

20 YEARS of AMAZON

Amazon.com celebrated its 20th birthday in July 2015. Here's the story so far - from a humble bookshop run in Jeff Bezos' garage to the international "everything store" we know today.

1994 Jeff Bezos registers **Cadabra.com**

1995 Cadabra.com becomes **Amazon.com** after Bezos' lawyer mishears "cadabra" as "cadaver"

16 July 1995 Amazon.com sells its first book - *Fluid Concepts and Creative Analogies: Computer Models of the Fundamental Mechanisms of Thought* by Douglas Hofstadter

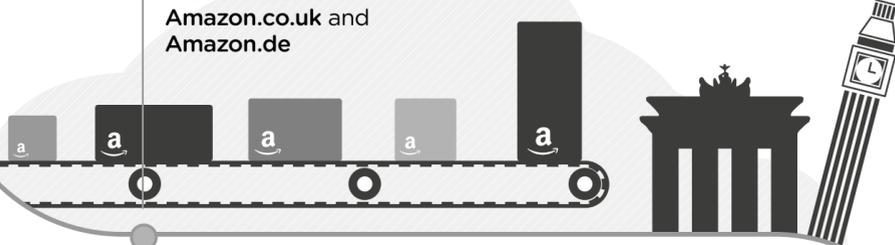
1996 Amazon moves from Bezos' garage to a warehouse and now has 11 employees



1997 **15 May 1997** - Amazon IPO: trades on NASDAQ stock exchange at **\$18** a share. (As at 15 July 2015, Amazon trades at **\$462.40** a share.)



1998 Amazon arrives on the other side of the Atlantic with the launch of **Amazon.co.uk** and **Amazon.de**



1999 Bezos named Time Magazine's **"Person of the Year"**

Meanwhile... Amazon reports losses of \$390 million.



1 click

Amazon is granted a patent for "1 Click"

2000 Brand revamp from "river" design to the A-Z smile we know today



November 2000 **Amazon Marketplace** allows third-party sellers to sell through the Amazon site

2001 Declares first profit since 1995 launch of Amazon.com: **\$5 million** profit from a revenue of over **\$1 billion**

2004 Amazon's consumer electronic sales pass its book sales for the first time



2002 **Amazon Web Services** is launched



2005 Launch of **Amazon Prime** membership programme, offering unlimited express shipping for **\$79** a year



2007 First **Kindle** launched at **RRP \$399** (more than **88,000** titles available for download)



2011 Takeover of **LOVEFILM.COM**

Enters tablet computer market with **Kindle Fire**

2010 Number of titles available for download on Amazon Kindle now exceeds **500,000**

2009 **Currencies Direct** launch **e-tailer Accounts** to help third-party sellers increase profits on their international sales



2013 Amazon starts experimenting with drone delivery



Amazon.in launched in India



Largest recorded Amazon UK **Black Friday** sales - **5.5 million** products sold at a rate of 64 items a second

One-hour delivery now available to Prime members living in New York



Amazon enters mobile phone market with the **Fire phone**



Number of independent UK bookshops falls below 1,000 for the first time



2015 Amazon Prime offers two-hour delivery in London (zones 1-2)



16 July 2015

Launches **Amazon Prime Day** in celebration of Amazon's 20th birthday



Currencies Direct work with online retailers, helping them manage international transfers and maximise profits from international marketplace sales. For more information contact our dedicated ecommerce team on **+44 (0) 20 7847 9269**, email etailers@currenciesdirect.com or visit currenciesdirect.com/etailers

Sources

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