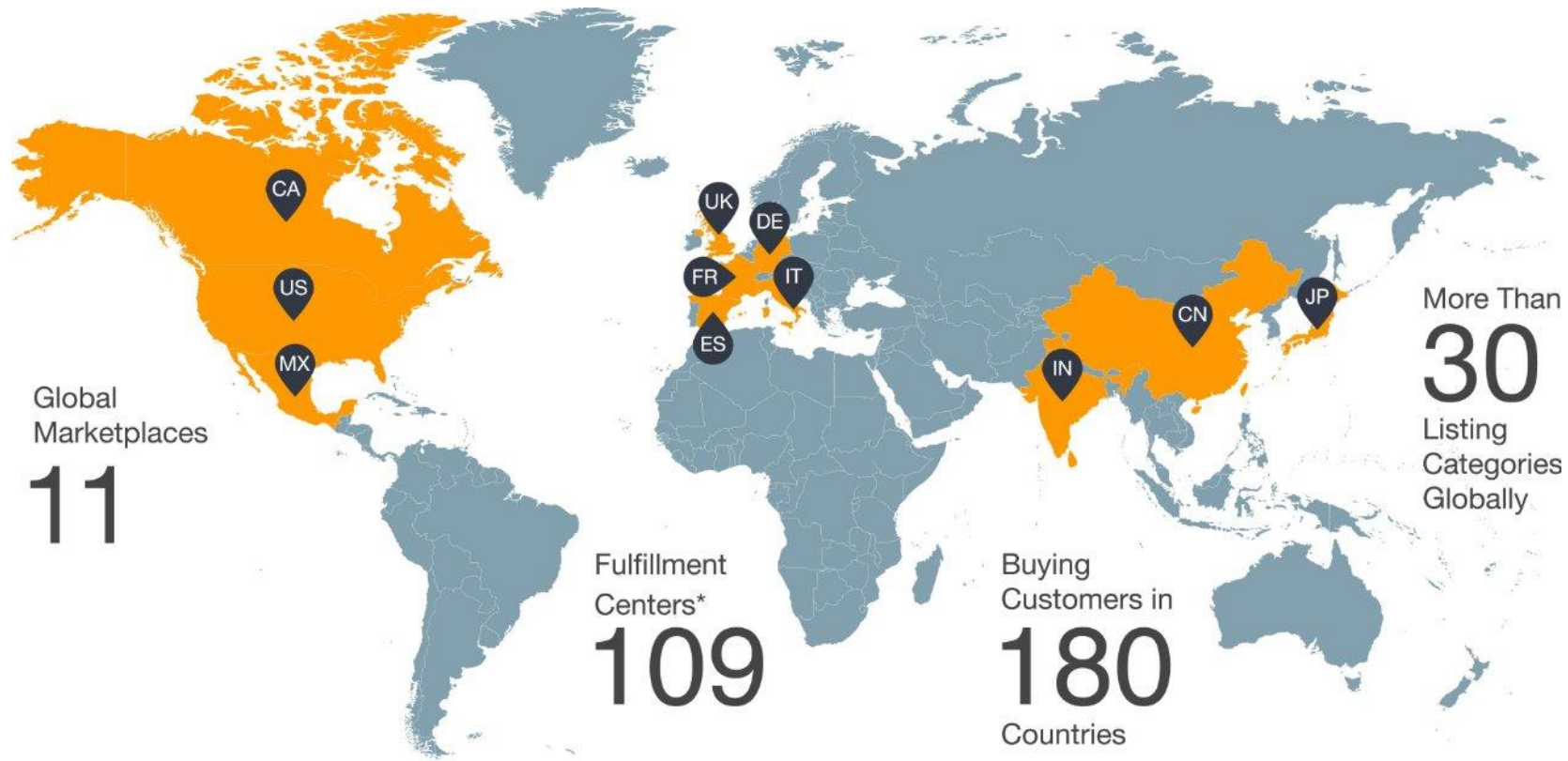


Growing your Business on Amazon

Coen de Heus, Amazon



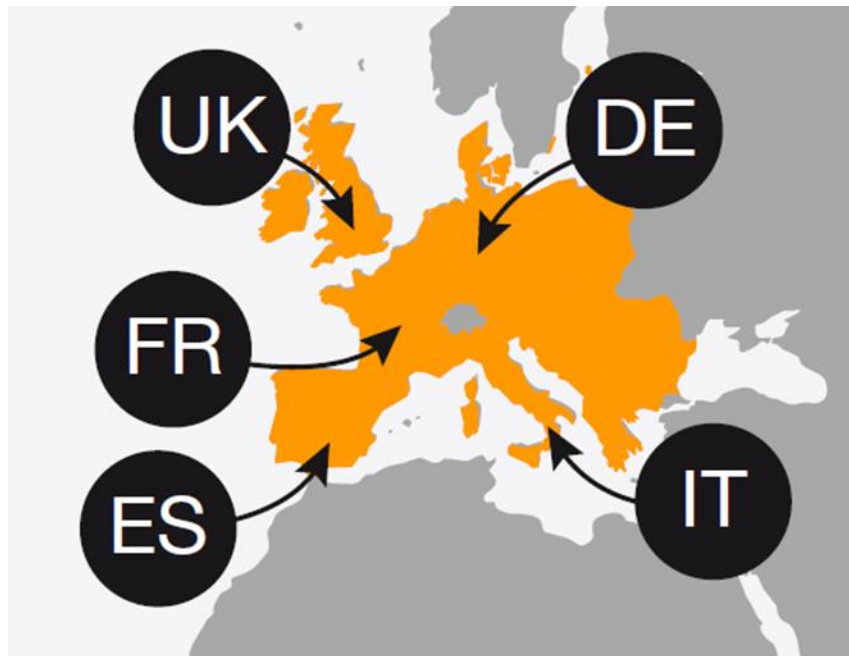
Amazon Marketplaces



*As of March 2015
Source: Amazon Investor Relations

Amazon EU Marketplaces

By expanding across Europe, your products will become visible to more than **100 million visitors** each month.



Visitors each month
(in millions)*

amazon.co.uk	32.4	
amazon.de	33.1	
amazon.fr	18.5	
amazon.it	12.2	
amazon.es	7.7	
Total	103.9	

* Source: December 2015, ComScore

Areas to think about

- Access to Prime
 - Small and Light
 - Seller Fulfilled
 - Pan-European FBA
- Accelerating Sales
 - Sponsored Products
 - Lightning Deals





Access to Prime





Seller Fulfilled Prime

Seller Fulfilled Prime

Enables sellers to offer the Prime badge on products, whilst fulfilling them from their own warehouse.

Sellers must demonstrate their ability to meet the Prime bar for customer experience in terms of dispatch, delivery and customer service and returns.

This Prime service gives sellers access to Amazon's world class logistics.



Comparison of Prime Programs for Sellers

‘One Size Does Not Always Fit All’

- Sellers have a variety of Prime services available to them
- Leverage Prime to suit your business
- Take decisions on Prime by ASIN, not for the overall business
- 3 New Programmes in 2016:
 - *Pan-Europe FBA*
 - *FBA Small and Light*
 - *Seller Fulfilled Prime*

	Fulfilment by Amazon	Seller Fulfilled Prime
Inventory Storage	Amazon FC	Seller's Warehouse
Processing Orders, Pick and Pack	Amazon	Seller
Shipping Labels	-	Seller (AMZL)
Prime Marketing	Yes	Yes
Inbound to Amazon FC	Seller's carrier or Amazon Partner Carrier	-
Returns	Back to Amazon FC	Back to Seller
Customer Support	Amazon	Amazon
European Expansion enabled	Yes	No
Ideal Products	<ul style="list-style-type: none"> • Fast moving • High demand • Predictable demand • Eligible to be sold across Europe 	<ul style="list-style-type: none"> • Perishables • Fragile • Personalised and Seasonal • Slower moving lines • Items with unpredictable demand • Items with variations

The Current Status of SFP

What is the current status of the program?

- **Q4 of 2015:** SFP pilot to gauge seller interest and ability to meet the Prime bar
- **Q2 2016 :** Limited launch where we invited some mid sized and large sellers to join on a first come first serve basis
 - Program has been over-subscribed and we have closed registrations for 2016
- **Q1 2017:** Full launch for sellers of all sizes (will be on first come first serve basis)

What should I do next / when can I launch?

- Onboarding has closed for 2016 due to being close to peak -> Get ready for 2017
- Given the high demand for the program we suggest getting ready technically and reaching out to Amazon (seller-fulfilled-prime-eu@amazon.com) to register interest
- We will contact you with further details



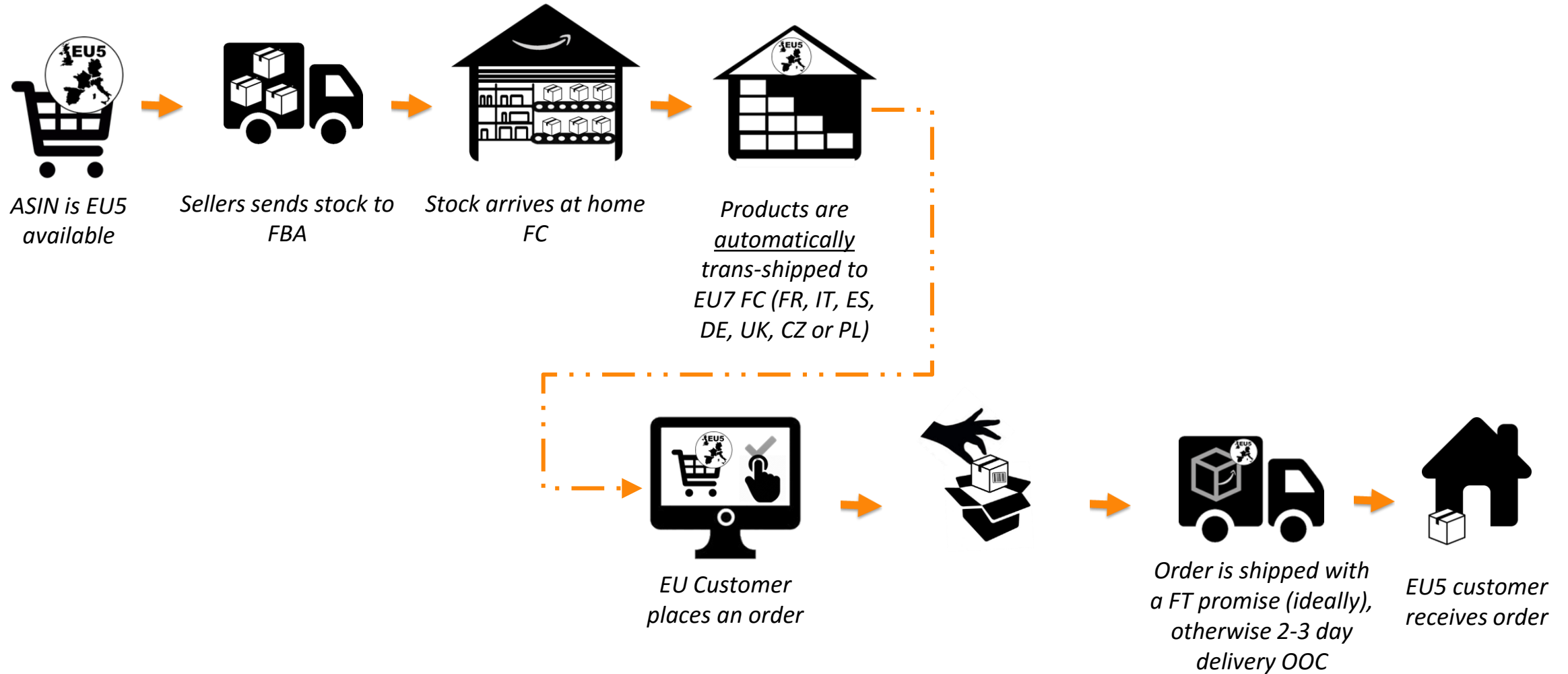
Pan-European FBA

What is Pan-European FBA?



*Pan-European FBA enables you to **sell across Europe** by helping you **place inventory closer to your customers in Europe**, and **fulfilling and delivering orders fast at lower costs**. Selling with Pan-European FBA makes your products eligible for **Prime** and **visible to millions of customers** across Amazon's European marketplaces.*

How does Pan-European FBA work?



Pan-European FBA

- **Ship to a domestic fulfilment centre** and allow Amazon to place it throughout Europe based on demand.
- **Fast delivery** in all 5 European marketplaces
- Export across Europe with a single seller account & **one inventory pool**
- Pay **local fulfilment fees** in any of Amazon's European marketplace.
- Amazon takes care of **customer service in the local language** and handles returns





Reach millions of Prime customers

With Pan-European FBA, you can sell your products in all five Amazon European marketplaces with Prime eligibility.



Take the guesswork out of managing stock

Send stock to your local European fulfilment centre or to the European fulfilment centre of your choice. Amazon will allocate it based on anticipated demand at no additional cost to you.



Experience low fulfilment costs

Amazon distributes your products across Europe at no additional cost. Pay the local fulfilment fee for the marketplace where the order is placed.



Provide fast, reliable deliveries

With your products stored close to customers, you can trust Amazon to quickly fulfil and deliver orders to customers.



Rely on Amazon's trusted, 24/7 support

Amazon provides customer support in the local languages of the five European Amazon Marketplaces, facilitating customer enquiries, returns and refunds for you.

Pan-European FBA Fee Comparison

Standard parcel 500g Fulfilment Fees	Sale on amazon.de	Sale on amazon.fr	Sale on amazon.it	Sale on amazon.es
Fulfilment Fee for EFN (fulfilling amazon.de, amazon.fr, amazon.it, amazon.es orders from UK inventory pool)	€ 3.66	€ 3.66	€ 3.66	€ 3.66
Pan-European FBA Fulfilment Fee (regardless where the product is shipped from)	€ 2.41	€ 2.74	€ 3.18	€ 2.28
Cost Savings per item with Pan-European FBA	€ 1.25	€ 0.92	€ 0.48	€ 1.38

What does a Pan-European FBA offer look like?



Roll over image to zoom in

amPen Hybrid Stylus (Silver) for iPad Air, iPad 2, iPad Mini, iPhone 4s, iPhone 5/5s/5c, Nexus 5, Nexus 7, Galaxy S4/S5, HTC One (Interchangeable Hybrid Tip Feature)

by amPen
★★★★★ 32 customer reviews

Price: ~~£9.95~~ Prime

Only 2 left in stock.

Want it tomorrow, 5 Feb.? Order it within 8 hrs 45 mins and choose Express Delivery at checkout. [Details](#)

Sold by TechMatte UK and Fulfilled by Amazon. Gift-wrap available.

Note: This item is eligible for click and collect. [Details](#)

1 used from £6.30

Size Name: Hybrid

3-in-1 Hybrid Hybrid

Colour Name: Silver



- Ultra-sensitive - using the latest technology, this stylus is as responsive as your fingertips
- Compatibility - compatible with all touch screen devices, including iPad and iPhone
- Conveniently designed in pen form; perfect for carrying around when you're on-the-go
- Protection - durable, soft tip protects your screen from scratches

Share

Add to Basket

[Turn on 1-Click ordering](#)

Add to List

Other Sellers on Amazon

2 used & new from £6.30

Have one to sell?

[Sell on Amazon](#)

Product Not Offered Through Pan-European FBA



Roll over image to zoom in

Mala Beads Tibetan Praying Chain 11 mm Made from Amber-Coloured Horn with Yellow Stones

by BUDDHAFIGUREN/Billy Held
[Be the first to review this item](#)

Price: £19.90 Expedited Delivery for Prime members [Details](#)

Only 7 left in stock.

Sold by [billy held](#) and Fulfilled by Amazon. Gift-wrap available.

Note: This item is eligible for click and collect. [Details](#)

UP TO 70% OFF Jewellery
Up to 70% off in jewellery [See more](#)

Share

Quantity: 1

[Turn on 1-Click ordering](#)

[Add to List](#)

[Add to Wedding List](#)

VAT Requirements

- Enrolment into the Pan-European FBA programme will trigger additional VAT obligations in EU7.
 - UK, Germany, France, Italy, Spain, Poland and Czech Republic
- You will be responsible for the collection and payment of your taxes, as well as the filing of all relevant returns and VAT invoicing.
- While we are committed to helping sellers, we do not provide tax advice or compliance services.
 - We are partnering with Avalara, a 3rd party tax advisor, in this matter
 - We are happy to refer you to Avalara
 - Promotional prices available to Amazon Pan-European FBA sellers

What Our Sellers Are Saying



"2015 is the commencement of Ugreen brand in the European market. Thanks to Amazon team and this programme which enabled us to rapidly expand our business to all 5 European marketplaces and we are seeing fast growth and developments that far exceeded our expectations."



"Pan-Europe FBA is a great programme and it definitely has helped us expand our business, especially from a financial perspective. Sellers send their inventory to one Amazon fulfilment center and save money on trans-shipping product throughout Europe. We are confident that Amazon will help us reach higher audience numbers as we expand into European marketplaces."

In Summary

- Expand product reach across Europe by cross-listing FBA selection on the EU5
- Increase sales by expanding FBA selection with a fast track promise when possible
- Simplified inventory management across Europe
- Fast delivery at a low cost – only the local FBA fee, regardless of where the product is stored
- Trusted Customer service and returns handled by Amazon in local languages

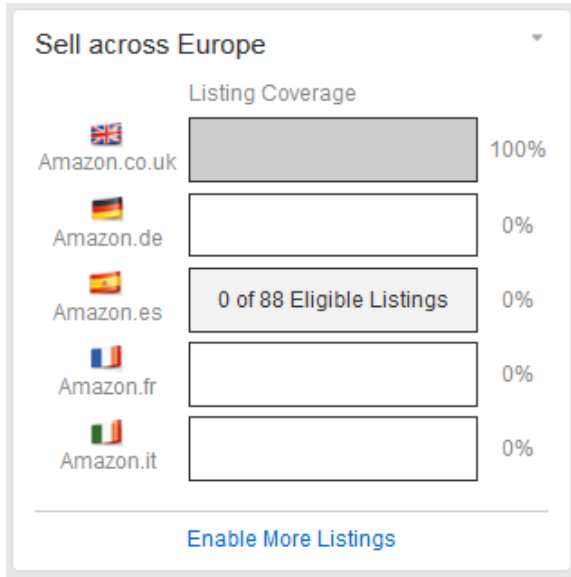


Sell across Europe

Few things to note before you get started:

- New Seller accounts are EU5 enabled
- Leverage Amazon tools to:
 - Manage/synchronize offers (Build International Listings)
 - Create offers (Expand Offers Internationally)
 - Translate Your Products
 - Find external providers (translations, compliance, customer service, returns etc.)

Build International Listings (BIL)



From
Your source marketplace
Amazon.co.uk
188 eligible offer(s) available to synchronise

To
Your target marketplaces
Amazon.de Amazon.es Amazon.fr Amazon.it

[Synchronise listings](#)

Apply pricing rules individually to each target marketplace

Price my listings at: [Learn how the pricing rules are applied](#)

Marketplaces: Amazon.de Amazon.es Amazon.fr

Offer Type: New and used

Price my listings at: Same price as source marketplace price

- ✓ Easiest most automated way to reach the EU5
- ✓ Automated localisation of ASIN attributes
- ✓ Can exclude SKUs or ASINs reactively
- ✓ Target marketplace pricing is dynamic

Payments – sellers may choose to receive funds in £s from sales in another currency. In this case we use the exchange rate of the day the transfer to your bank account is initiated. Using Reports – Payments you will be able to see the exchange rate applied to a disbursement. The FX rate is updated daily.

Expand Offers Internationally (EOI)

Sell Globally **Expand Offers Internationally** Build International Listings Translate Your Products

Transfer offers From
Choose a source marketplace.

Amazon.co.uk

There are **130** eligible offers to transfer from this marketplace. Only new and active listings are eligible.

Transfer offers To
Choose a target marketplace.

Amazon.it

Your Selling Status: **0** common offers

Expand Offers Internationally
Please refresh this page after a few minutes. The Inventory Loader file will appear below in the Requested Inventory Loader files section.

Generate File

[Hide advanced options](#)

Product Category
All

Pricing Option
Leave price field blank.
Leave price field blank.
Prefill price field.
Prefill price field (add or subtract percentage).
Prefill price field (add or subtract absolute amount).

- ✓ Most targeted way to expand selection
- ✓ Allows ASIN-level price setting
- ✓ Seller prepares translations prior to the expansion

How can I translate my products?

1) Translate your products (TYP)

The screenshot shows the 'Translate Your Products' page on Amazon. At the top, there are navigation links: 'Sell Globally', 'Expand Offers Internationally', 'Build International Listings', and 'Translate Your Products'. The main heading is 'Translate Your Products - Your Orders/Order Queue'. Below this, there is a link to 'Let us know what you think of this page' and a paragraph explaining that TYP enables creating products in another European marketplace by translating ASIN product titles and descriptions. A 'New Translation Order' button is visible. Under 'Your Translation Orders', there are radio buttons for 'All', 'In progress', 'Completed', and 'Cancelled'. Below this is a table with columns: Order ID, Order date, Translate from, Translate to, Number of submitted ASINs, Fee*, Completion date**, and Status. At the bottom, there are two footnotes: '* The fee displayed for orders that have yet to be processed is an estimate.' and '** The completion date displayed for orders that have yet to be processed is an estimate.'

2) External service providers

The screenshot shows the 'Find a Solution Provider' page on Amazon Global Selling. The page has a dark blue header with the 'amazon global selling' logo on the left and 'Sign In' and 'English' on the right. The main heading is 'Find a Solution Provider' with a sub-heading: 'These third-party companies can help you manage your global expansion into multiple marketplaces.' Below this is a search bar with three input fields: 'Marketplace' (containing 'United Kingdom'), 'Find' (containing 'External Translation Providers'), and a 'Search' button.



Merchandising Opportunities

What are Sponsored Products?

» Amazon Sponsored Products is a pay-per-click advertising solution that enables Amazon Sellers to promote the products they sell on Amazon with keyword-targeted ads.

The screenshot shows the Amazon.co.uk search results for "iphone 6 case". The search bar at the top contains "iphone 6 case" and the results show 1-16 of 306,721 results. The main content area displays several product listings. A red box highlights a sponsored product listing for "iPhone 6 Plus Case, Fyy® Ultra Slim Smart Cover Case for iPhone 6 Plus (5.5 inch screen) Green" with a price of £6.85. Another red box highlights a sponsored product listing for "Snugg iPhone 6 Leather Flip Case in Black - Flip Wallet case with Card Slots, Stand and Premium Nubuck Fibre Interior ..." with a price of £14.99. A third red box highlights a sponsored product listing for "iPhone 6 Case - ULAK Premium PUL..." with a price of £6.99. The page includes navigation elements like "Previous Page", "1 2 3 ... 20", and "Next Page".

The screenshot shows the Amazon.co.uk product page for "OXO Good Grips 3-Piece Mixing Bowl Set, Blue/Green/Yellow". The product is priced at £24.95 with free shipping on orders over \$35. The page includes a "Sponsored Products Related To This Item" section at the bottom, which is highlighted with a red box. This section displays five related products: "5 Pack uHome Versatile Silicone Pinch Bowl Ideal for Condiments or Ingre..." priced at \$9.07, "Bormioli Rocco Tempered Glass 1 Quart Mixing Bowl - Set of 4" priced at \$13.99, "Joseph Joseph Nest 9 Plus Compact Food Preparation Set and Adjustable Ro..." priced at \$72.37, "ZAK Confetti Mixing Bowls, Assorted Brights Blue 1768-7005" priced at \$31.99, and "Oggi Set of 3 Oval mixing bowls" priced at \$28.97. Red arrows point from the sponsored product listings in the first screenshot to the corresponding products in this second screenshot.

What does success look like?



In 2015, sellers worldwide using Sponsored Products grew more than 100 percent.



Sellers worldwide garnered more than \$1.5 billion in sales through Sponsored Products listings.

“In the one and a half years since Empire Case began using Sponsored Products, its Amazon sales increased 100 percent. During the same period, the company’s overall revenue jumped 66 percent, from about \$6 million to \$10 million annually ”

- Empire Case (Amazon Seller)

How does it work?

» How it works:



1. Select your products and choose your keywords (or use Amazon's suggested keywords through Automatic Targeting)



2. Decide how much you want to spend on your campaigns

3. Pay only when your ad is clicked

» Out of Country Promotion:



▪ Activate Sponsored Products in at least 2 new locales and get €25 free click credit in those locales *plus* an additional €25/£20 in the locale you first used SPs *for every new locale you launch in*

Lightning Deals: 3 Types of Deals

Deal of the Day

24 Hours
 Minimum 25% Discount
 Minimum 4 Star
 Reviews
 Highest Quality Deals

Lightning Deals

4 Hours
 Minimum 15% Discount
 Minimum 3 Star
 Reviews

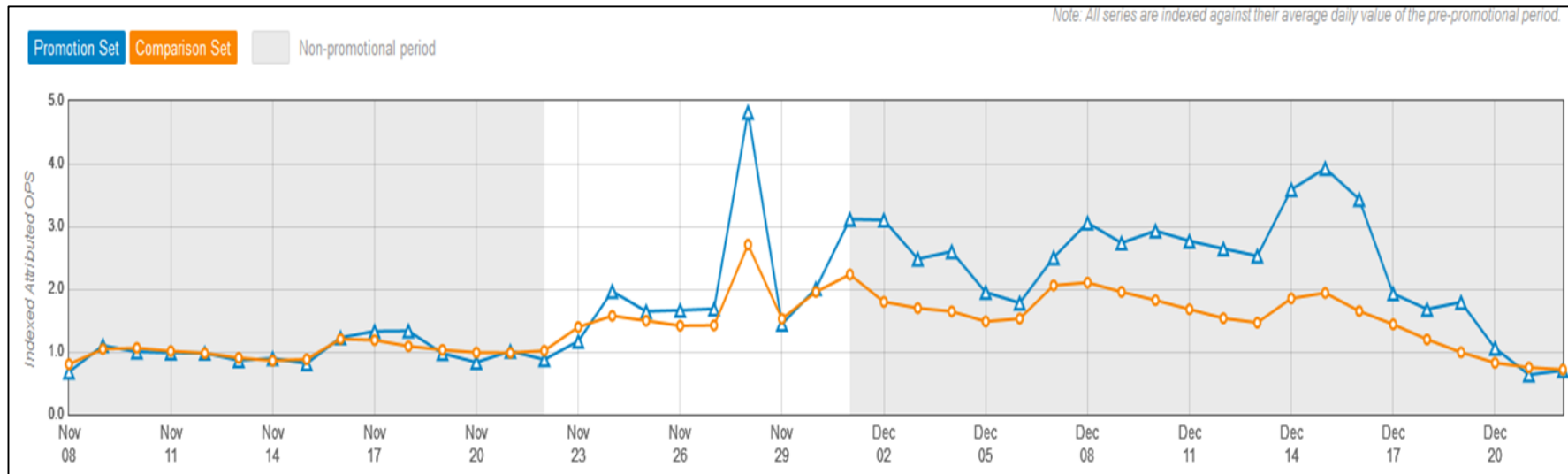
Best Deals

1-2 Weeks
 Minimum 15% Discount
 Minimum 3 Star
 Reviews

The screenshot shows the Amazon UK 'Today's Deals' page. The page is organized into a grid of product cards. On the left, there is a sidebar with filters for Department, Deal Type, Availability, Amazon Prime, Price, Discount, and Avg. Customer Review. The main grid contains various products, each with a price, discount percentage, and star rating. Three specific deals are highlighted with colored boxes and arrows:

- Deal of the Day (Orange):** A black device (possibly a smartwatch or fitness tracker) with a price of £49.99, a 62% discount from a list price of £134.99, and a 4-star rating. It is labeled 'Deal of the Day' and 'Up to 60% off Officially Licensed Star Wars Merch...'
- Lightning Deal (Green):** A t-shirt with a Star Wars design, priced at £9.99, a 36% discount from a list price of £15.34, and a 4-star rating. It is labeled 'Lightning Deal' and 'Save Over 25% on Philips Series 5000 S5420 waterproof sh...'
- Best Deal (Blue):** A smartphone, priced at £6.00, a 28% discount from a list price of £8.00, and a 4-star rating. It is labeled 'Best Deal' and 'Save 25-30% on a selected range of Lindt Excellence...'

Why should I discount my products?



- The “halo effect” on ASINs included in lightning deals during key events will see a surge in sales after the deal run date (at full price).

How Can I Participate in Lightning Deals?

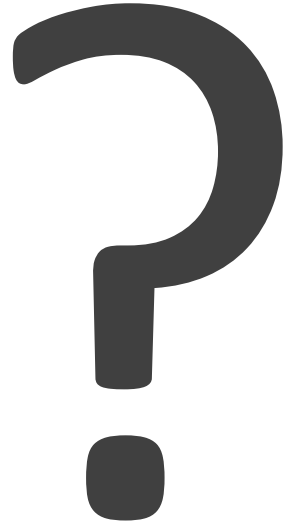
Seller Central (Advertising -> Lightning Deals)

The screenshot displays the Amazon Seller Central 'Create a deal' interface. On the left, a search bar for 'gopro' shows 10 results for various GoPro models. The main area is titled 'Create a deal' and is divided into three sections:

- 1. Internal description:** A text input field containing 'lightning-deal-2015-12-10'.
- 2. Items and pricing:** A table for selecting items and setting prices. The table has columns for Image, Product Name (SKU), Your Current Price, Lowest Price, Quantity for deal (Minimum required), and Deal Price (Price required). One item is selected: GoPro HERO+ (Wi-Fi Enabled) (SKU: SP-NOK-L1X20) with a current price of \$179.99 and a deal price of \$139.99.
- 3. Schedule:** Options to select a day or date range. The 'As soon as possible' option is selected.

Buttons for 'Save & Close' and 'Submit' are visible at the bottom of the form.

Q&A





Managing Your EU5 Account

Managing your EU5 account

- Creating EU Listings
- Build International Listings (BIL)
- Expand Offer Internationally (EOI)
- Translations

How do I create my EU listings?

The ASIN already exists in the EU locales:

- Build International Listings Tool (BIL)
- Expand Offers Internationally (EOI)

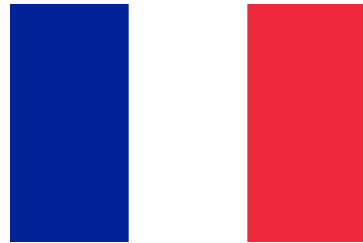
OR

The ASIN doesn't exist in the other EU locales:

- Localisation tool
- Translate your products (TYP)
- Third party provider

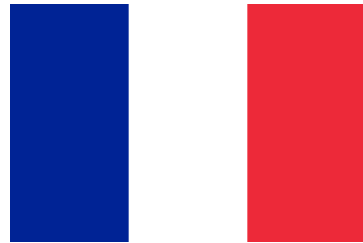
How do I create my EU listings?

The ASIN exists in the target locales.....



Translations

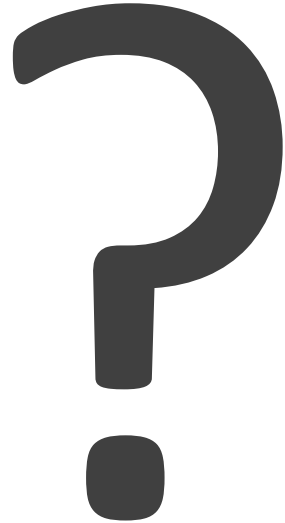
The ASIN does not exist in the target locales.....



All my products are now ready to go.....



Q&A





Thank you!

From the Amazon Merchant Services team

