



## Save the Date: 12th & 13th July – Prime Day Returns Globally for Members to Shop and Save Big

June 16, 2022



The two-day savings event includes must-have brands such as Philips, Bosch, Elemis, Rimmel, Urban Decay, Garnier, Miele, Samsung, and Shark; styles from fashion brands including Amazon Essentials, Puma, and Swarovski; and Amazon's lowest prices ever on select products from Sony and Bose

Early deals start 21st June, including up to 50% off top brands

Score Big on Amazon Devices: Get deals starting 8th July and save up to 60% on select Amazon devices, including Echo Dot (3rd and 4th Gen), Echo Show 5 (2nd Gen), Fire TV Cube, Blink Cameras, Ring Home Security, and Fire 7 Kids Pro Tablet

Prime members can also win big prizes by supporting small businesses – learn more at [amazon.co.uk/primedaysweepstakes](https://amazon.co.uk/primedaysweepstakes)

LONDON—16<sup>th</sup> June 2022—(NASDAQ: AMZN)—Amazon's annual Prime Day event is back this 12th and 13th July, offering Prime members must-have products at up to 50% off. The 48-hour event kicks off on 12th July at 00.01am (GMT) and runs through to 23.59pm on 13th July for Prime members in the U.K., Austria, Australia, Belgium, Brazil, Canada, China, France, Germany, Italy, Japan, Luxembourg, Mexico, the Netherlands, Portugal, Singapore, Spain, the U.S., and, for the first time ever, Poland and Sweden. Later this summer, Prime Day deals events will be held in India, Saudi Arabia, and the United Arab Emirates, as well as in Egypt for the first time. Customers can learn more about Prime Day at [amazon.co.uk/primeday](https://amazon.co.uk/primeday).

This Prime Day, customers will be able to shop products from top brands and third-party sellers, including many small and medium-sized businesses. New deals across all categories, from fashion and electronics to toys and home, will go live throughout Prime Day, offering great savings. The two-day event includes must-have brands such as Philips, Bosch, Elemis, Rimmel, Urban Decay, Garnier, Miele, Samsung, and Shark; styles from fashion brands including Amazon Essentials, Puma, and Swarovski; and Amazon's lowest prices ever on select products from Sony and Bose. Early deals start 21st June, including up to 50% off top brands.

Amazon Prime membership includes exclusive savings, convenience, and quality digital entertainment and more, for just £7.99 per month or £79 per year, but customers yet to experience Prime can start a free trial at [amazon.co.uk/prime](https://amazon.co.uk/prime) to participate in Prime Day.

"Our Prime members across the UK will find the widest selection and best deals yet this Prime Day," said John Bounphrey, UK Country Manager of Amazon. "From thousands of local British small businesses our members love, to the national brands and popular products they trust, Prime Day will help people save money, have fun, and also shop small. But that's not all – don't forget, Amazon donates to the charity of each customers' choice when they shop with AmazonSmile."

### **Shop Early. Save Big.**

Customers don't have to wait to save this Prime Day. Early deals and new, member-only offers start 21st June:

- **Score Big on Amazon Devices:** Save up to 60% on select Amazon devices, including Echo Dot (3rd and 4th Gen), Echo Show 5 (2nd Gen), Fire TV Cube, Blink Cameras, Ring Home Security, and Fire 7 Kids Pro Tablet.
- **Prime Video:** From 22nd June, Prime members can get up to 60% off great movies and TV shows to rent or buy through Prime Video including *Spider-Man: No Way Home*, *Last Night in Soho*, *9-1-1: Season 4* and *Yellowstone: Season 2*. A broad selection of popular movies are also available to rent from as little as £1.99 including *Uncharted*, *Top Gun*, *Sing 2*, and *Belfast*.
- **Try Amazon Music Unlimited:** Prime members who haven't yet tried Amazon Music Unlimited can get four months free – with 90 million songs ad-free and in HD, plus millions of podcast episodes. In addition, with the purchase of select Amazon Echo devices, Prime members new to Amazon Music Unlimited can get six months free. Both offers are available starting 21st June and ending 13th July.
- **Amazon Brands:** Save up to 20% off on select styles from Amazon brands, including home, electronic, and sports essentials from Amazon Basics, Umi, and Eono; furniture products for every room from Alkove, Rivet, and Movian; every day

essentials such as coffee, nuts; and beauty products from byAmazon, Amazon Basic Care, and Amazon Aware.

- **Get Free Prime Games:** Prime members can download over 30 free games from Prime Gaming like *Mass Effect Legendary Edition*, which includes the award-winning *Mass Effect* trilogy, and *GRID™ Legends*, *Need for Speed™ Heat* and *Star Wars™ Jedi Academy™*. Starting 21st June through 13th July, go claim more than 25 indie games instantly, including PC games from Curve Games, HandyGames, SNK, and more. Visit [gaming.amazon.com](https://gaming.amazon.com) on 21st June for more details and a full list of available games.
- **Prime Grocery:** New Prime members who shop Amazon Fresh can get £15 off of any order of £50 or more for their first three shops with same-day delivery. Also, new Prime members who shop Amazon's selection of Morrisons and/or Co-op will receive £10 off of any order of £50 or more for their first three shops with same-day delivery.
- **Amazon Fresh UK Stores:** Starting 21st June and ending 13th July, Prime members will save 25% off all items available in-store (excluding alcohol and infant formula). To shop the store, customers simply use the Amazon app to enter, put their phone away and shop for what they need. At the end of their shopping trip, they can just walk out. Prime member promotion will automatically apply for eligible customers.
- **Kindle Unlimited** – Prime members can enjoy three months of Kindle Unlimited for no extra charge. Membership includes millions of titles, selected magazines, and thousands of audiobooks. Deal terms and conditions apply.
- **Audible:** Prime members can try Audible free for three months. The three-month free trial includes unlimited listening to thousands of select Audible Originals, audiobooks, and podcasts. Offer available from 21 June to 14 July 10am BST. Deal terms and conditions apply.
- **Amazon Fashion:** From 28th June, save up to 20% off on select clothing, shoes, and accessories from Amazon brands, including Amazon Essentials, The Drop, Amazon Aware, Iris & Lilly, and more.

### Shopping Small Businesses

This year we've made it easier than ever to support small businesses.

- **Win Big by Supporting Small:** From 21st June through 11th July, for every £1 spent on eligible small business products, customers will receive a chance to win great prizes. Hundreds of thousands of customers globally will have a chance to win Amazon gift cards. To learn more, visit [co.uk/primedaysweepstakes](https://co.uk/primedaysweepstakes).
- **Look for the Small Business Badge:** Prime members can discover and shop products from small business brands in Amazon's store with the new Small Business Badge. This new badge makes it easier for members to identify products from small business brands and artisans. To learn more and shop curated collections, visit [co.uk/supportsmall](https://co.uk/supportsmall).

### Get Ready Ahead of Prime Day

This year, Amazon makes preparing for Prime Day easier and more rewarding than ever. Members can receive custom product recommendations, and set up deal notifications and reminders to get ready. Customers can join Amazon Prime or start a free trial at [amazon.co.uk/prime](https://amazon.co.uk/prime) to participate.

- **Create Deal Alerts for Personalized Recommendations:** Prime members can subscribe to receive deal alert notifications related to their recent Amazon searches and recently viewed items. All they have to do is visit the Prime Day event page on the Amazon app between now until Prime Day to create deal alerts. Once Prime Day arrives, members will receive push notifications on the available deals.
- **Receive Notifications from Alexa:** Thanks to Alexa, Prime members never miss deals. They can add products to their wish list or shopping cart, or save them for later and ask Alexa to notify them when the deals become available.
- **Set a Reminder:** Prime members can say, "Alexa, remind me when Prime Day starts," to be alerted when the two-day deals event begins.
- **Tune in to *Ultimate Crown*:** On 10th July starting at midnight BST, Prime members can tune in globally to the gaming event of the summer—*Ultimate Crown*—on [tv/Crown](https://tv/Crown). An all-star lineup of gamers and streamers will battle live from Las Vegas at the HyperX Arena. Prime members will have a chance to attend in person or participate in live chats for a chance to win exclusive giveaways and gifted subs. For more details, visit [amazon.com/crownchannel](https://amazon.com/crownchannel).

### You Shop, Amazon Gives

AmazonSmile is Amazon's charity initiative that allows customers to support their favourite charity, be it local or national, big or small, at no extra cost to the customer or charity. Year round, each time customers shop eligible products with AmazonSmile at [smile.amazon.co.uk](https://smile.amazon.co.uk) or in the Amazon Shopping App, Amazon will donate 0.5% of the net purchase price to the customer's chosen charity.

### Prime Day Deliveries

Fast delivery on Prime Day orders at no extra cost is made possible thanks to Amazon's global operations network. It's powered by a combination of innovative technology, proximity to our customers, transportation services, dedicated employees, and partners. Amazon continues to build, innovate, and scale this network around the world – from increasing storage capacity with buildings that have the right products in the right places throughout the year, to finding the most efficient way to bring packages to customers while focusing on the safety, well-being, and career advancement of our people

and partners who work across the journey of an Amazon package. From an employee preparing a customer's order in one of our fulfilment centres to a Delivery Service Provider and the independent contractors they engage to deliver that Amazon box with a smile, it's our people and partners across our operations network who make it all possible.

### **More Opportunities to Join Prime**

Prime offers the best of shopping and entertainment to more than 200 million paid members around the world. In the UK that includes unlimited access to award-winning movies and TV shows with Prime Video, ad-free listening of 2 million songs plus thousands of stations and playlists with Amazon Music, free in-game content and games with Prime Gaming, more than 1,000 books and magazines with Prime Reading, unlimited photo storage with Amazon Photos, one free pre-released book a month with Amazon First Reads, and incredible savings with Prime Day. Prime was built on the foundation of unlimited fast delivery at no extra cost. Prime members in the UK receive unlimited One-Day Delivery on millions of items across all categories and unlimited Same-Day Delivery on more than a million items in Greater London, Edinburgh, Glasgow, Birmingham, Bristol, Manchester, Leeds, Liverpool, and more. Prime members can also complete their full grocery shop, and choose from thousands of fresh grocery products, famous brands and household essentials, at great prices with two-hour delivery windows on orders over £40 included with Prime— from Amazon Fresh and Morrisons at Amazon. Prime members enjoy unlimited free delivery on their favourite restaurants when they spend £25 or more with 1-year free Deliveroo Plus. University students and apprentices can enjoy the benefits of Prime, including exclusive student discounts, by joining Prime Student – with a six-month trial and then 50% off Prime after that at [amazon.co.uk/joinstudent](https://amazon.co.uk/joinstudent) in association with Microsoft Surface. Check if you're eligible for a free trial of Prime at [amazon.co.uk/prime](https://amazon.co.uk/prime). New members can try Prime for 30 days for free. Prime membership costs £79.00 a year or £7.99 a month.

### **About Amazon**

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Amazon strives to be Earth's Most Customer-Centric Company, Earth's Best Employer, and Earth's Safest Place to Work. Customer reviews, 1-Click shopping, personalised recommendations, Prime, Fulfilment by Amazon, AWS, Kindle Direct Publishing, Kindle, Career Choice, Fire tablets, Fire TV, Amazon Echo, Alexa, Just Walk Out technology, Amazon Studios, and The Climate Pledge are some of the things pioneered by Amazon. For more information, visit [amazon.co.uk/about](https://amazon.co.uk/about) and follow @AmazonNewsUK.

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