

FBA Easy Start Package – Terms and Conditions

The English version of these terms and conditions is the definitive legal version. Translations into other languages are available for your ease of reference only.

The following terms and conditions supplement the Amazon Services Europe Business Solutions Agreement, including the Fulfilment by Amazon (FBA) Service Terms, and govern your participation in the FBA Easy Start Package Promotion (the "Promotion"). By participating in the Promotion, you agree to these terms and conditions (including all additional terms mentioned or linked to within these terms and conditions). Promotion benefits may have additional eligibility criteria set out in the relevant additional terms and conditions.

1. The Promotion

To help expand your business in Europe, Amazon is offering you the possibility to take advantage of three separate benefits as part of a single promotion. These benefits are:

- Free VAT registration and in total 2 years of filings for one of the following countries through VAT Services on Amazon: Germany, France, Italy or Spain.
- Translation of eligible offers in your catalogue on the Swedish Amazon store (amazon.se) into the German Amazon store (amazon.de).
- 40%/70% discount on FBA inbound shipment fees with the Partner Carrier Program with UPS.

The incentives above are independent from one another and you can sign up and take advantage of these benefits individually.

In addition to enrolling in this Promotion, please note that you need to register separately for VAT Services on Amazon and the translation service (see below). To take advantage of any of the benefits you would need to enrol in FBA and create at least one FBA buyable offer in your home store amazon.se as per timelines specified below.

Additional details for each of the benefits are below.

2. FBA Easy Start Package Benefits

VAT Services on Amazon

The FBA Easy Start Promotion offers free VAT registration and 2 years of filing services in total with VAT Services on Amazon (sign up for VAT Services on Amazon [here](#)). This promotion is an extension of the existing promotion offered on VAT Services on Amazon, which can be found [here](#). By participating in VAT Services on Amazon, you agree to the terms and conditions of the FBA Easy Start package, as well as our existing promotions ([here](#)).

For eligible Selling Partners that successfully register for the (FBA Easy Start) Promotion by 31 December 2023, Amazon will reimburse the **VAT registration fee** for one of the following Countries: Germany, France, Italy, or Spain ("Country"), after you have created at least one FBA buyable offer in the marketplace of VAT registration. This respective FBA buyable offer needs to be created within a maximum of 30 days after receiving your VAT number for that Country. Under this Promotion, Amazon will also reimburse the **VAT filing service fees** for up to 24 months after the first filing is generated with VAT Services on Amazon in respect of the Country you select during the registration process.

Amazon will reimburse the registration and filing fee for the first Country you register for with VAT Services on Amazon (Germany, France, Italy or Spain). If you register for multiple Countries at the

same time, Amazon will reimburse the registration and filing fees based on the following priority order: 1) Germany, 2) France, 3) Italy, 4) Spain.

From July 1 2023 onwards, any registration and filing fees incurred will be charged to your account, and you will be reimbursed the amount charged in a quarter by the end of that quarter. Once the reimbursement is made, you will see it in your Seller Central balance. Please note that you will see usual fees when you sign up for VAT Services on Amazon, but since you are enrolled for FBA Easy Start, the full cost of these fees will not apply to you and will be reimbursed, as explained above.

Please note that in order to claim this benefit Selling Partner must (1) Be eligible and have received the invitation email for this Promotion, (2) Register for VAT Services on Amazon no later than 31 December 2023, and (3) have at least one FBA buyable offer in the marketplace of VAT registration within a maximum of 30 days after receiving your VAT number for that Country.

Catalogue Localization

Amazon will localize 100 eligible offers in your active amazon.se catalogue on amazon.de within 45 days of you signing up for the Promotion, and submitting the eligible ASINs through the specified process on the [Promotion Registration page](#). Amazon will use its machine translation technology specifically designed for ASIN translation, and will post-edit the machine translation output by human translators. Only products that will be compliant with the laws, regulations and conditions for each European Store will be translated for that Store.

Please note that some ASINS may get rejected based on reasons including but not limited to:

- ASIN no longer exists in source store
- ASIN has been discontinued/not discoverable in target store
- ASIN has already been translated by the seller and we cannot override seller contributions

40/70% discount on FBA inbound shipment fees with the Partner Carrier Program with UPS

For eligible Selling Partners, Amazon will automatically apply a 70% discount rate when you send shipments from Sweden to our fulfilment centers in Sweden, and a 40% discount rate when you send shipments from Sweden to our fulfilment centers in Germany, France, Italy, and Spain through the Amazon Partnered Carrier Program with UPS. Aforementioned discount or reimbursement only applies to inbound shipment fees for inbounds taking place between 1 July 2023 and 31 December 2023.

Please note that in order to claim this benefit Selling Partner must (1) Be new to sending inventory with the Partner Carrier Program with UPS in Europe, (2) Send their shipment with the Partner Carrier Program from Sweden to a Fulfilment Center in Sweden, Germany, France, Italy or Spain between 1 July 2023 and 31 December 2023. By sending inventory with the Partner Carrier Program, you agree to the program Terms and Conditions ([link](#)).

In case Selling Partners eligible for the promotion are charged the full cost of inbounding, Amazon will reimburse 40%/70% of the cost. The reimbursement will be found on your date range payment report in Seller Central. To generate a date range report, follow these steps:

1. From the Reports menu, select Payments.
2. Select Date Range Reports.
3. Click Generate a statement.
4. In the Generate date range report pop-up box, proceed as follows:
 - a. Select report type: Transaction.
 - b. Select reporting range: Month or Custom, and the specified date information.

- c. Click Generate.
5. Review your report in the list on the Date Range Reports page.
6. Download and open the file in Excel.
7. The adjustment will be found in the "other" column" with the "type" field description equal to "Adjustment."

For Amazon Partnered Carrier Programme shipments that are eligible for both the New Seller Incentives Programme in [Germany](#), [France](#), [Italy](#), or [Spain](#), and the FBA Easy Start discount, you will first use your New Seller Incentives Discount to waive shipping fees. As soon as you have fully utilised the shipping fee Discount available via the FBA New Selection Programme, we will begin applying the FBA Easy Start discount to eligible shipments until the promotion ends on 31 December 2023.

3. Promotion Enrolment Criteria

To enrol in this Promotion, you must have received a direct email from Amazon with reference and link to this promotion ("Promotion Email") and complete the following steps by 31 December 2023:

Have opened your Selling on Amazon account in amazon.se.

- Register on the [Promotion Registration page](#) by submitting your Merchant Token and e-mail address and clicking the Register button by 31 December 2023.
- Have at least one FBA buyable offer in your home store amazon.se prior to a maximum of 30 days after 31 December 2023.

4. Additional Terms and Conditions

- You agree that you cannot receive any Promotion benefits after 31 December 2023, except for the reimbursement of the VAT Services on Amazon filing service fees referred to above. This reimbursement will be in place for up to 24 months after the first filing is generated with VAT Services on Amazon in respect to the Country you select during the registration process.
- This promotion offer is void where prohibited.
- Amazon may terminate or modify the terms of this Promotion at any time.
- If you do not meet all applicable terms and criteria for this Promotion, Amazon Payments Europe S.C.A and Amazon Payments UK Limited reserve the right to recover any amount credited in your Seller Central Selling Partner Account corresponding to this Promotion.
- In the event of any conflict or inconsistency between the terms of this Promotion and the additional terms of any benefit that forms a part of this Promotion (as specified above), the terms of this Promotion will prevail as applied to participants of this Promotion.