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Amazon Exceeds 100 Million US Prime Members

Monthly Members Over One-Third of Total

CHICAGO, IL – Thursday, January 17, 2019 - Consumer Intelligence Research Partners, LLC (CIRP) today released analysis of buyer shopping patterns for Amazon, Inc. (NASDAQ:AMZN) for the fourth quarter of 2018.

As of December 31, 2018, CIRP estimates that in the US, 62% of Amazon customers are Prime members. Based on this estimate, CIRP estimates that in the US, Amazon Prime has 101 million members (Chart 1).

These shoppers continue to spend on average about $1,400 per year, compared to about $600 per year for non-member customers.

Chart 1: US Amazon Prime Members (millions)

“Amazon grew to over 100 million US Prime members in the quarter,” said Josh Lowitz, Partner and Co-Founder of CIRP. “Membership growth has slowed, but continued steadily in the holiday quarter. US membership grew 10% in the past year, slower than
before, but still significant on a huge base and after years of rapid growth. Membership doubled in three years, and almost quadrupled in five years, from 26 million members in December 2013.”

In December 2018, 58% of Prime members pay for membership annually, while 36% pay a monthly fee (Chart 2). 7% of Prime members have a free trial, are on some other basis such as sharing a membership, or don't know the fee structure.

Chart 2: US Amazon Prime Membership Fee Payment Structure

“As Prime membership growth flattens, the nature of the membership changes somewhat, “added Mike Levin, Partner and Co-Founder of CIRP. “One-third of members pay a monthly fee, and can basically leave and rejoin Prime at any time. They do this even though the annual cost of $119 costs less than the sum of twelve monthly payments on the monthly plan, or $156. These more transient members obviously don't have the same commitment to Amazon shopping and the suite of Prime member services. Presumably, they don't typically use the breadth of benefits to the same extent as annual members.”

CIRP bases its findings on surveys of 500 US subjects who made a purchase at Amazon.com in the period from October-December 2018. 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.

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