



Small-business owners now get Business Prime Duo for free with their Prime membership

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Amazon Business offers quantity discounts, exclusive pricing, and streamlined procurement, and now with Business Prime Duo, fast, free delivery on business purchases

LONDON — June 27, 2023— Amazon (NASDAQ: AMZN) [Amazon Business](#), the Amazon B2B procurement store, today announced that [Business Prime Duo](#), previously £40 per year, is now free for Amazon Prime members who also purchase for businesses. Business Prime Duo is an Amazon Business membership that helps small-business owners by bringing together business buying tools and access to business-only pricing on select items, alongside fast, free business delivery. Now small-business owners can access Business Prime Duo as part of their Prime membership—at no additional cost—alongside the savings, convenience, and entertainment benefits they already know and love from Prime.

“We work with a variety of small-business customers, ranging from salon owners and mechanics, to health care providers and restaurant owners. Each of our small-business customers have very different business buying needs, and Amazon Business is committed to providing them with the resources and tools they need to streamline their buying and save money, so they can focus on what matter most – helping their customers and growing their business,” said Todd Heimes, director of Amazon Business Worldwide. “Free access to Business Prime Duo with a Prime membership is another way Amazon Business supports small businesses at every stage of their journey.”

“With the new addition of Business Prime Duo as a free offer for Prime members, there’s no better time to be a member,” said Jamil Ghani, vice president of Amazon Prime. “Getting everything Prime members want and need, quickly and reliably with everyday savings, has always been our focus. Small-business owners who are Prime members can now magnify those savings and conveniences even more when shopping for their business.”

With Amazon Business and Business Prime Duo, small business owners can keep their personal and business expenses separate, while still enjoying fast, free delivery and the many other benefits of Prime. Separating business and personal accounts can help track business spending and streamline accounting and taxes. Additionally, Amazon Business customers have access to business-only pricing and quantity discounts on eligible products.

In addition to the benefits they enjoy as Amazon Prime members, small-business owners who sign up for Amazon Business and Business Prime Duo will enjoy:

- [Fast, free business delivery](#)

Unlimited fast, FREE shipping on millions of eligible items, with no minimum order. Business Prime gives you the same fast, free delivery you’ve come to love on your personal account. Choose your own “Amazon Day” to get eligible orders on the same day each week where available or choose Consolidated Shipping on eligible large orders to receive your items in the fewest packages and deliveries.

- [Free Survey and Analytics Tools](#)

Third party benefit provided by Delighted. Free tools to send surveys to your customers through email, web, SMS, POS kiosk, and other integrated services. Uncover insights that inspire customer loyalty and drive business growth.

- [2% Back or 90 Day Terms](#)

Amazon Business Prime American Express Cardmembers can take advantage of 2% Amazon Rewards or defer payment 90 days before it's due on UK purchases on Amazon.co.uk, Amazon Business, and Whole Foods Market. Terms & conditions apply.

- **Unlock business saving**

Save money on the products your organisation buys the most. You can unlock lower prices the more your organisation purchases over time. Or, access the lowest prices all at once to stock up.

- **Analyse your purchases**

Use custom visual dashboards powered by proven AWS cloud computing technology. Analyse your purchasing from sellers, see your top categories by spend and compare your spending on preferred and restricted items.

Prime members can sign up for Business Prime Duo by creating a free Amazon Business account using a different email address than their Amazon.co.uk account and verifying their status as a business. They can then link their existing Prime membership to their new Amazon Business account and start enjoying the perks and features of Business Prime Duo for free.

Current Amazon Business customers can access free Business Prime Duo when they link their personal Amazon.co.uk account with an active Prime membership to their Amazon Business account. Current Business Prime Duo members will be reimbursed for the remainder of their pre-paid yearly membership, with the refund calculated based on the months elapsed since their last renewal.

For more information about Business Prime Duo and its benefits, visit <https://business.amazon.co.uk/en/discover-more/blog/business-prime-duo>.

About Amazon Business

Amazon Business helps millions of customers worldwide—from small businesses, schools, hospitals, nonprofits, and government agencies to large enterprises with global operations—reshape their procurement with cost and time savings, greater productivity, and insightful purchasing analytics. Procurement and business leaders enjoy convenient shipping options on hundreds of millions of supplies across categories like office, IT, janitorial, food service, and professional medical supplies. Customers also have access to a variety of business-tailored features and benefits, including a curated site experience, Business Prime, business-only pricing and selection, single- or multi-user business accounts, approvals workflow, purchasing system integrations, payment solutions, tax exemptions, and dedicated customer support. Amazon Business is currently available in the United States, Canada, the United Kingdom, Germany, France, Italy, Spain, Japan, and India. For more information, visit business.amazon.co.uk, [Amazon Business Blog](#) and @AmazonBusiness.

About Amazon Prime:

Prime is savings, convenience, and entertainment in one, single membership. More than 200 million Prime members in 25 countries around the world enjoy access to Amazon's enormous selection, exceptional value, and fast delivery. In the UK, anyone can join Prime for £8.99 per month or £95 per year, or start a free 30-day trial at amazon.co.uk/prime. For more information about Prime, including discounted memberships, visit aboutamazon.co.uk/prime.