

Amazon Launchpad Programme Terms

These Amazon Launchpad programme terms supplement your [Amazon Services Europe Business Solutions Agreement](#).

Eligibility

If you're interested in joining the Amazon Launchpad programme, please apply [here](#). Application is required to participate in the Amazon Launchpad programme.

Programme benefits

Amazon Launchpad is a programme that supports brands and startup companies that sell and deliver innovative products to Amazon customers. We provide tools and services such as onboarding support, marketing consultations, enhanced brand, merchandising and account support as well as global expansion opportunities to help brands maximise their success on Amazon.

The programme benefits may vary and are subject to the terms of the Amazon Services Europe Business Solutions Agreement and these Amazon Launchpad programme terms. We will provide advance notice of any programme benefits changes in accordance with section 15 of the Amazon Services Europe Business Solutions Agreement.

Your participation on Amazon Launchpad will be linked to your Selling on Amazon account and listings associated to such account.

Referral Fees

The Referral Fees applicable to all sales made in marketplaces where Amazon Launchpad has a storefront and associated with your Selling on Amazon account are subject to a 5% premium in addition to the Referral Fees described in the Amazon Services Europe Business Solutions Agreement (*i.e.*, the current category Referral Fee plus 5%).

Requirements

You must be the brand owner of a product for the product to be eligible for the programme Benefits. In addition, you will also be required to register your eligible products in [Amazon Brand Registry](#).

To delight our customers with the Prime experience, your orders must be fulfilled using [Fulfillment by Amazon](#) or [Seller Fulfilled Prime](#) at all times during your participation in Amazon Launchpad

Termination, Minimum Commitment and Right to Cancel

To increase brands' chances of success and accelerate their growth, Amazon Launchpad makes frontloaded investments to support brands immediately upon launch. The programme's benefits have been designed to add value to brands and have impact only where brands fully engage with the programme. As we devote resources to enhance and support your brand, a reciprocal 12-month commitment is required from the date on which you create your listings on an Amazon Launchpad storefront. You and Amazon may mutually agree on terminating your participation on Amazon Launchpad anytime during the reciprocal 12-month commitment. Also, given the nature of the programme, your participation on Amazon Launchpad will automatically terminate on the fifth anniversary of the date on which you created your listings on an Amazon Launchpad storefront.

You may terminate your participation on Amazon Launchpad (i) at any time after your 12-month commitment, 30 days after your request to cancel your participation in the Amazon Launchpad programme via Seller Central, email, the Contact US form, or similar means; (ii) at any time during your 12-month commitment upon 30 days' notice to us if Amazon materially breaches its obligations provided that (a) you first send us a notice via Seller Central, email, the Contact US form, or similar means reasonably describing the breach and declaring your intent to terminate your participation to the Programme on the basis of such material breach, and (b) Amazon does not cure the breach within 30 days following its receipt of such notice.

We may terminate your participation on Amazon Launchpad at any time after Amazon's 12-month commitment for convenience with 30 days' advance notice. We may also suspend or terminate your participation on Amazon Launchpad immediately

in accordance with that section 3 of the Amazon Services Europe Business Solution Agreement.