



An opportunity for new sellers registering for FBA to earn up to £1500 in rebates on inbound shipping and Fulfilment by Amazon (FBA) fees on non-book items!

Eligibility

To qualify for the Shipping Cost Rebate and the FBA Fees Rebate, a seller must sign up for FBA before September 30, 2010, and ship its first units to an Amazon fulfilment centre located in the UK between July 1, 2010, and September 30, 2010. The rebates earned will be based only on non-book units received at and/or shipped from an Amazon fulfilment centre in the UK between July 1, 2010, and September 30, 2010.

Costs and Fees NOT Covered by Rebate

The rebates earned by the seller will NOT cover any portion of the following costs and fees charged to the seller:

- FBA removal and return fees for inventory the seller requests Amazon to remove and/or return.
- Fees which are not part of FBA, including:
 - Any referral fees or closing fees charged by Amazon in connection with the sale of any unit.
 - Any subscription fees for any other Amazon programme, including but not limited to the Pro Merchant service and the Selling on Amazon service.

Additional Terms

- This rebate offer will not be applied retroactively to any units shipped to an UK Amazon fulfilment centre or through FBA prior to the date when the seller signed up for FBA.
- Amazon may terminate or modify the terms of this rebate offer at any time in its sole discretion.
- This rebate offer only applies in accordance with the Rebate Offer Terms & Eligibility and will not cover the costs and fees indicated above.



We are offering to rebate you up to £500 on your shipping costs for your non-book items shipped to a UK Amazon fulfilment centre, and an opportunity to earn an additional rebate of up to £1,000 on other fees when you use FBA. Please see below for details on this promotional opportunity.

Amazon EU S.à r.l. ("Amazon") is offering new sellers who register for FBA online the opportunity to earn both:

- (a) **Shipping Cost Rebate:** A rebate on the shipping fees paid by the seller, up to £500, to ship non-book units to an Amazon fulfilment centre in the UK between July 1, 2010, and September 30, 2010. The number of non-book units received by Amazon from the seller between July 1, 2010, and September 30, 2010, will determine the amount of the Shipping Cost Rebate the seller can earn; please see the rebate schedule on the right.

FBA Unit Rebate Schedule	
Inbound Units Received	Shipping Cost Rebate
100 - 249	£50.00
250 - 749	£100.00
750 - 1499	£200.00
1500 - 2999	£300.00
3000+	£500.00

and

- (b) **FBA Fees Rebate:** A rebate on Fulfilment by Amazon (FBA) fees, including Multi-Channel Fulfilment fees for off-Amazon.co.uk orders, incurred by the seller, up to £1,000, for non-book units shipped for the seller through FBA between July 1, 2010, and September 30, 2010. The number of non-book units shipped for the seller through FBA between July 1, 2010, and September 30th 2010 will determine the amount of the FBA Fees Rebate the seller can earn - please see the rebate schedule on the right.

FBA Unit Rebate Schedule	
Outbound Units Shipped	FBA Fees Rebate
1 - 99	£50.00
100 - 299	£200.00
300 - 749	£400.00
750 - 1499	£700.00
1500+	£1,000.00

How it Works (Rebate Offer Terms)

- This offer applies to all non-book shipments received at and/or shipped from an Amazon fulfilment centre in the UK between July 1, 2010, and September 30, 2010 by a seller that newly registered for FBA before September 30, 2010.
- Eligible sellers will receive a one-time Shipping Cost Rebate in the amount of the actual incurred cost of their inbound shipments received at an UK Amazon fulfilment centre between July 1, 2010 and September 30, 2010, up to the amount earned per the above schedule.
For example, if Amazon receives 750 units from the seller between July 1, 2010, and September 30, 2010, at a verified shipping cost of £250, the seller will receive a Shipping Cost Rebate of £200.
- Eligible sellers will also receive a one-time FBA Fees Rebate in the amount of FBA fees incurred for units shipped for the seller through FBA between July 1, 2010, and September 30, 2010, up to the amount earned per the above schedule.
For example, if Amazon ships 750 of the seller's non-book units through FBA to fulfil the seller's Amazon.co.uk and off-Amazon.co.uk orders between July 1, 2010, and September 30, 2010, and the seller incurs £800 in FBA fees, the seller will receive an FBA Fees Rebate of £700.
- The combined Pound sterling amount of any Shipping Cost Rebate and FBA Fees Rebate earned will be credited to or used to offset any negative balance in the seller's Amazon Seller Account on or before November 1, 2010. The amount will be titled "Miscellaneous Adjustment."
- This offer is not "cumulative"; new sellers registering for FBA will only be entitled to one Shipping Cost Rebate and one FBA Fees Rebate only.
- Proof of shipping costs will be required to verify the costs of inbound shipments to a UK Amazon fulfilment centre. Proof of shipping costs (for example, a bill of lading or official shipping receipt from the carrier) must be submitted to and received by Amazon no later than October 10, 2010, otherwise such costs will not be considered in calculating the Shipping Cost Rebate. E-mail receipts to fba-eu@amazon.lu.