

PayPal to Debut First-Ever Super Bowl® Ad

Global Digital Commerce Leader to Introduce PayPal's Global Vision for the Future of Money on February 7, 2016

SAN JOSE, Calif.--Launching its first major brand campaign as an independent company, PayPal Holdings Inc. (Nasdaq:PYPL), a leader in global payments, will unveil a 45-second television commercial on Sunday, February 7 during the 1st quarter of pro football's legendary championship game. This buy marks the first time PayPal will advertise during television's most-watched event.

Super Bowl® number 50 will take place this year in the heart of Silicon Valley in the San Francisco 49ers Levi's Stadium in Santa Clara, Calif., where PayPal and other technology companies work to transform the everyday lives of people around the world. As an industry leader with a powerful message to share, PayPal seized the opportunity to choose this historic, local event to launch its global brand advertising campaign that simultaneously provides a national platform to reach a broad audience.

"This ad is more than a commercial – it's our opportunity to introduce the world to PayPal's vision for the future of money – to empower people and businesses to move and manage money securely, efficiently and affordably," said Greg Fisher, PayPal Vice President of Global Brand Marketing. "The launch of this ad is just the beginning of our new brand campaign designed to start a larger conversation about a reimagined financial world that must include everyone."

The commercial was created by CP+B LA.

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 safely access and move their money and offering a choice of how they would like to pay or be paid. With our 173 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 www.investor.paypal-corp.com.

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