Standard Price Matching Policy and Exceptions in Pricing Rules

The standard price matching policy across all retail product lines worldwide is defined as follows:

- Internal competitors (3P merchants) are matched on box price + ½ shipping with no CP floors for image ASINs
- Internal competitors are matched on buybox price (landed price + FMA pad) with a floor at or below CP neutral for non-image ASINs
- Not all external competitors are treated the same.
- Not all internal competitors are treated the same. For ASINs with healthy inventory levels, we cede the buybox to FBA merchants if FBA CP > Amazon CP
- Internal competitor matching is turned on for all FMA enabled product lines

Exceptions to the standard price matching policy across product lines WW are highlighted below

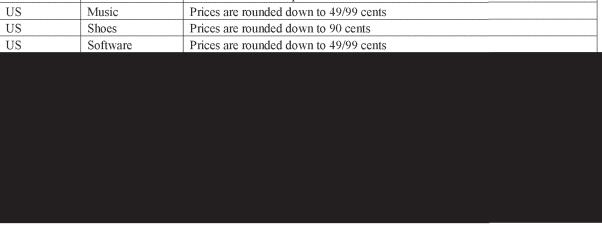
Marketplace	Product Line	Price Matching Exceptions
US	Books	
US	DVD	
US	Music	
US	Tools	
US	Toys	

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Marketplace	Product Line	Mapped Not Matched Competitors	
US	Books		
US	DVD		
US	Music		

Price Rounding - Price rounding for recommendations from Pricing Rules has been deprecated across most product lines. The following product lines are exceptions and have rounding rules enabled (primarily for reporting purposes)

Marketplace	Product Line	Rounding Rule	
US	DVD	Prices are rounded up to 49/99 cents	
US	Music	Prices are rounded down to 49/99 cents	
US	Shoes	Prices are rounded down to 90 cents	
US	Software	Prices are rounded down to 49/99 cents	



Recommendation: Given the improvements in reporting, we recommend removing rounding rules unless there is a strong reason (other than reporting) for product lines to want rounding. We will follow up with all these product lines and have a recommendation for our next meeting.

Update – Price rounding has been deprecated for all product lines except US

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