



Amazon Business Launches in the UK – A new Marketplace for Sellers to Drive B2B Sales

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Amazon Marketplace sellers now have the opportunity to grow their sales by reaching businesses of every size through Amazon Business, which is available on amazon.co.uk

Features include business pricing, quantity discounts and exclusive business offers

LUXEMBOURG — 4 April 2017– Amazon today announced the launch of Amazon Business (www.amazon.co.uk/business), a new service to meet the procurement needs of businesses of every size. Sellers on amazon.co.uk now have the opportunity to grow their sales by reaching business customers – from small businesses to large multi-national organisations, as well as institutional buyers like universities, hospitals and non-profits. Amazon Business provides sellers with a set of features to help drive sales to businesses, including:

- - - **VAT-exclusive pricing and VAT invoicing:** Sellers can now display VAT-exclusive prices to business customers and provide VAT invoices for all customers by enrolling in the free VAT Calculation Service.
 - **Exclusive business offers:** Sellers can choose to make products available for sale to business customers only.
 - **Business pricing and quantity discounts:** Sellers can offer exclusive pricing to business customers and set quantity discounts when businesses purchase larger quantities.
 - **Fulfilment by Amazon (FBA):** With FBA, sellers can store their products in Amazon's fulfilment centres for Amazon to pick, pack, ship and provide customer service for products as sales are made. Products using FBA are included in Amazon Prime, making them eligible for Unlimited One-Day Delivery for Prime customers. With Amazon Business, products using FBA are also eligible for Free One-Day Delivery to all business customers on qualified orders of £30 or more.

Amazon Business launched in the US in April 2015, serving more than 400,000 businesses and generating more than \$1bn in sales in its first year, with sellers accounting for over half of the orders. Amazon Business launched in Germany in December 2016, with more than 50,000 business customers now using Amazon Business and over 10,000 business sellers having accessed the Amazon Business Seller feature set to sell their products to business customers. Since the US launch, Amazon Business has shipped to business customers in more than 60 countries through the US and German websites.

"We've been using Amazon Business in the US – which has been a great growth opportunity for us as we've historically been a consumer focused business – and with the success of Amazon Business we started sourcing products to satisfy growing demand from businesses," said Mike Mitchell, Founder of MMP Living. "We've developed our offering of catering equipment for bars and restaurants, and educational products for schools, all of which we supply through Amazon. We recently launched in Germany on Amazon Business and are now very excited to start selling in the UK."

Sellers that would like to add products to Amazon's growing Amazon Business selection can visit: www.amazon.co.uk/business-seller.

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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. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfilment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit www.amazon.co.uk/about