

Milestones in 10 years of Amazon history

The online book seller Amazon.com first opened its virtual doors in July 1995. Since then it has survived the ups and downs of the dotcom boom to grow into a multi-billion dollar operation – the world's largest internet retailer – selling everything from barbecues to beauty products

amazon.com

▶ **1994:** Founded in **Jeff Bezos'** basement

▶ **Jul 16, 1995:** Goes live on internet

▶ **1996:** Launches associates programme enabling smaller websites to earn revenue by linking to Amazon.com

▶ **1997: First online retailer to reach 1 million customers**

▶ **1998:** Adds music, videos, DVDs. Goes international with websites in UK and Germany

▶ **1999: Bezos named Time magazine *Person of the Year***

▶ **2000:** Introduces free shipping, expands into France and Japan. Dotcom bubble bursts – 150 workers made redundant

▶ **2001: Posts \$1.4bn loss. 1,300 laid off**

▶ **2002:** Expands into Canada

▶ **2003: Starts internet search engine A9. First full-year profit**

▶ **2004:** Annual profit of \$588m on sales of \$6.9bn. Acquires China's leading online retailer **joyo.com**

▶ **2005: Launches Amazon Prime – unlimited two-day shipping for \$79/year**

Bezos was a financial analyst before starting Amazon

Dotcom crash

Dec 1998

Dotcom boom – share price reaches \$360

\$300

200

May 1997

Amazon goes public

100

1997

1998

1999

2000

2001

2002

2003

2004

2005

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