

PayPal Named One of the Best Global Brands for 2015

World's Leading Digital Payments Company Named to Interbrand's Top 100 Brands List, just Two Months after Becoming an Independent, Public Company

SAN JOSE, Calif.--For the first time in the company's history, PayPal (NASDAQ: PYPL) has been named one of the world's most valuable brands for 2015, according to Interbrand, the world-leading brand consultancy.

PayPal, the world's leading digital payments platform, achieved this recognition just two months after becoming an independent, public company. Ranked 97, Interbrand cited PayPal as one of five new entrants this year.

"We are a newly independent public company, and so we're especially honored to be recognized as one of the world's most valuable brands. At PayPal, we aim to reimagine money for millions of people every single day all over the world," said Christina Smedley VP, Global Brand and Communications of PayPal. "We value the trust our customers have in our brand, so it's great to see Interbrand recognize it too, as we seek to build a future that will enable the safer movement and management of money for everyone."

Interbrand publishes the ranking of the top 100 brands based on a unique methodology analyzing the many ways a brand touches and benefits an organization, from attracting top talent to delivering on customer expectation. Three key aspects contribute to a brand's value; the financial performance of the branded products or services, the role of brand in the purchase decision process and the strength of the brand has to command a premium price, or secure earnings for the company.

About PayPal

At PayPal (Nasdaq: PYPL), we put people at the center of everything we do. Founded in 1998, we continue to be at the forefront of the digital payments revolution, last year we processed 4 billion payments, of which 1 billion were made on mobile devices. PayPal gives people better ways to connect to their money and to each other, helping them securely access and move their money and offering a choice of how they would like to pay or be paid. With our 169 million active customer accounts, we have created an open and secure payments ecosystem that people and businesses choose to securely transact with each other online, in stores and on mobile devices. PayPal is a truly global payments platform that is available to people in 203 markets, allowing customers to get paid in more than 100 currencies, withdraw funds to their bank accounts in 57 currencies and hold balances in their PayPal accounts in 26 currencies. For more information on PayPal, visit about.paypal-corp.com. For PYPL financial information visit investor.paypal-corp.com.

About Interbrand

Interbrand is the world's leading brand consultancy, with a network of 31 offices in 27 countries. Since it opened for business in 1974, it has changed the way the world sees branding: from just another word for "logo" to a business' most valuable asset to business strategy brought to life. Publisher of the highly influential annual Best Global Brands ranking, Interbrand believes that brands have the power to change the world—and helps its clients achieve this goal every day. Interbrand's combination of strategy, creativity, and technology delivers fresh ideas and insights, deep brand intelligence, clear business opportunities, and compelling brand experiences. Interbrand is part of the Omnicom Group Inc. (NYSE: OMC) network of agencies. For more information, please visit us at Interbrand.com and follow us on [Twitter](https://twitter.com/interbrand) and [Facebook](https://www.facebook.com/interbrand).