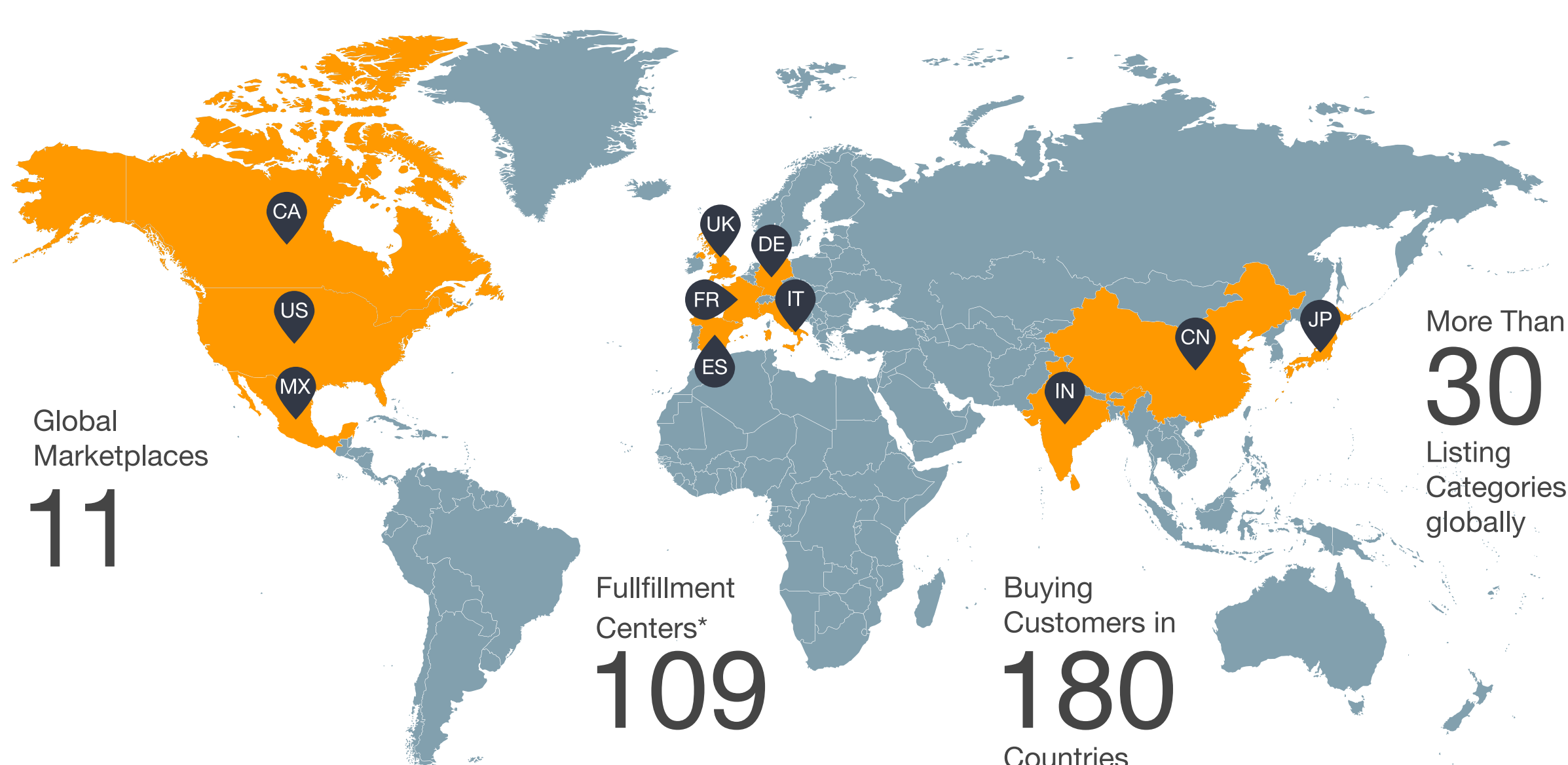


# Two ways to sell internationally

## 1 Sell globally with Amazon

Amazon has online marketplaces in eleven countries, enabling third-party sellers to reach buying customers both locally and globally. **You can begin by selling on Amazon.com**



\*As of September 2013  
Source: Amazon Investor Relations

### Unified account options

The North America Unified Account enables you create and manage product offers in both the US, Canada and Mexico from a single seller account.

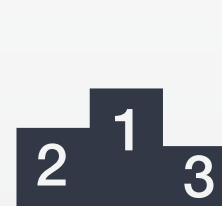
In Europe, the European Unified Account enables you to create and manage product offers in any and all of our marketplaces in the UK, France, Germany, Italy, and Spain from a single seller account.

### Key benefits



#### Sell more

Develop incremental revenue sources by selling to new international customers visiting your Amazon home marketplace.



#### Be more competitive

Selling to international customers helps you to reduce business seasonality by taking advantage of peak periods in other countries.



#### Build your brand

Introduce your unique selection to international customers who visit Amazon every day.

### How it works



Decide where you want to sell.



Create a seller account and list your products in that marketplace.



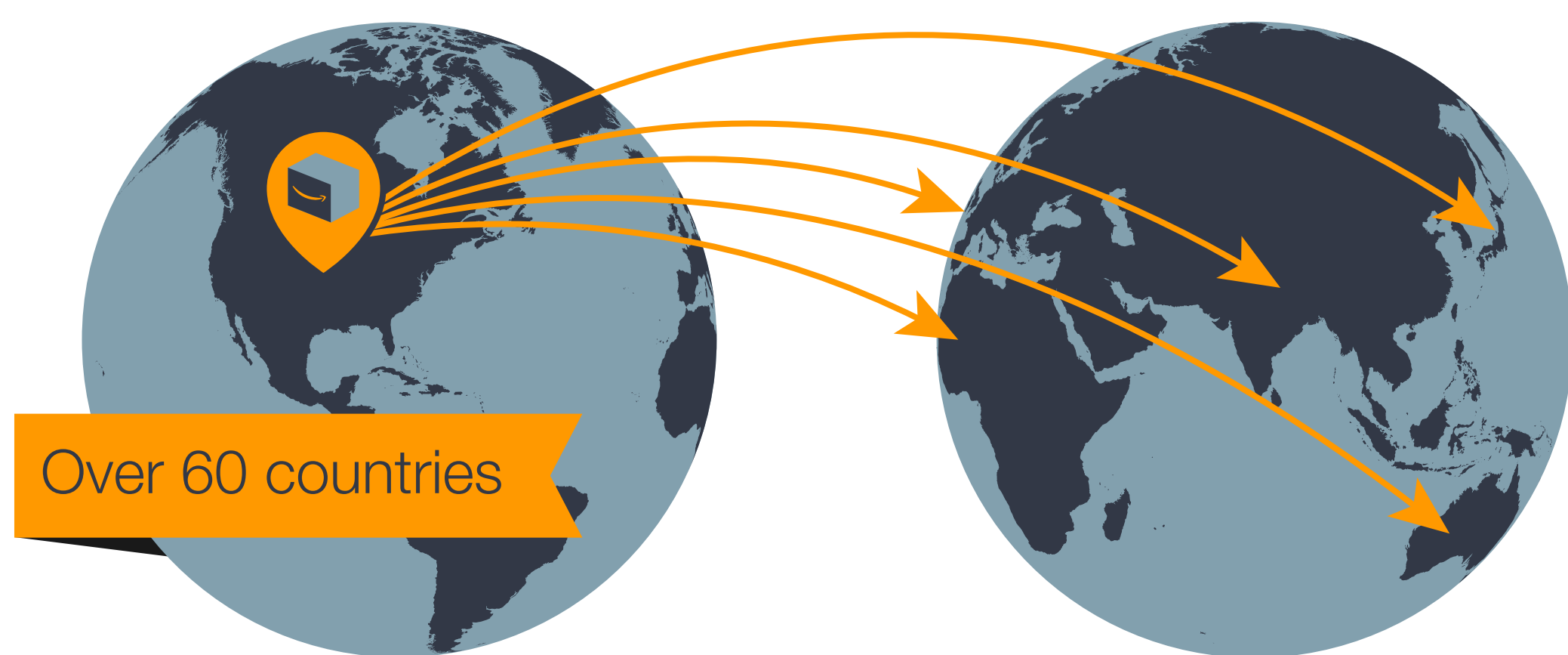
Customers in Amazon's international marketplaces can now buy your products.



Let FBA fulfill your orders and provide customer support or you can do it on your own.

## 2 If you already sell on Amazon, sell to international customers from your marketplace.

International customers from countries where Amazon does not have a website also visit and shop on Amazon's marketplaces. Sell to them by making your products available for export.



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#### Be more competitive

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#### Build your brand

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### How it works



If you fulfill yourself, update your shipping settings. If you use FBA, join the FBA Export program.



If you fulfill yourself, you manage the export process, customer service and returns. With the FBA Export program, Amazon takes care of these steps for you so you don't have to worry about it.

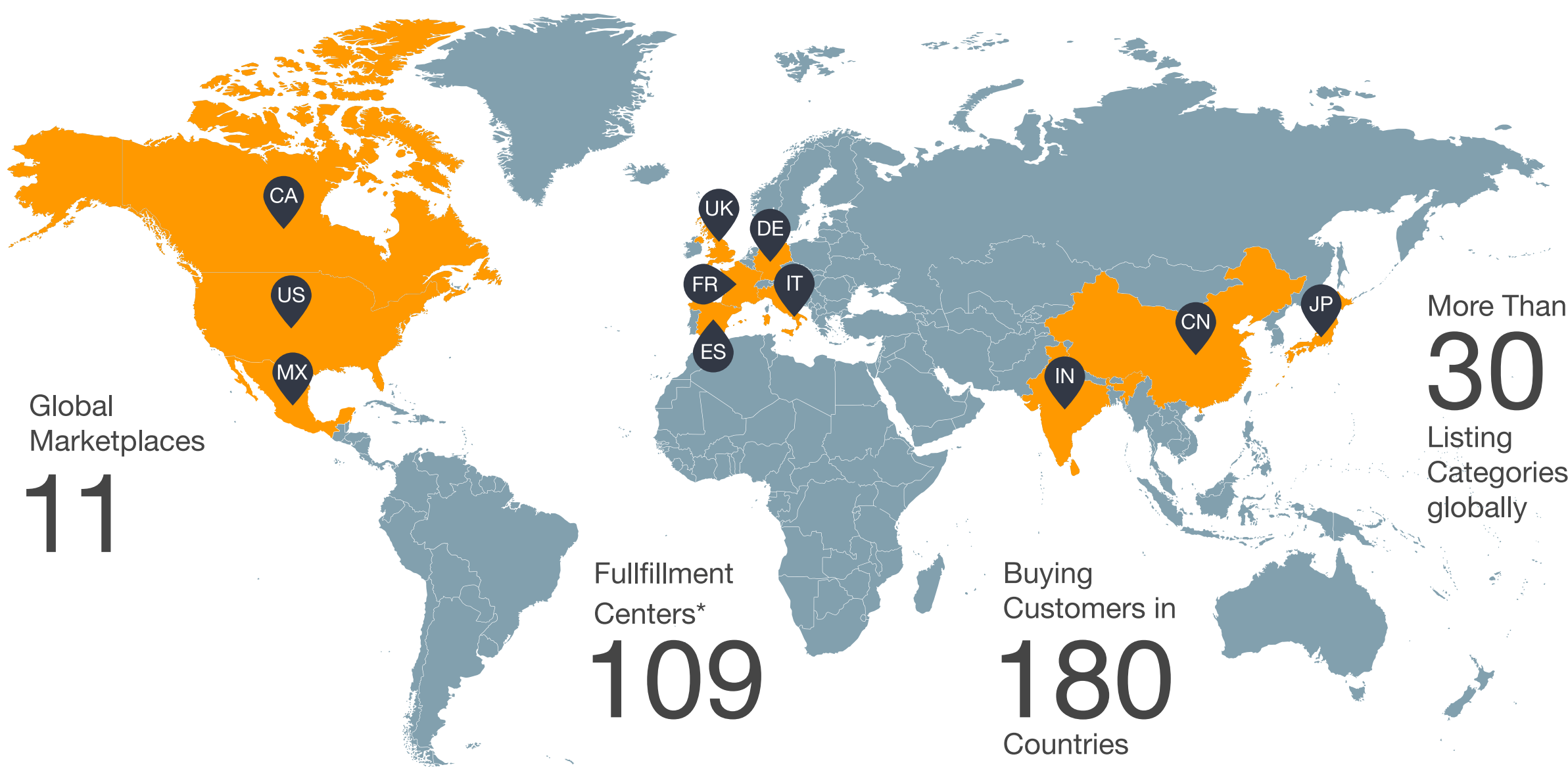


Whether you fulfill yourself or use FBA, you get paid into your Seller account as you would for a domestic transaction.

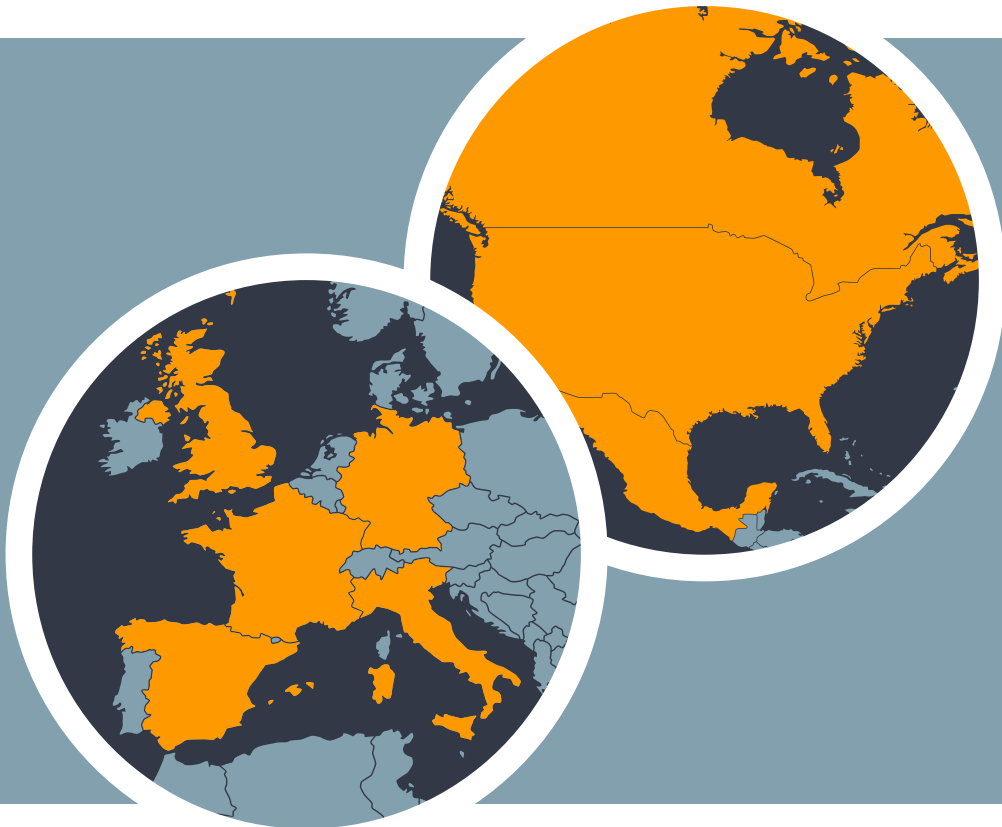
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