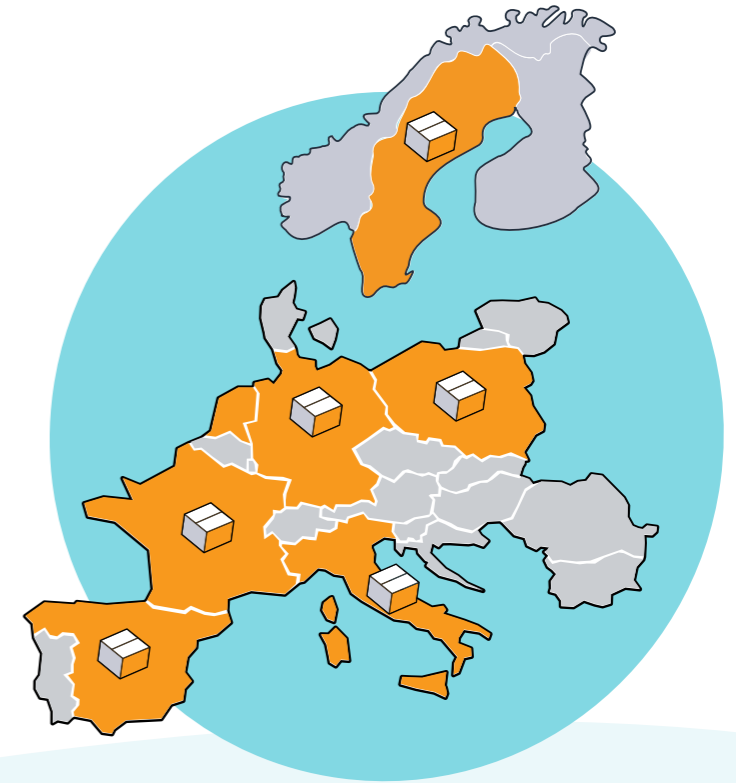


# Achieve more success selling all across Europe with Pan-European FBA



Section 1:  
**What is Pan-European FBA?**



Section 2:  
**What are the benefits of selling with Pan-European FBA?**



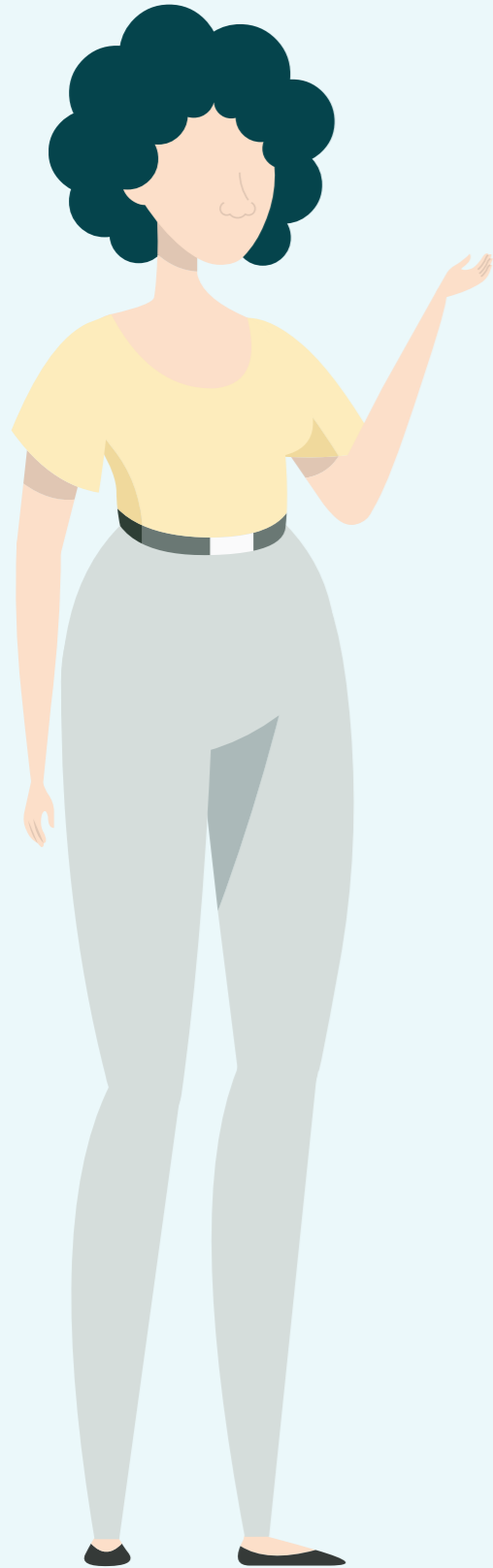
Section 3:  
**Pan-European FBA: How to start?**



Section 4:  
**Already selling with Pan-European FBA: How to save more & sell more?**



Section 5:  
**Frequently Asked Questions**



## Contents

### Section 1: What is Pan-European FBA?

### Section 2: What are the benefits of selling with Pan-European FBA?

- 1. Pan-European FBA helps you expand internationally**
- 2. Accelerate your growth with flexible storage: start the journey with only 2 VAT numbers**
- 3. Sell to millions with the Prime badge**
- 4. Save on your fulfilment costs by up to 53%**
- 5. Sell FBA Small and Light products through Pan-European FBA**

### Section 3: Pan European FBA: How to start?

#### **1. How to enable Pan-European FBA?**

Step 1: List your offers in the required Amazon EU stores

Step 2: Enable at least two countries for inventory placement

Step 3: Ship your products to us

### Section 4: Already selling with Pan European FBA: How to save more & sell more?

- 1. Create new FBA offers**
- 2. Enable more placement countries**

### Section 5: Frequently Asked Questions

Section 1:

## What is Pan-European FBA?

Section 2:

## What are the benefits of selling with Pan-European FBA?

Section 3:

## Pan-European FBA: How to start?

Section 4:

## Already selling with Pan-European FBA: How to save more & sell more?

Section 5:

## Frequently Asked Questions

## What is Pan-European FBA?

Pan-European FBA enables thousands of businesses to sell across Europe easily and at a lower cost, by enabling placement of your inventory closer to customers. Sell with Pan-European FBA could **increase your FBA sales by up to 30%!**\*

*\*Based on a February 2020 study with 876 Pan-European FBA Selling Partners with all European countries enabled for storage, compared to similar FBA Selling Partners not using Pan-European FBA.*

### How it works?

After you send your products to an EU fulfillment center, we store your inventory across our EU fulfillment network in the countries that you have enabled for inventory placement in order to meet anticipated customer demand. We distribute your inventory across these countries at no additional cost. You can track your Pan-European FBA offers by using all of your standard reports and tools.

Pan-European FBA will become active for a product only after you create an active FBA offer in all of the Amazon European stores listed as required on [Pan-European FBA Inventory](#) and enroll the ASIN in Pan-European FBA.



Section 1:

## What is Pan-European FBA?

Section 2:

## What are the benefits of selling with Pan-European FBA?

Section 3:

## Pan-European FBA: How to start?

Section 4:

## Already selling with Pan-European FBA: How to save more & sell more?

Section 5:

## Frequently Asked Questions

# What are the benefits of selling with Pan-European FBA?

## 1. Pan-European FBA helps you expand internationally

With Pan-European FBA, you will enjoy lower fulfilment fees and faster delivery times across the different marketplaces. Now we have extended the Pan-European FBA program to include three additional Amazon stores: the Netherlands, Poland and Sweden.



## 2. Accelerate your growth with flexible storage: start the journey with only 2 VAT numbers

As of October 2020, we have upgraded our service, to provide you the flexibility to choose in which countries to hold your storage. Meanwhile, you can always enable additional countries for Amazon to spread and store your products, close to customer demand and at no additional cost to you.

## 3. Sell to millions with the Prime badge

List your products in the required Amazon European stores, with Prime badge eligibility in countries you selected for storage. Customers worldwide trust Amazon Prime for faster, more reliable deliveries.

## 4. Save on your fulfilment costs by up to 53%

For Pan-European FBA offers, you stop paying cross border fees in countries you have enabled inventory placement for, and will be charged local fulfilment fees instead.

*\*Save up to 53% in fulfillment fees [Click here to see your own cost saving potential!](#)*

## 5. Sell FBA Small and Light products through Pan-European FBA

Now you can enroll eligible FBA Small and Light offers in Pan-European FBA, [click here to see more details](#).



## Section 1:

### What is Pan-European FBA?

## Section 2:

### What are the benefits of selling with Pan-European FBA?

## Section 3:

### Pan-European FBA: How to start?

## Section 4:

### Already selling with Pan-European FBA: How to save more & sell more?

## Section 5:

### Frequently Asked Questions

## Pan European FBA: How to start?

Before start selling with Pan-European FBA, you must have the following:

- ✓ You must have access to seller central accounts in following EU stores: France, Germany, Italy and Spain, and in good stand. With one Amazon seller account in Europe, you can create and manage offers on all Amazon European stores. Ensure that you add Fulfilment by Amazon (FBA) to your Selling on Amazon account.
- ✓ A product will be active in Pan-European FBA only after you create an active FBA offer in all the Amazon European marketplaces listed as required on the [Pan-European FBA Manage Your Inventory](#) page in your selling on Amazon account, and with each of these offers being linked to the same inventory pool. Generally, this means that an active offer is required in Amazon stores in Germany, France, Italy, and Spain, regardless of which countries are enabled for inventory placement. All products and offers are subject to [eligibility requirements](#).
- ✓ You must have at least 2 VAT numbers before start selling with Pan-European FBA for inventory placement. [Click here](#) to see more about VAT requirement.



### 1. How to enable Pan-European FBA?

**Step 1: List your offers in the required Amazon EU stores**

**Step 2: Enable at least two countries for inventory placement**

**Step 3: Ship your products to us**

#### Step 1: List your offers in the required Amazon EU stores

You need to create offers on Amazon.de, Amazon.fr, Amazon.it, Amazon.es. You can use the same process that you used to create offers on your domestic store. The same FNSKU must be provided all the offers you create. You can do it by:

- Using our free [Build International Listings tool](#). This tool will help you to create and update offer easily, from a single source marketplace to one or more target marketplaces. You save time and effort by managing offers in just one marketplace! [Please read here](#) to understand how to use this tool.
- Uploading your offers manually
- Uploading your offers in bulk

Section 1:

**What is Pan-European FBA?**

Section 2:

**What are the benefits of selling with Pan-European FBA?**

Section 3:

**Pan-European FBA: How to start?**

Section 4:

**Already selling with Pan-European FBA: How to save more & sell more?**

Section 5:

**Frequently Asked Questions**

**Step 2: Enable at least two countries for inventory placement**

You will need to enable at least two countries you would like Amazon to distribute and store your products from the [Cross-Border Fulfilment Settings Page](#). Amazon will automatically enable placement in countries where you have provided verified VAT numbers under [tax settings](#).

**Remember:** Placing your products in countries outside of your home country might trigger [VAT requirements](#). You will be responsible for the collection and payment of your taxes together with the filing of all relevant returns where required. Discover the [VAT Service on Amazon](#) to manage your European and UK VAT registration and filing obligations.

**Step 3: Ship your product to us**

Send your eligible products to a fulfilment center in a country where you have enabled inventory placement and let Amazon do the rest for you and your customers!



Section 1:

## What is Pan-European FBA?

Section 2:

## What are the benefits of selling with Pan-European FBA?

Section 3:

## Pan-European FBA: How to start?

Section 4:

## Already selling with Pan-European FBA: How to save more & sell more?

Section 5:

## Frequently Asked Questions

# Already selling with Pan European FBA: How to save more & sell more?

With Pan-European FBA you may achieve up to 53%\* savings in fulfilment fees by enabling additional countries for Amazon to store and distribute your products, at no additional cost to you. You may find your cost saving potential in our [cost saving tool](#).

*\* Calculated as the highest achievable savings comparing the EFN fulfilment fees with the Local fulfilment fees for each size/weight.*

## 1. Create new FBA offers

If you are missing one or more offers in Amazon EU stores, those ASINs cannot be enrolled on Pan-European FBA and receive the benefits. To resolve, you can follow below steps:

- Check if you are missing offers. You can visit [Pan-European FBA Inventory](#) to find your offer status, please refer to [FAQ4](#) for how to understand this page. You can also download your Pan-European FBA inventory report to check offer status.  
Using our free [Build International Listings tool](#) to synchronize your eligible FBA offers from your home store to target store(s). You can also create offers manually in the stores where the offer is missing.

## 2. Enable more placement countries

To benefit from local fulfilment fees and Amazon's faster delivery, you can **choose and enable** the countries where Amazon will store and distribute your products, at **no additional cost** to you.

**Remember:** Amazon will automatically store your products in those countries you provided a verified VAT registration number for.



## Frequently Asked Questions

### FAQ1. What is the difference between Pan-European FBA and other FBA programs?

	European Fulfilment Network	Multi country Inventory	Pan-European FBA
Inventory Management	Amazon stores products locally only, ready for local delivery or to dispatch to other countries	You will need to send inventory separately to each fulfilment centers where you want to store your products.	You just need to send inventory to one fulfilment center. Amazon will distribute and stores your products across Europe, in the countries you enabled for placement
Delivery promise	Very fast if in local country	Very fast in all the countries you have placed inventory	Very fast in all the countries enabled for storage
VAT	A VAT number is required for the country where the products are stored	A VAT number is required for each country where products are stored	A VAT number is required for each country where products are stored
Shipping cost	EFN fee applies	Local fees in all the countries enables for storage	Local fees in all the countries enables for storage
Indicate fulfilment cost for 400g standard parcel based on <u>2022 FBA fee</u>	€7.73	€3.16 - €5.50 In the countries enabled for storage	€3.16 - €5.50 In the countries enabled for storage

Section 1:

### What is Pan-European FBA?

Section 2:

### What are the benefits of selling with Pan-European FBA?

Section 3:

### Pan-European FBA: How to start?

Section 4:

### Already selling with Pan-European FBA: How to save more & sell more?

Section 5:

### Frequently Asked Questions



Section 1:

## What is Pan-European FBA?

Section 2:

## What are the benefits of selling with Pan-European FBA?

Section 3:

## Pan-European FBA: How to start?

Section 4:

## Already selling with Pan-European FBA: How to save more & sell more?

Section 5:

## Frequently Asked Questions

### FAQ2. How to use cost saving tool?

Once you have enabled two or more countries for Amazon to distribute and store your inventory, add missing offers and enable additional countries for placement to save more on fulfilment fees.

**Step 1:** Click [here](#) to visit cost saving tool.

**Step 2:** On the top of the page, you can find an overview of your cost saving potential

**FBA Savings Potential**

With FBA, it's easy to expand your customer reach and sell across Europe.

Expand your business in Europe, by creating new offers for your products and selecting additional countries for Amazon to store your inventory.

**You could save up to €23545 when expanding your business in Europe.**

The screenshot shows a dashboard with a title 'FBA Savings Potential' in orange. Below it, a blue text block says 'With FBA, it's easy to expand your customer reach and sell across Europe.' A smaller blue text block explains: 'Expand your business in Europe, by creating new offers for your products and selecting additional countries for Amazon to store your inventory.' A white box with a black border contains the text 'You could save up to €23545 when expanding your business in Europe.' To the right is an illustration of a person at a desk with a laptop, a sales chart, and a globe.

**Step 3:** Maximize your cost saving potential, by adding additional offers or enable additional placement countries.

**Create new FBA offers**

To benefit from the local fulfilment fees, your eligible FBA products must have an active FBA offers in all the required Amazon European stores (Amazon.De, Amazon.Fr, Amazon.It, Amazon.Es)

Here's the actions you need to take to start saving:

- Check** Create offers in other Amazon's European stores (3 minutes) ▾  
You are missing one or more offers in the EU marketplaces. Therefore, your ASIN cannot be enrolled on Pan-European FBA.  
**Save €423 by adding 1761 Missing Offers**
- Resolution steps:**  
Enable the Build International Listings tool to help synchronize your eligible FBA offers from your home store to target store(s).  
**Note:** In the target marketplace(s), the offer prices you set for your FBA and Pan-European FBA ASINs are synchronized with the price you set in your home marketplace, adjusted for fees and taxes.
  - You can edit your pricing rules on the Build International Listings page.
  - If not all of your offers are synchronized by the tool, refer to the "Enabling Pan-European Offers" help page for common issues and solutions.
- Sync Offers Now**

*By clicking on the button above, you will enable Build International Listings to connect your FBA offers to the following stores: Germany, France, Italy, Spain and United Kingdom. To sell with FBA in both the UK and the EU, you must send inventory to fulfillment centers in the UK and the EU. Click here to learn more.*

- Check** Check and re-connect offers in one or more required Amazon European stores (5 minutes) ▶
- Check** Align the ASIN to a Single SKU (5 minutes) ▶

The screenshot shows a user interface for 'Create new FBA offers'. It includes a heading, a paragraph about local fulfillment fees, and a section 'Here's the actions you need to take to start saving:'. The first action is 'Check Create offers in other Amazon's European stores (3 minutes)' with a dropdown arrow. Below it, a message states 'You are missing one or more offers in the EU marketplaces. Therefore, your ASIN cannot be enrolled on Pan-European FBA.' A white box displays 'Save €423 by adding 1761 Missing Offers'. Under 'Resolution steps:', there is a blue button 'Sync Offers Now'. A note explains that offer prices are synchronized with the home marketplace. Below the note are two bullet points about editing pricing rules and referring to a help page. At the bottom, there are two more 'Check' items: 'Check and re-connect offers in one or more required Amazon European stores (5 minutes)' and 'Align the ASIN to a Single SKU (5 minutes)', both with right-pointing arrows.

## Section 1:

### What is Pan-European FBA?

## Section 2:

### What are the benefits of selling with Pan-European FBA?

## Section 3:

### Pan-European FBA: How to start?

## Section 4:

### Already selling with Pan-European FBA: How to save more & sell more?

## Section 5:

### Frequently Asked Questions

**Enable Placement Countries**

**Choose where to store your products**

To benefit from local fulfillment fees and Amazon's faster delivery, you need to **choose** and **enable** the countries where Amazon will store and distribute your products, at **no additional cost** to you.

**Remember:** Amazon will automatically store your products in those countries you provided a verified VAT registration number.

**Below you can find a summary of your saving potential by country**

- Save **€12980** by placing your products in Germany
- Save **€10565** by placing your products in Spain

**FBA Fulfilment Fees Comparison**

Learn how much you can save by allowing Amazon to store and distribute your inventory across the different European countries.

	If inventory in DE	If inventory is stored in	Savings per unit
Standard-Parcel ≤3kg Dimensions: ≤ 45 X 34 X 26 cm	10.12 € →	France 6.90 €	France 3.22 € (33%)
		Italy 5.98 €	Italy 4.14 € (41%)
		Spain 4.67 €	Spain 5.45 € (54%)
Small Envelope ≤0,1kg Dimensions: 3.2 x 2.4 x 0.2 cm	4.13 € →	France 2.24 €	France 1.89 € (33%)
		Italy 2.59 €	Italy 1.54 € (41%)
		Spain 2.13 €	Spain 2.00 € (54%)

Click the button below and tick the countries where you want to store your products

[Enable placement now](#)

**Remember:** by placing your products in countries outside of your home country might trigger VAT requirements. Discover the VAT Services on Amazon to manage your European and UK VAT registration and filing obligations.

## FAQ3. How to use Build Internal Listing tool?

1. Go to [Build International Listings Tool](#). Click on "Get started"

Catalogue Inventory Pricing Orders Advertising Stores Growth Reports Performance Partner Network B2B Resources

[Sell Globally](#) | [Understand the basics](#) | [Build International Listings](#) | [Find a Provider](#) | [Marketplace Product Guidance](#)

### Build International Listings [Learn more](#)

Sell your products and set automated pricing across marketplaces.

**What gets connected?**

Choose a marketplace (source) that contains the products you want to sell in other marketplaces (target).

Select offers by defining rules, or choose specific SKUs. Build International Listings will create those offers in target marketplace, if the product detail page/ASIN exists.

After setup, offers created in the source or target marketplaces are automatically connected when an ASIN exists in both.

**How are the offers (SKUs) priced?**

Target marketplace prices are calculated using:

- Source marketplace prices.
- Your price rules.
- Currency exchange rates.

Target marketplace prices are updated to adjust for currency exchange-rate fluctuations

- When source marketplace prices change.
- Regularly for currency exchange rate changes

**After set-up**

Next steps will help you to complete setup of your products in target marketplaces.

You can take action to fix issues where offers are inactive, or download and review a detailed Status Report at an SKU level

You can exclude offers once they are connected to target marketplaces.

**Ready to sell globally?**

Selling internationally on Amazon is a great way to grow your business. We have designed a checklist to help guide your research and make sure that you are set for success! [View checklist](#)

[Get started](#)

## Section 1:

### What is Pan-European FBA?

## Section 2:

### What are the benefits of selling with Pan-European FBA?

## Section 3:

### Pan-European FBA: How to start?

## Section 4:

### Already selling with Pan-European FBA: How to save more & sell more?

## Section 5:

### Frequently Asked Questions

- Choose your source marketplace from the list, you can choose the marketplace where you are regularly creating offers.
- Choose your target marketplaces from the list, you can choose where you want to expand your business, or click 'Europe' if you would like to expand all.

Build International Listings [Learn more](#)

1 Marketplaces you want to sell in

2 Offer types to connect

3 Pricing Rules for target marketplaces

4 Review your settings

**Choose your source marketplace:**

Tip: Select your marketplace with the most offers, which is likely to increase the number of offers connected in target marketplaces.

27 total offers (Not all offers will be eligible in all marketplaces)

**Choose your target marketplaces.**

Europe

- Amazon.de
- Amazon.fr
- Amazon.it
- Amazon.es
- Amazon.nl
- Amazon.se
- Amazon.pt

**Opportunities to expand:**

- North America Start selling or link accounts
- Egypt Start selling or link accounts
- Japan Start selling or link accounts
- United Arab Emirates Start selling or link accounts
- Singapore Start selling or link accounts
- India Start selling or link accounts
- Saudi Arabia Start selling or link accounts
- Australia Start selling or link accounts

[Save and continue](#)

- Select offers you would like to replicate in the target marketplaces. You can select specific offers, or select by fulfilment method (FBA, self-fulfilled, or all).

Sell Globally | Understand the basics | **Build International Listings** | Find a Provider | Marketplace Product Guidance

Build International Listings [Learn more](#)

Source marketplace

1  Marketplaces you want to sell in

2 Offer types to connect

3 Pricing Rules for target marketplaces

4 Review your settings

**Select offers to replicate in the target marketplaces.**

Offers can only be created when an ASIN already exists in the target marketplaces. [Learn more about offer eligibility](#)

Apply same rules by region

Region	Target marketplace	Offers selected	Options for selecting your offers
Europe	<ul style="list-style-type: none"> <li>Amazon.de</li> <li>Amazon.fr</li> <li>Amazon.it</li> <li>Amazon.es</li> <li>Amazon.nl</li> <li>Amazon.se</li> <li>Amazon.pt</li> </ul>	All offers	<p><input checked="" type="radio"/> <b>Set rules</b></p> <p>Offers that match the rules below will be replicated:</p> <p>Fulfillment method <input type="text" value="FBA and self-fulfilled"/></p> <p>Product condition <input type="text" value="New and Used"/></p> <p><input type="radio"/> Select specific offers</p>

Delete the existing offers in the target marketplace.

[Remove customization](#)

[Save and go back](#) [Save and continue](#)

Help Programme Policies English  Download the Amazon Seller mobile app

© 1999–2022, Amazon.com, Inc. or its affiliates

On Seller Central, we only use cookies and similar tools (collectively, 'cookies') to provide services to you, including authenticating you and preserving your settings. Other Amazon sites and services may use cookies for additional purposes; to find out more about how Amazon uses cookies, please read the [Amazon Cookies Notice](#).

## Section 1:

### What is Pan-European FBA?

## Section 2:

### What are the benefits of selling with Pan-European FBA?

## Section 3:

### Pan-European FBA: How to start?

## Section 4:

### Already selling with Pan-European FBA: How to save more & sell more?

## Section 5:

### Frequently Asked Questions

- Define the pricing rule you would like to use in the target marketplaces. In each target marketplace, you can define the specific rule, or you can click 'Apply same rules by region' if applies. You will have the flexibility to set the rule between 'Same as the source marketplace, adjust for taxes and fees', or any customized pricing rule.

**Build International Listings** [Learn more](#)

Source marketplace: Amazon.co.uk

1. Target marketplace price = (source price + price rule amount) x (currency exchange rate)

Example: For a target marketplace, you have a source price of 10, and define the price rule as 5% below the source price. The currency exchange rate is 1 = 1.20. Target marketplace price = (10 + (-5% x 10)) x (1.20) = 11.40

Apply same rules by region

Region	Target marketplace	Price synchronisation	Price rule
Europe	Amazon.de Applied currency exchange rate* 1 GBP = 1.189 EUR	<input checked="" type="radio"/> List Price and Sale price <input type="radio"/> List price only	FBA Same as the source marketplace, adjust for taxes and fees Additional costs (optional): % above Adjust for estimated VAT, currency and fulfillment-fee differences between source and target marketplaces. <a href="#">Learn more</a>
Europe	Amazon.fr Applied currency exchange rate* 1 GBP = 1.189 EUR	<input checked="" type="radio"/> List Price and Sale price <input type="radio"/> List price only	FBA Same as the source marketplace, adjust for taxes and fees Additional costs (optional): % above Adjust for estimated VAT, currency and fulfillment-fee differences between source and target marketplaces. <a href="#">Learn more</a>

- Review your inputs, save and continue. Catalogs will refresh and synchronize within four hours. If you face any difficulties, please reach out to [Selling Partner Support](#).

**Build International Listings** [Learn more](#)

Source marketplace: Amazon.co.uk

Review your settings:

Region	Target marketplace	Offers selected	Price synchronisation	Price self-fulfilled listings	Applied currency exchange rate*	All offers
Europe	Amazon.de	Offers selected	Price synchronisation Price FBA listings	Price self-fulfilled listings Applied currency exchange rate*	1 GBP = 1.189 EUR	FBA offers will be inactive Self-fulfilled will be active List Price and Sale price Same as the source marketplace, adjust for taxes and fees Same as the source marketplace 1 GBP = 1.189 EUR
	Amazon.fr	Offers selected	Price synchronisation Price FBA listings	Price self-fulfilled listings Applied currency exchange rate*	1 GBP = 1.189 EUR	FBA offers will be inactive Self-fulfilled will be active List Price and Sale price Same as the source marketplace, adjust for taxes and fees Same as the source marketplace 1 GBP = 1.189 EUR
	Amazon.it	Offers selected	Price synchronisation Price FBA listings	Price self-fulfilled listings Applied currency exchange rate*	1 GBP = 1.189 EUR	FBA offers will be inactive Self-fulfilled will be active List Price and Sale price Same as the source marketplace, adjust for taxes and fees Same as the source marketplace 1 GBP = 1.189 EUR

Section 1:

**What is Pan-European FBA?**

Section 2:

**What are the benefits of selling with Pan-European FBA?**

Section 3:

**Pan-European FBA: How to start?**

Section 4:

**Already selling with Pan-European FBA: How to save more & sell more?**

Section 5:

**Frequently Asked Questions**

**FAQ4. How to use Pan EU my inventory page?**

**Pan-European FBA Inventory**

Are you missing out on Pan-European FBA fee savings? Visit our Cost Savings Tool for recommendations on enabling inventory placement and fixing missing offers for Pan-European FBA. [Learn more.](#) [Cost saving tool](#)

Inventory storage enabled in: France, Germany, United Kingdom  
 Inventory storage disabled in: Sweden, Czech Republic, Italy, Spain, Poland  
 Automatic listing creation: Enabled

Placement setting

Pan-EU benefits will apply in enabled countries for products that have offers in all required marketplaces.

Manage settings

Eligibility and enrollment summary for all your ASINs

Eligible for Pan-European FBA	Enrolled	Enrollment ending soon	Enrollment ended
11	5	0	0

Total ASINs in your inventory: 18

Search SKU, Product name, ASIN

Filters: Pan-EU status:  All  Eligible  Ineligible  Enrolled  Enrollment ending soon  Enrollment ended

Missing offer count:  All  1 missing offer  2 missing offers  3 missing offers  4 missing offers  5 missing offers  No missing offers

Total: 18 ASINs

Image	Product name ASIN Condition	FNSKU SKU	Missing offer count	Price	Available	Fulfillment method	Pan-European FBA status
			3 missing offers		0	Amazon	Eligible

Total: 11 ASINs

For products have offers in all required marketplaces, Pan EU benefits will apply in countries where the inventory placement is enabled

Image	Product name ASIN Condition	FNSKU SKU	Missing offer count	Price	Available	Fulfillment method	Pan-European FBA status
			No missing offers		365	Amazon	Enrolled

Tooltip content:

- Active, with Pan-European FBA benefits
- Active, no programme benefits
- Active, with Pan-European FBA benefits
- Active, no programme benefits
- Active, with Pan-European FBA benefits
- Active, no programme benefits
- Active, with Pan-European FBA benefits
- No offer required

**FAQ5. Why do I need to be VAT registered with Pan-European FBA?**

To start Pan-European FBA you will just need to provide at least two VAT numbers in Seller Central or enable at least two countries for inventory placement and list your offers in all required stores. Storing units in a country other than your home store country will trigger additional VAT registration and reporting obligations for your business, as well as Intrastat and other reporting requirements. You will be responsible for the collection and payment of your taxes and the filing of all relevant returns where required.

To find out more about VAT, refer to Europe Tax and Regulatory Considerations or get more information regarding External Tax Advisers. Please note that we may share information about your transactions in accordance with our Privacy Notice.

Section 1:

## **What is Pan-European FBA?**

Section 2:

## **What are the benefits of selling with Pan-European FBA?**

Section 3:

## **Pan-European FBA: How to start?**

Section 4:

## **Already selling with Pan-European FBA: How to save more & sell more?**

Section 5:

## **Frequently Asked Questions**

### **FAQ6. What is VAT Services on Amazon?**

VAT Services on Amazon is a VAT compliance solution that allows you to manage your European VAT registration and filing obligations via a third-party tax service provider in up to **7 countries** (UK, Germany, France, Italy, Spain, Poland and the Czech Republic). It enables you to spend more time expanding your business across Europe by handling VAT compliance more easily and time efficiently.

**[Special Promotion]:** When you join VAT Services on Amazon, benefit from a discounted VAT registration fee of €50 (before €300) per European country, which includes a VAT number, an EU and/or UK EORI number and sworn translations of official documents. Start VAT filing for as low as €33.30/month (for 1 country, without fiscal representation). Amazon will also cover the cost of the 6th and 7th countries' filings, after you start filing in 5 countries. Accelerate your business growth in Europe with FREE EORI\*: You can also obtain a UK and/or EU EORI number FREE of charge.

### **FAQ7. Can I sell in the UK with Pan-European FBA?**

No. As of January 1<sup>st</sup> 2021, the UK is no longer part of Pan-European FBA. To sell with FBA in both the UK and EU4, you will need to send inventory to fulfilment centres in the UK and EU4, or sell with the European Fulfilment Network between the UK and EU4.



Amazon EU S.à r.l.

38 avenue John F. Kennedy, L-1855 Luxembourg

Registered in Luxembourg No. B-101818, Share Capital 37.500 EUR,

Business License Number: 134248, Luxembourg VAT Reg. No. LU 20260743

© 2022 Amazon.com Inc. or its affiliates. All rights reserved.