



Amazon announces it has donated \$100 million to charities through AmazonSmile across the US, UK and Germany

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To thank customers for supporting charities by shopping with AmazonSmile, the company is increasing the donation rate tenfold to 5% of the net purchase price of eligible products from 29th October to Friday 2nd November 2018

Customers can now choose from more than ten thousand charitable organisations in the UK to support while they shop, and Amazon will donate directly to the customer's selected charity

London, UK: 29th October, 2018 —Amazon today announced that the company has donated more than \$100 million to charitable organisations through the AmazonSmile programme in the US, UK and Germany. AmazonSmile is a way for customers to support their favourite charity every time they shop with Amazon, at no extra cost. Customers who start their shopping at smile.amazon.co.uk will find the exact same Amazon they know and love, with the bonus that Amazon will donate a portion of the eligible net purchase price to the charity they choose.

To thank customers for supporting charities through AmazonSmile, starting today and running until Friday 2nd November 2018, Amazon will donate 5% - 10 times the typical donation rate - of the net purchase price of eligible products (excluding VAT, shipping fees, and returns) to the charity customers choose when they shop on smile.amazon.co.uk.

"Hundreds of thousands of charities have been able to expand their meaningful work thanks to the donations they've received through AmazonSmile, and we want to say thank you to customers who are supporting important causes every time they shop," said Jeff Wilke, Amazon CEO Worldwide Consumer. "We appreciate all the positive feedback from customers who say they love having a simple way to help support their favourite charity."

Customers can select from more than ten thousand UK charities, including CLIC Sargent, RSPCA, Stonewall Equality, Barnardo's, Cancer Research UK, Alzheimer's Society, The Royal British Legion and many more. Every time a customer shops at smile.amazon.co.uk, Amazon donates a percentage of the eligible net purchase price to the charity that customer selects.

"This year the nation is joining together to say Thank You to the First World War generation who served, sacrificed and changed our world," said Ben France, Head of Corporate Partnerships at The Royal British Legion. "AmazonSmile provides our supporters an innovative way to generate donations for The Royal British Legion. Thanks to the incredible generosity of AmazonSmile and its customers, we're able to continue to support today's Armed Forces, veterans and their families whenever they are in need, ensuring that their unique contribution is not forgotten."

"We are really grateful to AmazonSmile and to all the customers who support us while they shop," said Barnardo's Chief Executive, Javed Khan. "It's fantastic that the donation rate is currently increased, which should help raise even more money for our vital services, so we can continue to support hundreds of thousands of vulnerable children and families across the UK."

To start shopping and support your favourite charity, visit smile.amazon.co.uk. To learn more about AmazonSmile visit smile.amazon.co.uk/about.

AmazonSmile enrolment is open to UK charities with registered charity numbers who are in good standing with the Charity Commission for England and Wales, the Scottish Charity Regulator and/or the Charity Commission for Northern Ireland. Charities can learn more and register to accept donations at org.amazon.co.uk.

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About Amazon

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