



AMAZON LAUNCHES AMAZON.EG IN EGYPT

Souq.com is now Amazon.eg, and offers customers great prices, wide selection, and easy payment options alongside fast and reliable delivery

Prime Minister Mostafa Madbouly inaugurates Amazon's Fulfillment Center in Egypt in the 10th of Ramadan City

Cairo, Egypt, September 1, 2021 – Amazon today announced that Souq.com is relaunching as Amazon.eg, a dedicated online store for customers in Egypt. Featuring millions of items from local and international brands across a range of categories including electronics, apparel, home and kitchen, grocery, and Amazon products and Devices like Kindle e-readers, Amazon.eg will offer a great shopping experience to customers with low prices, wide selection, easy payment, and fast and reliable delivery.

Existing Souq.com customer credentials, wish lists, orders, delivery addresses, payment methods, and customer support queries will seamlessly and safely transition to new Amazon.eg accounts. Customers — whether new, coming from Souq.com, or from Amazon outside of Egypt — can shop on Amazon.eg for delivery in Egypt by using the Amazon mobile app and selecting 'Egypt' from the settings. They can also visit www.amazon.eg on a desktop or mobile browser. Both the app and website offer a fast and rich browsing experience in Arabic and English, accurate search results, trusted product reviews, personalized recommendations, and simple order management – all backed by Amazon's award-winning customer service.

Prime Minister Mostafa Madbouly Visits Amazon's Fulfillment Center in Egypt

Last night His Excellency Prime Minister Mostafa Madbouly witnessed the inauguration of the Amazon Fulfillment Center in the 10th of Ramadan City, in the Sharkia Governorate, in the presence of Dr. Amr Talaat, Minister of Communications and Information Technology, Nevin Gamea, Minister of Trade and Industry, Dr. Mamdouh Ghorab, Governor of Sharkia and Counselor, Mohamed Abdel Wahab, CEO of the General Authority for Investment and Free Zones (GAFI). The renovated Amazon Fulfillment Center, located on an area of 28 thousand square meters, is part of the company's investments in the logistics sector in Egypt, allowing it to deliver a smarter, faster, and more convenient experience for customers.

"Today marks a proud day for Souq.com and Amazon, a day we have been working toward since the two companies came together. Amazon.eg brings together Souq.com's local know-how and Amazon's global expertise, something we believe will be of significant value to customers across Egypt," said Amazon Egypt Country Manager Omar Elsahy. "We're only getting started, and we will keep innovating in ways that are meaningful to our customers, as we remain laser-focused on providing them with exceptional service, fast delivery, and great prices and selection on millions of items."

Completely localized for a seamless experience, Amazon.eg lets shoppers search for their favorite products and pay in Egyptian Pounds (EGP) using credit, debit, and prepaid cards, including Visa and Mastercard, in addition to the option of cash on delivery (COD). Amazon.eg



will also continue to offer customers free delivery on orders above EGP 350, with Same-Day and Next-Day delivery options available across select cities in Egypt. Amazon's global expertise in logistics will provide reliable delivery and shipment tracking as the company continues to invest in ways that improve the delivery experience.

Customers purchasing on Amazon.eg have access to 24/7 customer service support to help with any queries. If any item, including those sold by Amazon Selling Partners, is unsatisfactory, customers can report the problem to the customer service team for support. All purchases on Amazon.eg are covered by the Amazon A-to-Z Guarantee, which covers the timely delivery and condition of all items ordered on Amazon.eg.

Selling on Amazon.eg

Local Egyptian businesses of all sizes looking to sell on Amazon.eg have access to easy listing tools, safe payment processing, features to help them get discovered by customers such as coupons, and simplified logistics solutions with Fulfillment by Amazon (FBA), whereby sellers send their products to fulfillment centers and let Amazon take care of the rest. All aspiring entrepreneurs, regardless of their experience level, can access Amazon's resources, products, and tools to help them grow a business.

Sellers can learn more about selling on Amazon in Egypt and set up their Amazon.eg accounts by visiting Amazon Seller Central, the company's seller management tool, sell.amazon.eg.

Amazon in Egypt

Amazon's strong presence in Egypt includes a local workforce of over 3,000 employees across corporate, customer service, and operations, as well as a growing operational infrastructure. This is comprised of Amazon's main fulfillment center in the 10th of Ramadan City, 15 delivery stations across Cairo, Alexandria, Tanta, Ismailia, and Assiut, and several established corporate and customer service offices.

"The Amazon.eg launch reaffirms our commitment to customers across Egypt - each and every one of our teams is looking forward to serving them." said Omar Elsayh. "Egypt has a strong industrial sector and a wealth of great retailers, sellers, brands, and handicrafts. As we launch today, thousands of Egyptian businesses use Amazon.eg to reach their customers, and we look forward to growing this number further in the coming years."

To experience Amazon.eg today, please visit the website on www.amazon.eg or download the Amazon mobile app.

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About Amazon

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Amazon strives to be Earth's Most Customer-Centric Company, Earth's Best Employer, and Earth's Safest Place to Work. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Career Choice, Fire tablets, Fire TV, Amazon Echo, Alexa, Just Walk Out technology, Amazon Studios, and The Climate Pledge are some of the things pioneered by Amazon. For more information, visit amazon.com/about and follow @AmazonNews.



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