
From: Wilke, Jeff [/O=AMAZON/OU=FIRST ADMINISTRATIVE GROUP/CN=RECIPIENTS/CN=WILKE]
Sent: 1/22/2015 12:37:01 PM
To: Gunningham, Sebastian [REDACTED]; Piacentini, Diego [REDACTED]; Herrington, Doug [REDACTED]
Subject: RE: "From China" Sales signals

Cool. Thanks
JAW

From: Gunningham, Sebastian
Sent: Thursday, January 22, 2015 11:24 AM
To: Wilke, Jeff; Piacentini, Diego; Herrington, Doug
Subject: RE: "From China" Sales signals

Good question, asked the team to build the p/l as a standalone business...

From: Wilke, Jeff
Sent: Thursday, January 22, 2015 11:24 AM
To: Gunningham, Sebastian; Piacentini, Diego; Herrington, Doug
Subject: RE: "From China" Sales signals

Awesome! FCF and OP Income in 2015?

JAW

From: Gunningham, Sebastian
Sent: Thursday, January 22, 2015 9:06 AM
To: Wilke, Jeff; Piacentini, Diego; Herrington, Doug
Subject: "From China" Sales signals

Had a review of our "from China into .com, .eu and .jp" business. This is going to be big:

- GMS going to from \$1b to \$4B this year...
- I am told by many on the ground that the word is out: We are the place to sell globally. Not ebay, not aliexpress, not taobao. Seems to be a lot of excitement on the ground. Our recruiting numbers are accelerating... going from 15K sellers to 50K sellers by end of year.
- One of the themes is Chinese factories who have made stuff for Walmart and the likes for the past 20 years now realize they have shot at building a brand themselves and selling directly to the world, without the intermediary... and we are that vehicle.
- Lots of competitive dynamics between sellers that make this a very different animal for us. We are building local TRMS, local TAM, local onboarding, local marketing, to aggressively better serve this population of sellers, in some cases in the actual "taobao cities". Looks like our initiatives are also starting to affect prices down and getting closer to aliexpress also.
- Team has lots of new ideas which could make us the leader for sales into the world ... FBA adoption growing 200%+. Lots of tech pieces to work on: returns, disbursements, counterfeit, performance, native language support, FBA consolidation ideas, duplicates, asin matching, KYC, price competitiveness, detail page hijacking, etc etc.
- Of course, the risky downside to this is that US and EU based sellers do not find this avalanche of China based sellers very amusing. I have coached the team to be aggressive marketing in China to sell globally, but take a low key approach in the import countries.

Anyway, just a heads up. 100+ people now focused on this fast growth business. Sebastian.