



AMAZON PRIME ARRIVES IN EGYPT: SHOPPING, SAVINGS, AND ENTERTAINMENT BUNDLED TOGETHER IN ONE MEMBERSHIP PROGRAM

With Amazon Prime, members can enjoy fast free delivery, exclusive deals on Prime Day, unlimited access to award-winning international movies and series on Prime Video, and free video games with Prime Gaming

Customers in Egypt can sign-up for a 30-day free trial, then join for a monthly fee of EGP29

Customers can pay online via Amazon.eg store or through Orange Telecommunications

Cairo, Egypt – June 14, 2022 – Today, Amazon.eg announced the launch of Amazon Prime in Egypt, which follows last year's launch of Amazon.eg. Prime is a membership program that provides an unparalleled combination of shopping, savings, and entertainment benefits already enjoyed by more than 200 million paid members in 24 other countries including United States of America, United Kingdom, and United Arab Emirates, among others. Prime benefits in Egypt include FREE Next-Day Delivery with no minimum order and access to deals on Prime Day, Amazon's annual global shopping event. Prime members also get to enjoy watching popular award-winning international movies and series on Prime Video such as *The Lord of the Rings: The Rings of Power* coming this Fall, and a compelling selection of exclusive Amazon Originals; and in-game content and free games to download with Prime Gaming. Customers can sign up for Prime at www.amazon.eg/prime for a 30-day free trial, and then join for a monthly fee of EGP29 or annual fee of EGP249. For ease of payment and convenience, Amazon.eg customers can pay online using their debit or credit cards. Amazon.eg has also collaborated with Orange telecommunications to provide customers with more payment options.

"Since the launch of Amazon.eg, we have been expanding on our best-in-class selection to provide customers with hundreds of thousands of local and global brands across categories, coupled with a fast and reliable delivery experience," said **Omar Elsayh, Amazon Egypt General Manager**. "Today, we are thrilled to provide customers in Egypt with a new Amazon product – Amazon Prime – bringing value, convenience, and fun to our customers. We will continuously innovate to bring global know-how with local expertise to fulfill the needs of our customers in Egypt, and there will always be more to come for our customers."

Amazon Prime benefits for members in Egypt includes:

1. **Fast, Free Delivery:** Amazon Prime members will get fast, free delivery on half a million Prime eligible items in a wide range of categories including daily essentials, fashion, groceries, electronics, home, and kitchen. Unlimited fast, free delivery options include:
 - i. FREE Next-Day Delivery with no minimum order on most governorates across Egypt
 - ii. FREE Same-Day Delivery on orders over EGP350 placed before 11:30 AM in Cairo and Giza
2. **Prime Day:** Amazon Prime members will enjoy exclusive deals and discounts on Prime Day, Amazon's flagship annual global shopping event, only for Prime members. This year, Prime Day will take place in July in more than 20 countries. During Amazon's annual shopping event, Prime members will be able to save on products from local brands and small businesses across many categories.
3. **Prime Video:** Amazon Prime members will have access to unlimited streaming of award-winning exclusive Amazon Originals and international licensed movies and series available across Smart TVs, streaming devices, game consoles, tablets, mobile phones, and desktops. Prime members will be able to enjoy the highly anticipated upcoming series *The Lord of the Rings: The Rings of Power*, in addition to *Hotel Transylvania: Transformania*, *The Boys*, *Reacher*, *The Marvelous Mrs. Maisel*, *The Wheel of Time*, *The Grand Tour*, and *Tom Clancy's Jack Ryan*.
4. **Prime Gaming:** Amazon Prime members can enjoy access to free in-game content every month for some of the most loved games including *FIFA 22*, *PUBG: Battlegrounds*, *Roblox*, *League of Legends*, and more.



Prime members also have access to free, downloadable PC games each month, and a free (monthly) Twitch channel subscription, which they can use to subscribe and support their favorite Twitch streamer.

5. **Prime Exclusive Deals:** Prime members also get to enjoy special deals on the brands they love.

Jamil Ghani, Vice President, Amazon Prime said: “Today, Amazon customers in Egypt can join more than 200 million paid members in 24 other countries worldwide in enjoying the benefits included with Amazon Prime membership. The combination of fast and free delivery on wide selection, award-winning entertainment, and exclusive savings is designed to make members’ lives more convenient, easier, and a little more fun every day. And this is just Day One for Prime in Egypt; we’ll keep making Prime even better by adding more selection to shop, making delivery even faster, adding more high-quality digital entertainment, and introducing new, impactful benefits.”

To sign up for a free 30-day trial and to learn more about Amazon Prime, customers can visit amazon.eg/prime.