

A large teal rectangular banner with the text "Amazon Marketplace" in white, bold, sans-serif font. The background of the entire slide features a light blue world map with several orange location pins, and various data visualization elements like line graphs, a pie chart, and a bar chart. Below the banner, there is an illustration of a control room with several people sitting at desks with multiple computer monitors, and two people standing in the center.

November 5th 2024

Agenda



1. Introduction to Amazon Marketplace



2. The Success Formula on Amazon Marketplace



3. Q&A

1

Introduction to Amazon Marketplace



Amazon - A Global Opportunity

180+ Countries

300M+ Active Amazon customers worldwide

181M+ Av. Monthly users across EU

> 185K Small and medium-sized companies from Europe collaborate with us every day

> 50% Sold their products to customers all over the world

> €300K Average sales - increased year on year from over €150,000

> €2.8 bn Spent in Europe on logistics, tools, services, programs, training and our team to help SMEs succeed



Amazon - Czechia

- ✓ Czech Republic has more e-shops per capita than any other country in Europe (50.000 in total)
- ✓ Over 3.000 Czech SMEs use Amazon and AWS services
- ✓ Amazon has invested in Czechia since 2013 (+€1 Billion in investments)
- ✓ +4.000 permanent employees in the country, 2 Fulfilment Centers and 1 MOD production site
- ✓ Amazon invested in localizing Amazon.de with Czech language

Source: McKinsey Report, 2022

Amazon Marketplace - How does it work?



Register an account and upload your Product Catalog

Customers see your products on Amazon

Customers buy your products

a) You send the products to the customers

or

b) Amazon sends the products to customers

Payment is forwarded to you

2

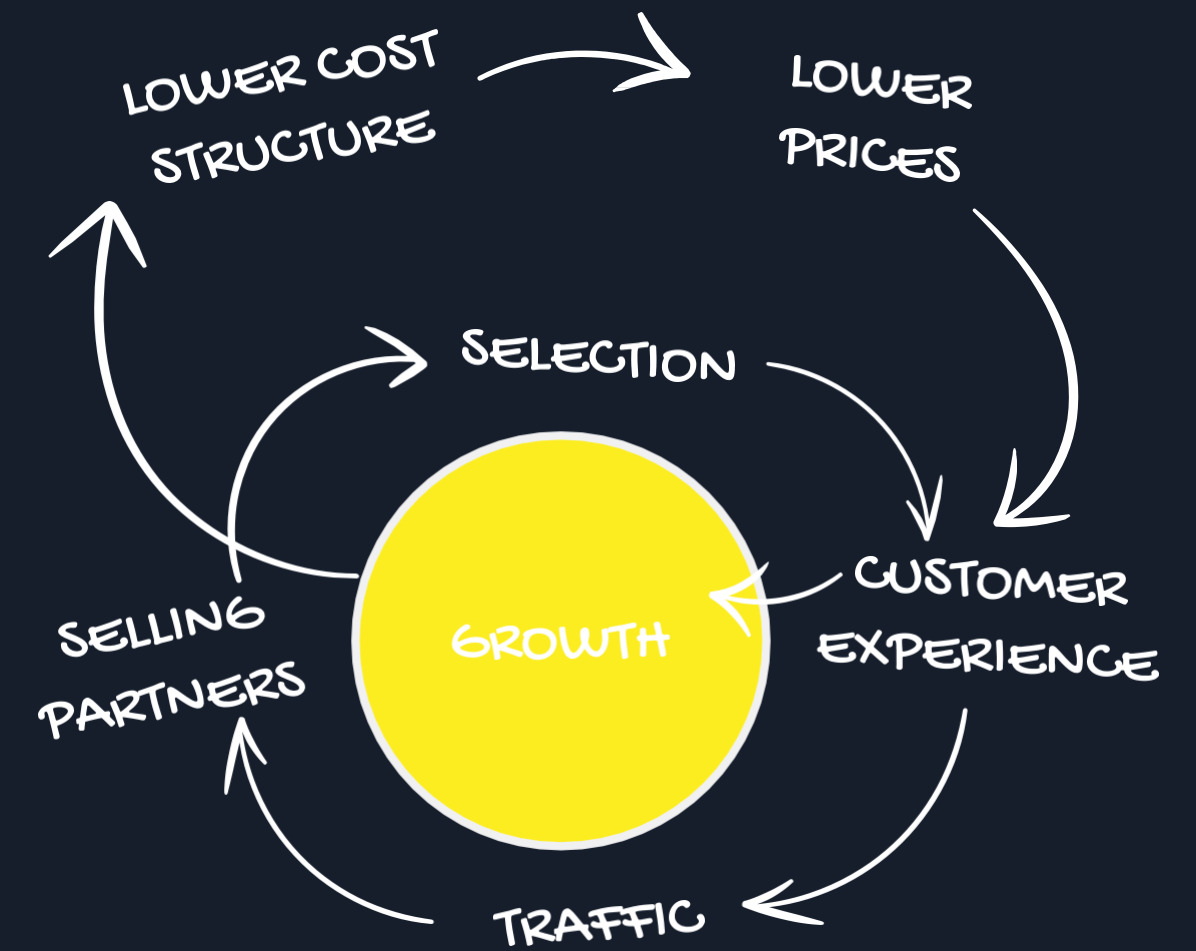
The Success Formula on Amazon Marketplace



Our Success Formula

Customers love:

- wide selection,
- low prices and
- the highest convenience.



Our Success Formula



Our Success Formula



SELECTION: Selling Internationally - Amazon Stores



10 Amazon Stores in Europe

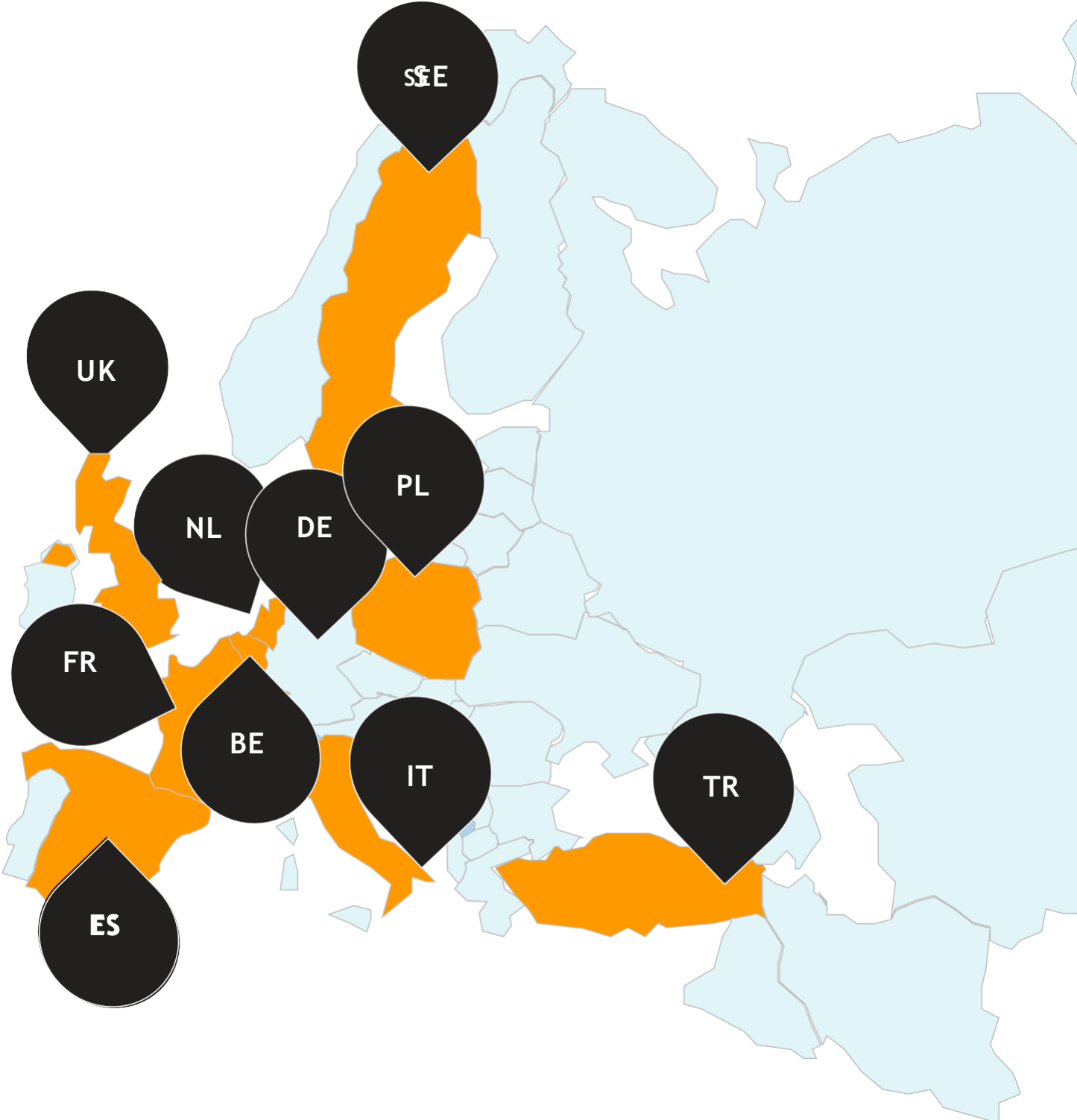
181 MM+ monthly users across EU

One unified account

Synchronized stock levels

Your products in local language

Your prices in local currency



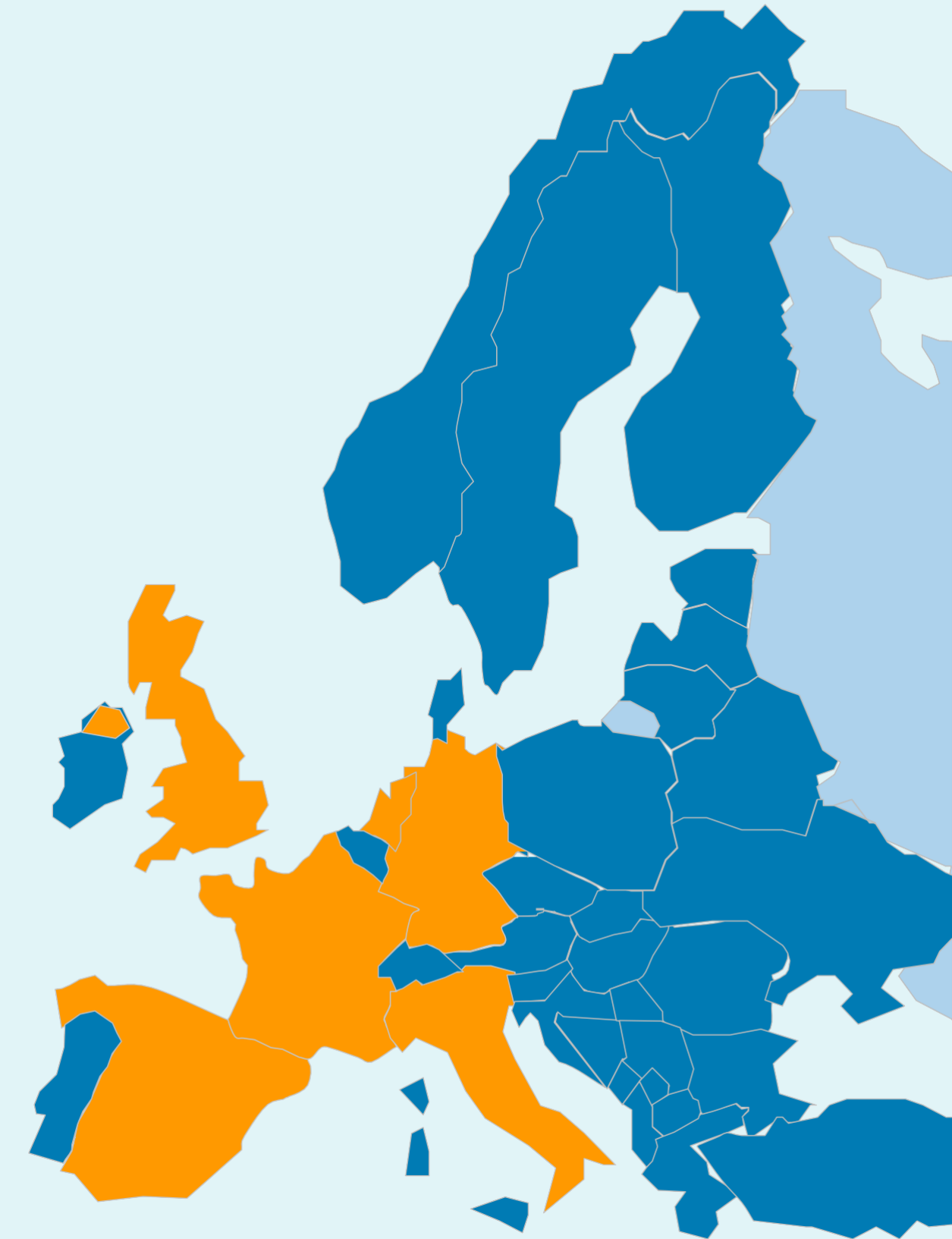
SELECTION: Selling Internationally - Export

Easily sell to 31 additional countries in Europe (+150 worldwide)

Customers from countries where Amazon does not have a local store buy from neighbouring stores.

Selling Partners exporting to Austria using Fulfilment by Amazon (FBA) have experienced an annual increase of sales up to **10%**¹

No need to register new accounts nor copy listings to export to neighbouring countries.



¹ Based on a study in 2021 among German Selling Partners exporting to Austria

SELECTION: High Quality Listings

Size:
8 (Manufacturer size: X-Small) [Size Chart](#)

Colour: Brown (Camel)
 

In Stock.
Estimated delivery: 1-2 days. [Details](#)
Ships from and sold by Amazon.

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

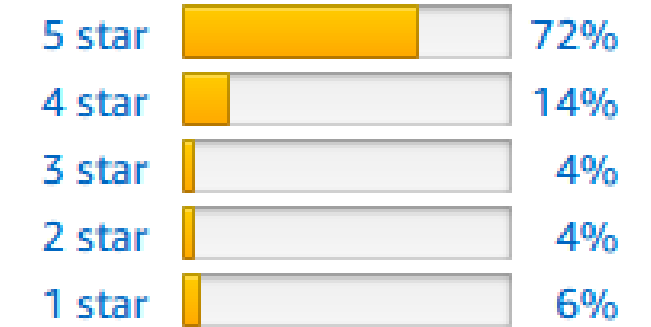
- Two-pocket detail
- 66% Polyacrylic, 32% Polyamide, 2% Elastane
- Machine Wash - Warm (> 30°)
- Collar Style: V-Neck
- Long-line Cardigan
- Long Sleeve
- PHRM3141



Customer reviews

★★★★☆ 409

4.4 out of 5 stars



[See all 409 customer reviews](#)

Product Information

Titles, Descriptions & Bullet Points with key attributes.

Images

High resolution, multiple images, multiple angles.

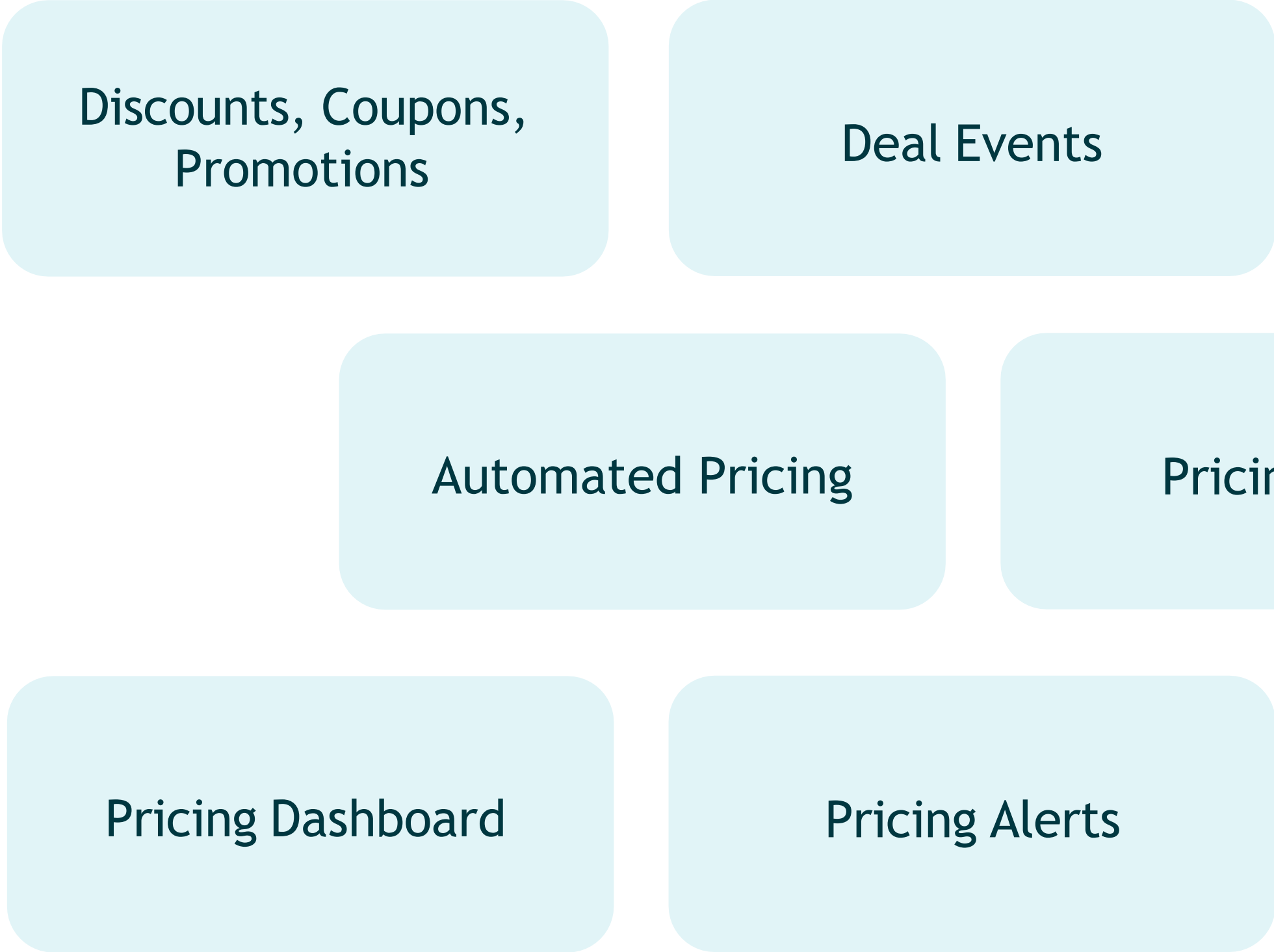
Customer Reviews

Increase credibility and help with conversion.

Our Success Formula



PRICING: Multiple Features



Our Success Formula



CONVENIENCE: Fulfilment by Amazon (FBA)



CONVENIENCE: Fulfilment by Amazon (FBA)



Prime badge



Free delivery to Prime customers



High speed (e.g. Next day delivery)



Best in class customer service and returns experience



Learning resources

- Become an Amazon Seller: <https://sell.amazon.co.uk/> and <https://sell.amazon.de/en>
- Seller University: <https://sell.amazon.co.uk/sell-online/seller-university>
- Seller Central Help Pages: <https://sellercentral.amazon.com/>

THANK YOU

Q&A