefronts immediately convert empty space into inventory-free stores and may even allow retailers to open in centers where rentable space may be at a premium."

HC: "Partnering with Westfield Labs has been a ton of fun. Together, we are helping to redefine the future of commerce. It’s about infusing technology into the physical world. It’s about delighting consumers and it’s about pushing the boundaries of what shopping can and will be together."

DS: "So really, the only hard part about the future of retail is deciding what to buy."