

# About Amazon

## Company History

Amazon's mission is to be Earth's most customer-centric company where people can find and discover anything they want to buy online. Amazon's evolution from website to e-commerce and publishing partner to development platform is driven by the pioneering spirit that is part of the company's DNA. The world's brightest technology minds come to Amazon to research and develop new technologies that improve the lives of our customers: shoppers, sellers, content creators, and developers around the world. Because that's what being Earth's most customer-centric company is all about, and it's still Day 1 at Amazon.

Amazon's headquarters are based in Seattle, Washington, United States—additional offices, fulfillment centers, customer service centers, data centers, and development centers are located across the globe. More than 245,200 employees worldwide keep the wheels turning at Amazon, with global corporate office locations in Australia, Belgium, Brazil, Canada, China, France, Germany, India, Ireland, Italy, Luxembourg, Mexico, Singapore, Slovakia, Spain, the United Kingdom, and the United States.

Founded in 1994, Amazon completed its initial public offering in May 1997 and is traded on the NASDAQ under AMZN. Amazon's 2016 Q1 net sales increased 28% to \$29.1 billion, compared to \$22.7 billion in Q1 2015. Amazon leads the Customer Service Hall of Fame for the fifth consecutive year. In addition to receiving by far the highest percentage of "excellent" responses, less than 2% rated the company "poor," the smallest negative perception of any company reviewed.

Technological innovation drives the growth of Amazon Marketplaces to offer customers more types of products, more conveniently and at lower prices. Since 1995, Amazon has significantly expanded its product selection, international retail websites, and worldwide network of fulfillment and customer service centers. Today, Amazon retail websites offer everything from toys and video games to MP3 downloads and a collection of award winning original streaming series.

The company entered the e-book hardware industry in 2007 with the release of the original Kindle reader. The Kindle family has now grown to include the Fire tablet series and Kindle Paperwhite, the world's most advanced e-reader. In 2015, Amazon introduced four new tablets, including Fire, which has the best display on any tablet under \$50.

Amazon has teams across the world working on behalf of its customers at fulfillment centers, which provide fast, reliable shipping directly from Amazon's retail websites, and customer service centers, which provide 24/7 support. In addition, Amazon's technology teams are located in Seattle and in international development centers designed to tap the world's best technical talent.

In 2000, Amazon began to offer its best-of-breed e-commerce platform to other retailers and to individual sellers. Today, hundreds of thousands of world-class retail brands and individual sellers increase their sales and reach new customers by leveraging the power of the Amazon.com e-commerce platform. Partners work with Amazon Services to power their e-commerce offerings from end-to-end, including technology services, merchandising, customer service, and order fulfillment. Other branded merchants leverage Amazon.com as an incremental sales channel for their new merchandise. Over 2 million third-party sellers participate in Amazon where they offer new, used, and collectible selections at fixed prices to Amazon customers around the world.

Amazon Web Services (AWS) ([aws.amazon.com](http://aws.amazon.com)) provides Amazon's developer customers with access to in-the-cloud infrastructure services based on Amazon's own back-end technology platform, which developers can use to enable virtually any type of business. Some examples of the services offered by Amazon Web Services: Amazon Elastic Compute Cloud (Amazon EC2) • Amazon Simple Storage Service (Amazon S3) • Amazon SimpleDB • Amazon Simple Queue Service (Amazon SQS) • Amazon Flexible Payments Service (Amazon FPS) • Amazon Mechanical Turk • Amazon CloudFront.

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Fire tablets, Fire TV, Amazon Echo, and Alexa are some of the products and services pioneered by Amazon. For more information, visit [www.amazon.com/about](http://www.amazon.com/about).

