

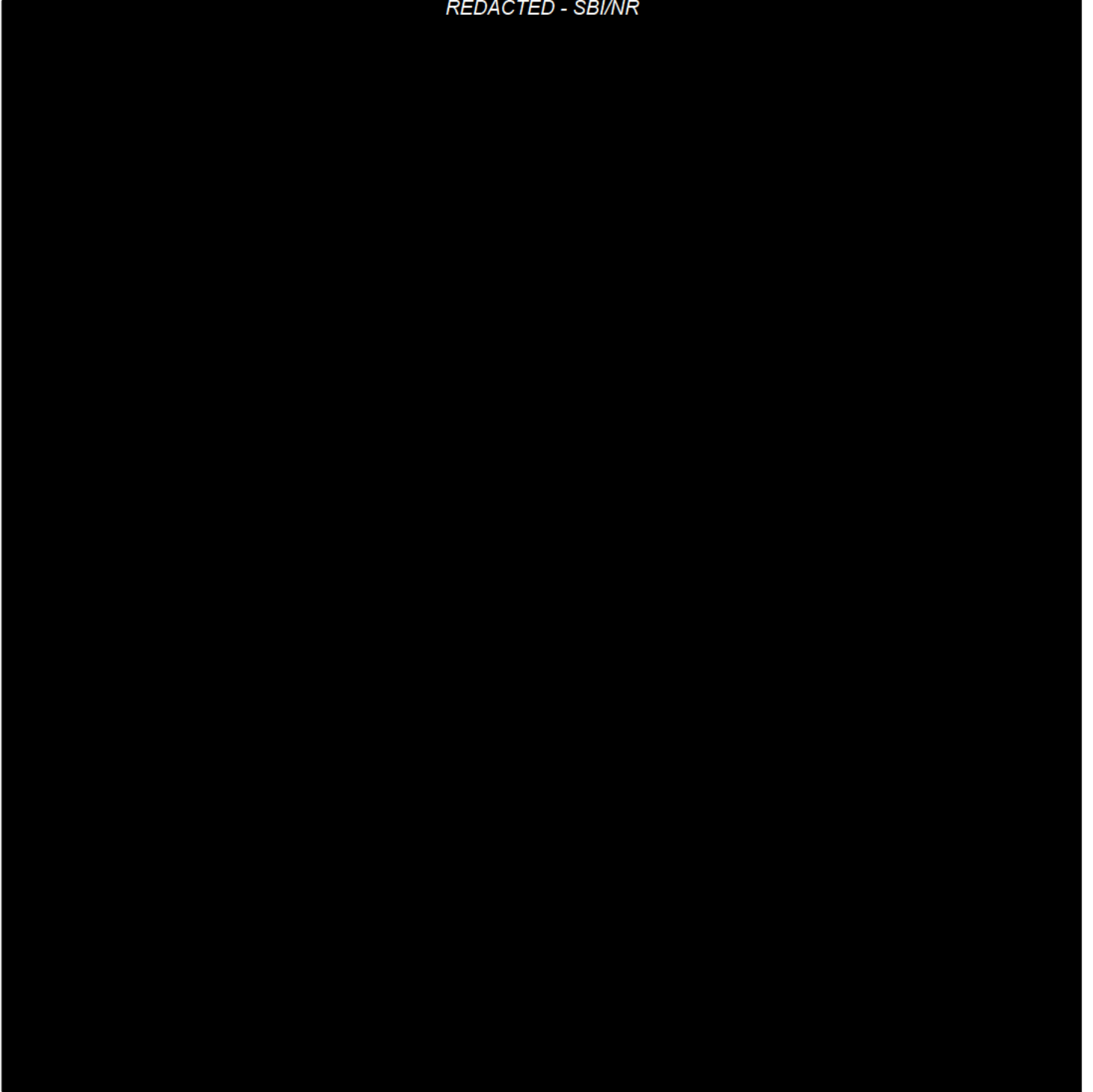
REDACTED - Privacy

Sent: Tue, 26 Feb 2019 09:43:10 -0800

Subject: Re: 3P vs 1P

REDACTED - Privacy

REDACTED - SBI/NR



REDACTED - SBI/NR I think the challenge here though is that Amazon has changed the dynamics here. *REDACTED - SBI/NR*

Amazon has a built in incentive to partner with Alexa, since they will pull you from their store if you don't support it. *REDACTED - SBI/NR*

REDACTED - SBI/NR