

CONFIDENTIAL



OPEN FORUM 2004: Showcase Showdown

June 5th 2004

Creating the Reliability Net of the Internet



Transact with Trust



Feedback Systems

SquareTrade Seal

- Verification & reliability
- 50,000 Members
- 20% eBay US GMS
- Patented technology

Industry, Business & Personal Verification

Online Dispute Resolution

- 1.5 MM disputes handled
- Customer service tool
- Neutral mediation & arbitration

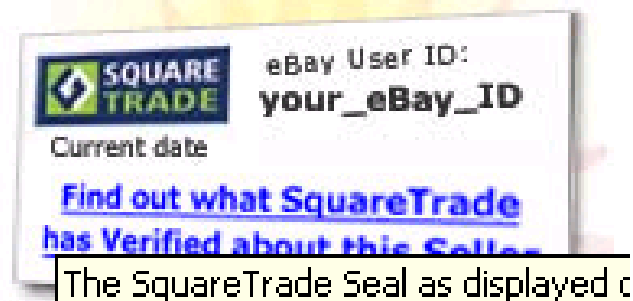
Compliance Systems

Merchant Performance Tools

Seal Builds Trust in Merchants

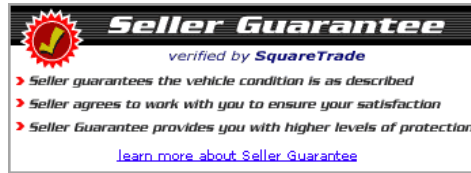


- **Identifies trusted merchants:**
 - **Verification:** (personal identity, business credentials)
 - **Merchant commitments to selling standards & resolving disputes**
 - **Business & Industry Customization**
- **Powered by patented technology & services:**
 - **Dynamic seal serving authenticating merchant real-time**
 - **Compliance & fraud detection systems**
 - **Online Dispute Resolution service & seller pre-commitments**
- **Proven impact**
 - **50,000 Seal Members selling over \$4 billion/year using Seal**
 - **20% visible sales lift after seal membership**



Business & Industry Programs

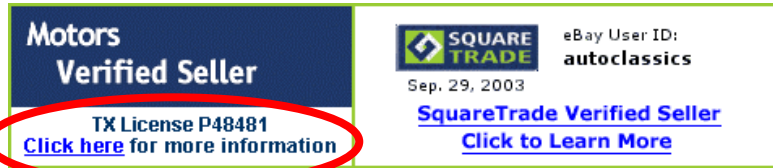
eBay Motors
(eBay's largest category)



Seller Guarantee
verified by SquareTrade

- > Seller guarantees the vehicle condition is as described
- > Seller agrees to work with you to ensure your satisfaction
- > Seller Guarantee provides you with higher levels of protection

[Learn more about Seller Guarantee](#)

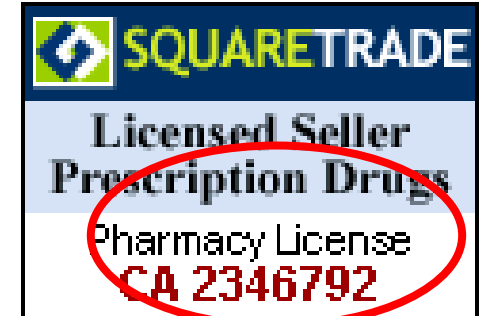


**Motors
Verified Seller**

TX License P48481
[Click here for more information](#)

**SQUARE
TRADE** eBay User ID:
autoclassics
Sep. 29, 2003
SquareTrade Verified Seller
[Click to Learn More](#)

Google / Overture:
Pharma Search



**SQUARE
TRADE**

**Licensed Seller
Prescription Drugs**

Pharmacy License
CA 2346792

Overture:
Alcohol Search



**SQUARE
TRADE** **Licensed Alcohol
Business**
August 2, 2001 - Verified by SquareTrade -

Name of Company Goes Here

Is a Holder of Alcohol License
CA 2345678
[Click here for more information](#)

Dynamic display of
license & program
details

eBay Travel



**Travel
Verified Seller**

Authorized to sell on eBay Travel.
[Learn More](#)

**SQUARE
TRADE** eBay User ID:
sportbids
Sep. 29, 2003
SquareTrade Verified Seller
[Click to Learn More](#)

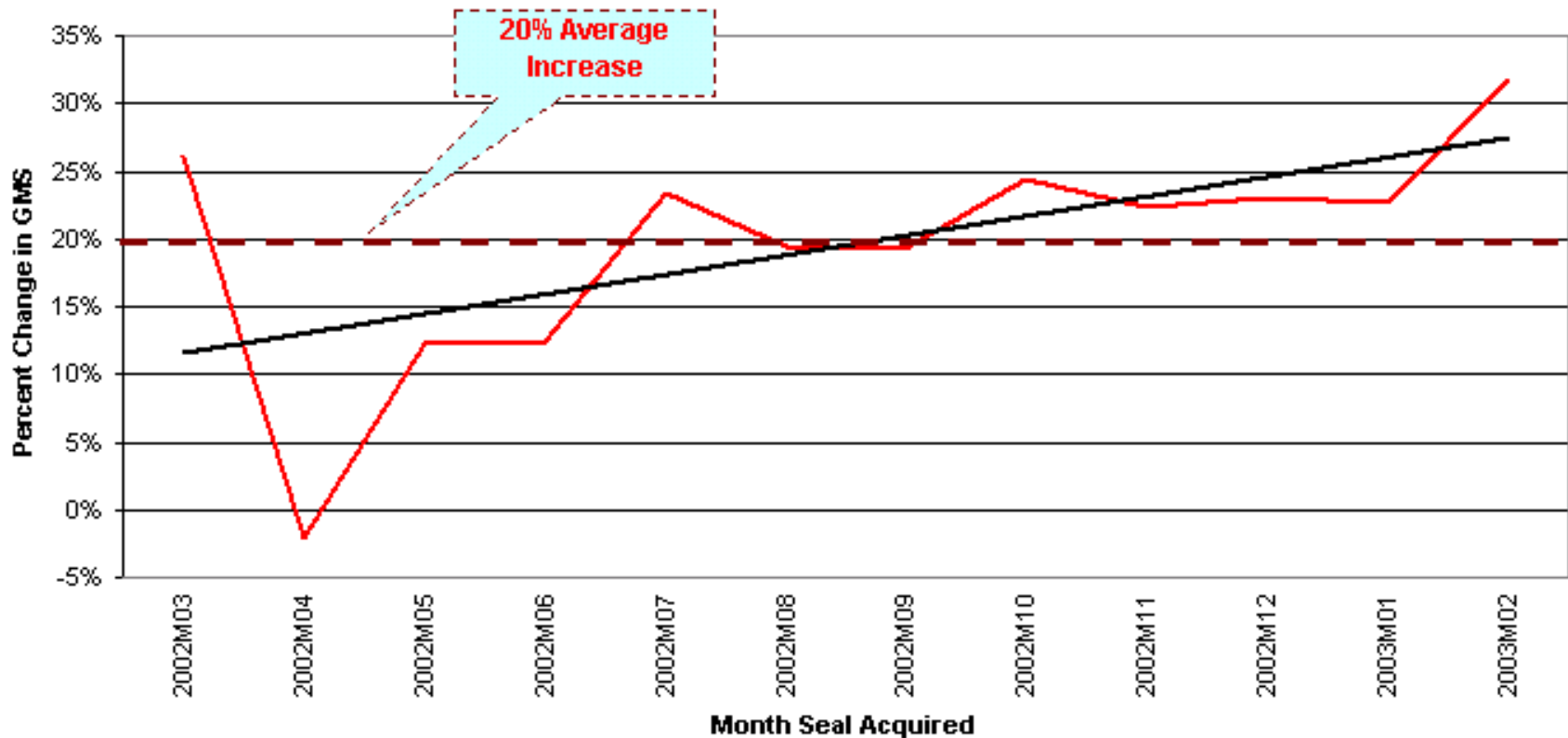
Broad Application Today



Seal Increasing Sales

The median seller sees strong increase in sales after becoming a Seal Member

Median Seller's Change in GMS, by Month



Global Leader in Online Dispute Resolution



- **Scalable & extensible technology**

- Self-service resolution tool
- Facilitated mediation/arbitration
- Global professional mediator network



- **Proven success rates**

- Handle 3,000 new disputes/day and over 1 million to-date
- Increases customer retention

- **Industry Leadership**

- No competitors
- Broad technology portfolio under patent review

- **Partnered with Industry Leaders**

- Online: eBay, Overture, Federal Trade Commission
- Offline: Sony, California Association of Realtors