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## Amazon Prime Hits 90 Million US Members

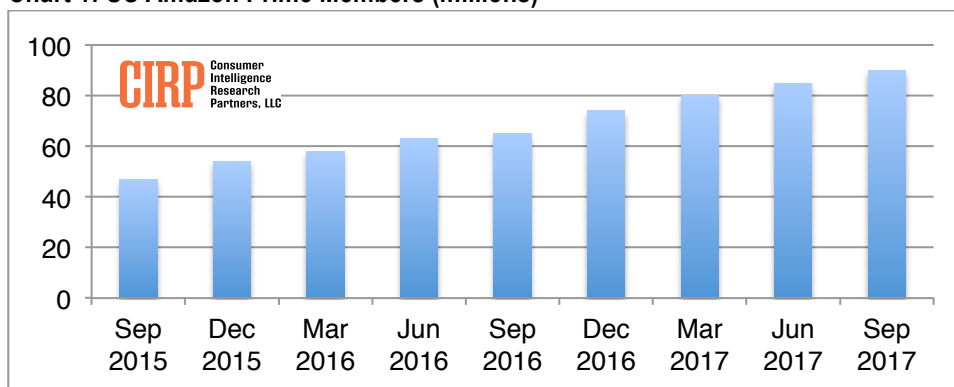
### As Growth Reaches Limits, Almost All Members Intend to Renew

CHICAGO, IL – Wednesday, October 18, 2017 - Consumer Intelligence Research Partners, LLC (CIRP) today released analysis of buyer shopping patterns for Amazon, Inc. (NASDAQ:AMZN) for the third quarter of 2017.

This analysis indicates that Amazon Prime now has 90 million US members. These shoppers continue to spend on average about \$1,300 per year, compared to about \$700 per year for non-member customers.

As of September 30, 2017, CIRP estimates that in the US, 63% of Amazon customers are Prime members. Based on this estimate, CIRP estimates that in the US, Amazon Prime has 90 million members (Chart 1).

**Chart 1: US Amazon Prime Members (millions)**

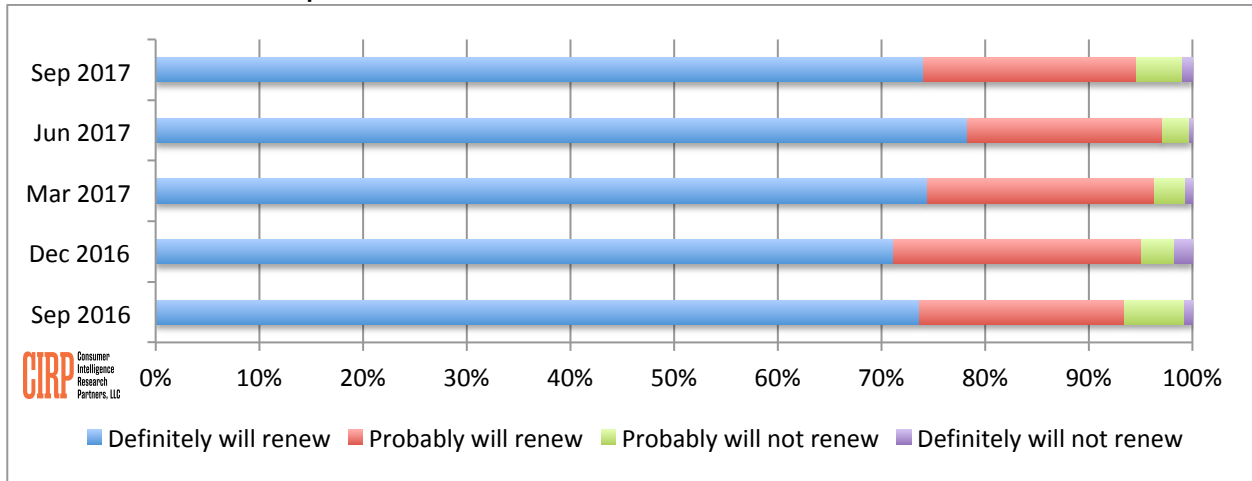


“Amazon Prime membership continued its steady growth as in recent quarters,” said Josh Lowitz, Partner and Co-Founder of CIRP. “Membership grew 6% in the most recent quarter, the same rate as in the June 2017 quarter, and better than the 3% in the year-ago September 2016 quarter. Over the past twelve months, Prime grew by 38%,”

the same growth rate as in the same twelve-month period the year before, from October 2015 to September 2016.”

Prime members’ renewal intention has improved gradually in the past several quarters, and remains at very high levels. In the September 2017 quarter, 95% of Prime members reported that they would “definitely” or “probably” renew their Prime membership, compared to 94% of Prime members in the September 2016 quarter (Chart 2).

**Chart 2: Prime membership renewal intention**



“Even as Amazon Prime adds late adopters to the ranks of Prime members, loyalty remains high,” said Mike Levin, Partner and Co-Founder of CIRP. “The share of members that indicate they are likely to renew for another year has remained high for several quarters, always comfortably above 90%. In fact, in some quarters, literally no customers in the sample indicated they would definitely not renew their Amazon Prime membership.”

CIRP bases its findings on surveys of 500 US subjects who made a purchase at Amazon.com in the period from July-September 2017. For additional information, please contact Mike Levin (mike@cirpllc.com) or Josh Lowitz (josh@cirpllc.com) at 312.344.3664. Further information on CIRP, which provides securities research to the investment community using advanced consumer market research strategies, methods, and techniques, is at [www.cirpllc.com](http://www.cirpllc.com).

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