



Prime Day Empowers Small and Medium-Sized Businesses on Amazon to Create New Jobs and Reinvest Locally

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Sales on Prime Day and year-round empower small and medium-sized businesses to create jobs and expand in their communities

Small and medium-sized businesses selling on Amazon have created more than 900,000 jobs in communities around the globe

London – July 10, 2018 -- Prime Day has proven to be a huge growth opportunity for many small and medium-sized businesses (SMBs) selling on Amazon. Last year, on Prime Day 2017, thousands of SMBs on Amazon had more than \$50,000 in sales, which allowed them to grow their businesses, create new jobs, and invest in their communities. These SMBs have created more than 900,000 jobs globally. Prime Day 2018 starts on July 16th at 12:00pm PT/3:00pm ET, and customers can shop deals from small and medium-sized businesses selling on Amazon at amazon.com/primeday.

According to Amazon's recently published Small Business Impact Report, more than 20,000 SMBs surpassed \$1 million in sales on Amazon in 2017, thanks in part to Prime Day. In the UK, SMEs selling on Amazon achieved record export sales of £2.3 billion last year, whilst more than 85,000 people are employed in the UK to run the sales activities of businesses selling on Amazon. To view the full report, visit: aboutamazon.com/supporting-small-businesses.

"Prime Day helps SMBs reach more than 100 million paid Prime members around the world, and provides an opportunity for the smallest of businesses to sell right alongside the biggest household brands," said Nicholas Denissen, VP Marketplace Business, Amazon. "In fact, Prime members ordered more than 40 million items from small and medium-sized businesses during Prime Day 2017, generating record-breaking success for those entrepreneurs."

"It can be difficult for small businesses to reach customers to reach beyond their shop window, which is why services like Fulfillment by Amazon and Prime Day are so important to UK SMEs," said Emma Jones MBE, founder of Enterprise Nation. "Without these programs, local small businesses would have a hard time achieving the same amount of growth, which translates into job creation and fuels the UK economy."

Here's what small businesses on Amazon are saying about Prime Day:

- "Prime Day in 2017 was a fantastic success for Plumbing Supermarket, helping us further increase the breadth of our global customer base. Events like this allow us to sell more products locally and export products around the world, meaning we can keep investing in our business throughout the year." - Neil Bumford, Plumbing Supermarket
- "Prime Day has fast become one of the most important dates in the retail calendar and at Love2Sleep, we've taken full advantage of it in the last four years. Bumper sales on Prime Day help businesses like ours to sell products globally through exports, which helps increase sales and drive further profitability, ultimately creating more investment and jobs for our company." - Amer Khan, Love2Sleep
- "Everyone at Lupo really looks forward to Prime Day, and this year will be even more exciting. It's a huge event and really helps give us a summer sales boost, resulting in increased revenues, positively impacting turnover and helping secure and create jobs." - Julius Oliveti, Lupo
- "Prime Day is a key date in our diary and has been since the beginning. It's a special event that our customers love, and this year will be no exception. tvsandmore will once again be offering high quality products to customers locally and around the world and it is events like Prime Day that helps us to keep creating jobs in the local community." - Dipesh Majithia, TVs and More

In addition to the jobs and investment created by these small and medium-sized businesses, Amazon itself is a major job creator and investor in communities around the globe. Since 2011, Amazon has invested over \$150 billion worldwide, and created over 1.7 million direct and indirect jobs around the world. In 2017 alone, Amazon directly created more than 130,000 new jobs, not including acquisitions, bringing the company's global employee base to over 560,000. To learn more about Amazon and the millions of small and medium-sized businesses selling on Amazon.com, visit www.amazon.com/about.

Every Day Made Better with Prime

Prime was designed to make your life better every single day. Over 100 million paid members around the world enjoy the many benefits of Prime, including shopping and entertainment. In the U.S. that includes unlimited access to award-winning movies and TV episodes with Prime Video; unlimited access to Prime Music, Audible Channels for Prime, Prime Reading, Prime Photos, Twitch Prime; early access to select Lightning Deals, one free pre-released book a month with Amazon First Reads, and more. Prime members can also get deep discounts on select best-selling foods at Whole Foods Market plus an additional 10 percent off hundreds of sale items. Prime was built on the foundation of unlimited fast, free shipping and members receive Prime FREE One-Day Shipping and Prime FREE Same-Day Delivery in more than 8,000 cities and towns, two-hour delivery with Prime Now in more than 30 major cities and unlimited Free Two-Day Shipping on more than 100 million items. Start a free trial of Amazon Prime at

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