Amazon Prime Cancellation Experience

June 2022
We already made 12 changes to the cancellation flow

### Updated Step 1

Sara, we’d hate for you to miss out on your last delivery benefits.

<table>
<thead>
<tr>
<th>Prime Premium Shipping</th>
<th>Without Prime</th>
<th>Prime</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>EUR 4.99 / Delivery</td>
<td>EUR 0</td>
</tr>
<tr>
<td>Prime Video</td>
<td>X</td>
<td>EUR 0</td>
</tr>
<tr>
<td>Amazon Music</td>
<td>X</td>
<td>EUR 0</td>
</tr>
<tr>
<td>Prime Reading</td>
<td>X</td>
<td>EUR 0</td>
</tr>
</tbody>
</table>

1. Remove the “items tied to your membership” feature from Step 1
2. New “Continue to cancel” button to clearly guide customers to next step

### Updated Step 2

Sara, want to save money?

Keep Prime for just EUR 69.00/year

If you switch to annual payments you not only save money but also keep access to all Prime benefits:

- Switch to annual payments

3. New “Continue to cancel” button to clearly guide customers to next step
4. New “Continue to cancel” button to clearly guide customers to next step

### Updated Step 3

Please confirm membership cancellation.

5. Reminder to keep last delivery benefits
6. End membership on 31 December 2021
7. End membership now
8. Keep membership

9 - 11) Shorter text on buttons, clearer “end membership” buttons

12) Add the “items tied to your membership” feature to Step 3

Changes to Step 1

1) Remove the “items tied to your membership” feature from Step 1
2) New “Continue to cancel” button to clearly guide customers to next step

Changes to Step 2

3) Shorter text above the alternate payment plans description
4) Shorter text about alternate payment plans

Changes to Step 3

6 - 8) Less text reminding about membership benefits lost
9 - 11) Shorter text on buttons, clearer “end membership” buttons

12) Add the “items tied to your membership” feature to Step 3
We are on track to launch a simplified version of the cancellation flow

We are now ready to launch the final changes in the cancellation flow by end of June including:

- Shortening the number of pages.
- Increasing cancel button prominence.
- Simplifying button text.
- Reducing text throughout the flow.
We will further simplify the cancellation experience

Step 1

Pat, before you go did you know that Prime offers you more than just fast convenient shipping?

WITHOUT PRIME
- EUR 4.99 / Delivery
- Not available
- Not available
- Not available

Free premium delivery for millions of products
Award-winning movies, series and UEFA Champions League with Prime Video
Listen to ad-free music with Amazon Music
Free games and in-game loot with Prime Gaming

Use your benefits today

Step 2

Confirm your Prime membership cancellation

Pat Smith
Current Plan: Annual
Next Billing Date: 31/12/2022

Cancel today (EUR XX refund)
Cancel on 31, December, 2022

Your benefits will end immediately and you will be refunded XX for the remaining period of your membership.

Remind me later
Keep membership
End membership now

Need help
How do I manage my billing information?
Manage your Prime payment method by clicking here or by following these steps:
1. Go to Your payment method
2. Select the card you want to set as your preferred payment method and click ‘Continue’.
Thank you
Ingress to cancellation flow (step 1)
Ingress to cancellation flow (step 2)
Cancellation CX if radio button 2 selected

Confirm your Prime membership cancellation

Pat Smith
Current Plan
Annual EUR 69
Next Billing Date
31/12/2022

- Cancel today [EUR XX refund]
- Cancel on 31, December 2022

Your benefits will end 31, December 2022.
By cancelling:
Your access to your Prime Video channel subscriptions will end.
You will no longer be eligible for unclaimed "Prime exclusive offers."

Remind me later
Keep membership
End on 31, December 2022

Amazon Prime Terms and Conditions

Need help
Don't see your question? Click here for more.

How do I manage my billing information?