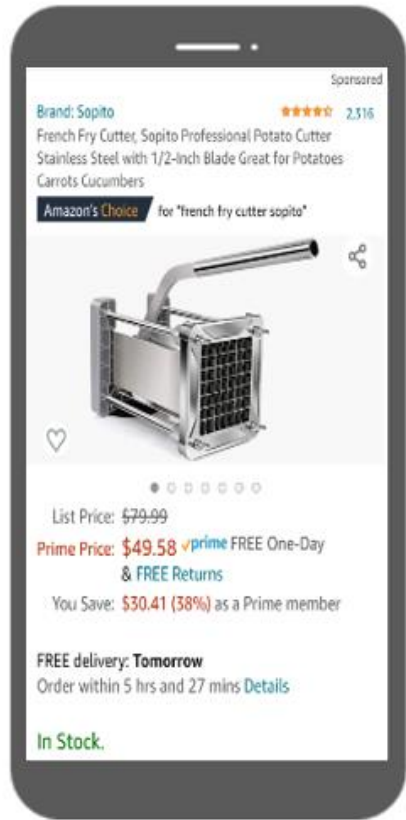


PROMOTION TYPES – PRIME EXCLUSIVE DISCOUNT



WHAT IS A PRIME EXCLUSIVE DISCOUNT?

A Prime Exclusive Discount is a price discount that is widely used across all nationally Prime shipping eligible FBA products and is exclusive to Prime members. Displays strike-through pricing. On Prime Day, Prime Exclusive Discounts will display Prime Day Deals badge.

ELIGIBILITY CRITERIA

- Nationally Prime Shipping Eligible FBA Item
- 20% off current price and 5% off lowest price in the past 30 days
- At least 4-star seller rating when seller rating is available
- Rating of 3 stars or above or no reviews

HOW TO SUBMIT A PRIME EXCLUSIVE DISCOUNT

- Seller Central > Advertising > Prime Exclusive Discounts
- Click the checkbox- 'Is this a Prime Day Discount?'
- Prime Exclusive Discount Sourcing begins on 3/29 and ends 2 weeks prior to the event.
- Dates for submissions open and close are subject to change.

Please note: Prime Exclusive Discounts are only available in US, CA, MX, UK, DE, FR, IT, ES, AE, AU, IN, and JP.