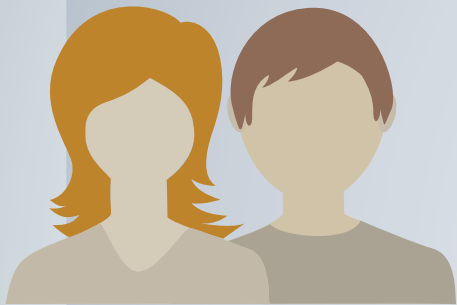


Amazon Marketplace

Consumer journey on Amazon



Marketplace

Products sold by
Amazon Retail and
independent sellers

Amazon uses data
to its own benefit



Buy Box

Promotes a specific
offer

Selection biased
in Amazon's favour



Prime

Loyalty programme

Amazon Retail and
Amazon's logistics
services favoured



Amazon's commitments

No use of
non-public
seller data by
Amazon Retail

Unbiased
selection

Display of
two Buy Boxes

Equal Treatment

Free choice of carriers

Open up logistics
market