

# Amazon in Europe Business Overview





# Amazon serves customers in multiple market segments

More than 300 million  
worldwide active  
customer accounts

Several million active  
AWS Customer  
Accounts



Hundreds of  
thousands of  
independent Sellers

Thousands of self-  
publishing authors and  
film makers

# Amazon is present in 18 European countries with retail operations, delivery logistics and corporate offices



- 8 Marketplaces (recently launched Amazon.pl)
- 9 languages
- 29 corporate offices
- 22 R&D Centers
- 55 FCs and 100+ Delivery Stations
- 6 AWS Regions
- €78 billion investment since 2010
- 135,000+ permanent employees in 2020
- 900,000+ independent sellers, authors, content creators, delivery providers, developers and IT solution providers
- 270,000+ jobs supported by independent businesses selling on Amazon Marketplace

# Amazon in the EU

## 3 main sales models



- 1) Under FBA, sellers are sending their own inventory into one or more Amazon FCs in EU and Amazon provides storage, picking, packing and distribution services for subsequent delivery to end customer. Fulfillment and last-mile delivery is done by Amazon on behalf of the Seller. Commercial sale is effected between Seller and Customer (Amazon takes no legal title to the goods). Import clearance is done by or on behalf of the Seller. Amazon not involved in import declaration process. Inventory is customs cleared before arrival in Amazon FCs.
- 2) Under MFN, sellers are shipping their own products directly to the customer from their own business, home, or warehouse location after receiving orders on Amazon websites. Import clearance is done by or on behalf of the customer (DDU) or the seller (DDP). Amazon is not involved in the transport, nor in the import declaration process.
- 3) Relevant for goods sourced from outside EU only



# amazon Brand Protection



# Customer obsession

Amazon strives to be Earth's most customer-centric company. Everything we do is with the customer in mind, and we work hard to earn and maintain their trust.

When customers shop on Amazon, we want them to trust that they're purchasing authentic and safe products.

That's where Amazon Brand Protection comes in.





# Anti-Counterfeiting Strategy – 3 pillars

- Robust Proactive Controls
- Powerful Tools for Brands
- Holding counterfeiters accountable

# Robust Proactive Controls

- Standard Seller Vetting Process
  - Machine Learning
  - Human Review
- Launched in 2020:
  - In-Person Seller Verification
  - Postcard program
- Privacy

# Powerful tools for Brands

**amazon** brand registry

**amazon** IP Accelerator



**amazon** projectZERO

 transparency



# Investment in Brand Protection

OVER \$700 MILLION INVESTED AND MORE THAN 10,000 EMPLOYED TO FIGHT FRAUD AND ABUSE

ONLY 6 % OF ATTEMPTED NEW SELLER ACCOUNT REGISTRATION PASSED OUR ROBUST VERIFICATION PROCESSES AND LISTED PRODUCTS

OVER 6 MILLION BAD ACTOR ACCOUNTS STOPPED BEFORE THEY PUBLISHED A SINGLE LISTING FOR SALE

OVER 10 BILLION SUSPECTED BAD LISTINGS REMOVED BEFORE THEY WERE PUBLISHED TO OUR STORE