



VAT Registration Handbook

VAT Services on amazon
Simplifying compliance



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Introduction



Important: The purpose of this VAT Registration Handbook is to help you understand European VAT registration requirements as a seller on Amazon. For your convenience, this document tries to give you guidance on basic concepts about VAT registration and on the process of VAT registration when signing up with VAT Services on Amazon, updated as of 1 May 2021.

A basic understanding of VAT requirements is a critical input for a seamless selling experience, and you can also find introductory VAT topics in our European VAT Education Handbook that you can download **here**.

This VAT Registration Handbook is not exhaustive and is intended for use only as a general reference. The information in this document does not constitute tax, legal or other professional advice and must not be used as such.

Amazon does not provide tax compliance services (such as VAT registration or submission of VAT filings) or any tax advisory services to you. These services are performed by external tax service providers, in partnership with Amazon. We recommend that you consult with your professional advisors for specific guidance and decision-making or if you need further detail in relation to VAT compliance.

Do you need a VAT number?

If you sell or store goods or sell services in any European country, it is likely that you may be required to register for VAT in each country you sell within or sell to. In addition, you will only be able to recover the VAT you have paid on your purchases and charge VAT on your sales if you are VAT registered.

When do you need to register for VAT?

Some of the most common reasons that may prompt a VAT registration requirement are listed here below. Please consult your tax advisor for more details and guidance.

- 1. Importing goods into an EU country from outside the EU If you are based outside the EU and ship goods to an EU country, you will trigger VAT requirements in the EU countries where the goods are imported.
 - For example, you are a seller based in China and ship goods from China to a fulfilment centre in Germany.
- 2. Importing goods into the UK from outside the UK If you are based outside the UK and ship goods to the UK, you will trigger VAT requirements in the UK.
 - For example, you are a seller based in China and ship goods from China to a fulfilment centre in the UK.
- **3. Storing goods in an EU country or in the UK –** If you store goods, which includes either you or Amazon (or other third parties) on your behalf storing and moving your inventory between Fulfilment Centers in different EU countries or in the UK, you will trigger VAT requirements in the countries where the goods are stored, either by you or by other third party facilities on your behalf.





This includes being enrolled in the FBA program or the UK FBA program or Pan-Europe FBA program, which allows Amazon to distribute your goods across EU and UK marketplaces (designated by you).

- **4. Selling to EU business customers –** You sell to business customers based in EU countries different from the EU country from where the goods are dispatched from. Find out more about our VAT Calculation Services and Invoicing Support **here**.
- **5. Selling to UK business customers –** You sell to business customers based in the UK from UK inventory. Find out more about our VAT Calculation Services and Invoicing Support **here**.
- 6. Selling to EU consumers from another EU country above the 'Distance Selling Threshold' If you deliver goods from an EU country to consumers based in other EU countries, you may be required to register for VAT where your sales exceed the "Distance Selling Threshold" for those destinations or "deliver to" countries.
- 7. **Domestic sales by an EU or UK established business** If your business is established in an EU country or UK and you sell to customers within that country, this might trigger VAT requirements in the country where the seller is established subject to any registration threshold.

Please **click here** to learn more about VAT and VAT Registration triggers.

VAT Services on Amazon



What is VAT Services on Amazon?

VAT Services on Amazon is a VAT compliance solution that allows you to manage your VAT registration and VAT filing obligations via third-party tax service providers online through Seller Central. It enables you to spend more time expanding your business across Europe by handling VAT compliance more easily and time efficiently.

For which countries can you use VAT Services on Amazon?

You can now use VAT Services on Amazon in up to seven countries – **United Kingdom**, **Germany**, **France**, **Italy**, **Spain**, **Poland** and **Czech Republic**.

VAT Services on Amazon does not support VAT registration or filings in the country where your business is established. For example, if your company is established in Germany, you are not able to use VAT Services on Amazon for VAT registration or filings in Germany.



Please note, VAT Services on Amazon does not support UK Flat Rate Scheme.





Who is eligible to join VAT Services on Amazon?

All Amazon sellers registered to sell in a European marketplace are eligible to sign up for VAT Services on Amazon without any restrictions.

What is the fee for VAT Services on Amazon?

From May 1, 2021, the VAT Services on Amazon fee will be structured as follows:

- VAT registration: €50 per country one-time fee
- **Fiscal representation: €250** per country per year.

 This fee applies only to countries where you are required to have a local tax representative to deal with your VAT obligations on your behalf. In specific, France, Italy, Spain and Poland require fiscal representation for sellers based outside of EU.
- VAT filing services: up to €399 per country per year.
 We will offer a discount on your VAT filing services fee when you file for more countries.
 If you are already filing in 5 countries with VAT services on Amazon, we will charge no additional VAT filing service fees for any additional country you add! Please see table below for detailed fees information.

Once you have received your VAT number(s) and started your first VAT Filings, you will start paying a monthly fee. This fee starts as low as EUR 33.30 per country, per month (plus an additional fiscal representation fee where applicable). The actual fee you pay will depend on the number of countries you have subscribed to on VAT Services on Amazon. We have a tiered fee structure where you pay a lower per country fee if you are subscribed to more countries.





to VAT register 1 country with our tax service providers.

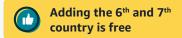


Monthly Fee



Total monthly fee by number of filing countries

No. of countries	1	2	3	4	5	6	7
Total montly fee	€33	€62	€92	€117	€142	€142	€142



Monthly Fee - only if needed



for each country where you need Fiscal representation



If you are based outside of UK or EU, you will be required fiscal representation when selling in France, Italy, Spain and Poland.



Learn more about our promotion here >





VAT Services on Amazon – Sellers based outside of Europe and outside of UK

Why join VAT Services on Amazon?

VAT Services on Amazon is a convenient and cost-effective VAT compliance solution to handle your VAT registration and filing requirements. We offer VAT Services on Amazon in the UK, Germany, France, Italy, Spain, Poland and the Czech Republic.

You can customize your selection of countries in which you want to enjoy the services by adding or removing any of the aforementioned countries, before completing your VAT Registration application submission. For each country, you will begin your VAT filing on Seller Central as soon as your receive your VAT registration number and VAT certificate.

- **VAT Registration support:** You will be guided step by step by a tax service provider through the VAT registration process to receive your VAT numbers for your selected countries.
- **Online VAT filing enabling:** As you receive you VAT registration number and VAT Certificate for a country, you will transition to Seller Central for online filing for that country.
- Integrated service in your Seller Central: Seller Central reports for your Amazon transactions (sales, returns, cross border stock movements) are integrated into VAT Services on Amazon and are automatically shared with your tax service provider together with your non-Amazon data and Imports data (as uploaded by you in Seller Central) to calculate your net VAT liabilities.
- **Cost-effective:** A monthly subscription fee starting as low as EUR 33.30 per country, per month (plus an additional fiscal representation fee where applicable).
- **Customize your VAT registration & filing countries:** You are free to register and file in UK, DE, FR, IT, ES, PL, CZ (minimum 1 country, maximum 7 countries).
- **Choose your tax service provider:** VAT Services on Amazon has selected experienced and trusted tax service providers in Europe to bring you support at a cost-effective fee in multiple geographical locations. At sign up, you will be able to choose your preferred partner amongst the selection of partners available for your country of establishment.



Learn more about the services included and our current promotion here >

What is Amazon's role in VAT Services on Amazon?

Amazon maintains and hosts the interface for VAT Services on Amazon within Seller Central. Through Seller Central. Amazon sellers are able to:

- Review Amazon VAT transaction reports consolidated by Amazon
- Provide non-Amazon sales and purchases transactions (where applicable)
- Review VAT filing reports
- Review VAT payment amount





In addition, you can reach out to Amazon's Selling Partner Support if you need help for the specific cases provided here below:

- 1. Cancel your Subscription;
- Any question related to Seller Central;
- **3.** VAT Filings via Seller Central;
- 4. VAT Promotion Specifics and Fees.



Click here to reach Amazon's Selling Partner Support >



Amazon only provides the interface for VAT Services on Amazon, including technology that can help you and the tax service provider consolidate your transaction details and manage your VAT compliance obligations more conveniently. Amazon does not provide you with tax compliance services such as VAT registration or submission of filings, or tax advisory services.

Who is the Tax Service Provider, what is their role?

When you sign up for VAT Services on Amazon, you will agree directly with a third-party tax service provider for them to assist you with VAT registration and filings.

When you need VAT registration, your tax service provider will:

- Determine what documents you need to submit to the relevant authorities and verify that required documents are complete
- Prepare the tax application forms and submit to the relevant authorities
 - The tax service provider will receive your VAT numbers on your behalf and provide them to you. Depending on the country, VAT numbers might also be sent directly by the authorities to you.
 - The tax service provider will complete the setup for you to start VAT on your transactions data (Amazon and non-Amazon as reviewed and provided by you);
- Submit final VAT reports on your behalf to the relevant tax authorities you will be able to review the draft calculations and payment details directly online on your dashboard in Seller Central;
- Calculate your monthly/quarterly VAT liability with payment details per country for you to initiate the payments efficiently.

In addition, you can directly contact the tax service provider if you need help with the specific cases provided here below:

- 1. VAT Transfer and VAT Registrations process handled by the tax service provider;
- 2. VAT Filings handled directly by the tax service provider;
- **3.** Tax Notice and Penalties Management;
- 4. Tax Advice and Consulting*.

^{*} Tax Advice and Consulting with the tax service provider is not handled by Amazon, and the tax service provider offers, within VAT Services on Amazon, VAT compliance





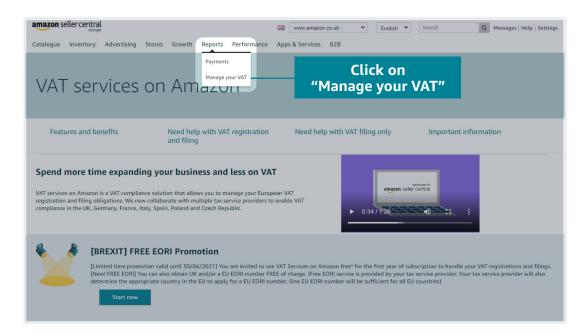
services but does not provide tax advisory services. If you are interested in additional services, such as tax advisory services, you can engage with them separately, outside of VAT Services on Amazon.

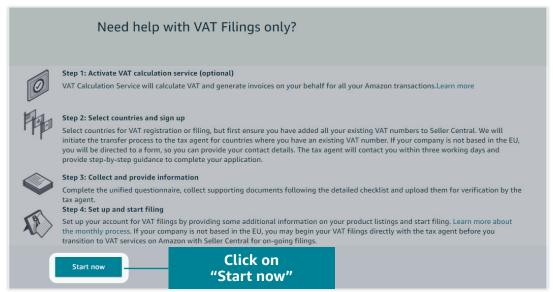
Please contact your tax service provider for tax advice as needed.

Please **click here** to review the additional services offered by our tax service providers and their fees.

You already have a VAT number – what is the process to start VAT filing on VAT Services on Amazon?

To start filing on VAT Services on Amazon, you can navigate on Seller Central, visit Reports in the main navigation tab, and click on 'Manage your VAT'. You will land on the VAT Services on Amazon page. You can scroll to the section 'Need help with Filings only?', where you can find a brief description of the process, and click on 'Start now'.









1. Complete the form

Complete the form with some basic information about your business. The tax service provider will use the answers you provide in the form to get to know your business better and to set your account up correctly.

The form includes questions such as your country of origin, the type of your business and the countries in which you wish to file for VAT with VAT Services on Amazon.

2. Collect Documents

To issue accurate and correct VAT filings, you will be asked to send the tax service provider a number of documents, including (but not limited to):

- a. VAT registration certificates
- b. Past VAT, Intrastat and ESL returns
- c. Any outstanding correspondence with the tax authorities

All documents requested by the tax service provider are mandatory unless otherwise stated.

3. Sign and post Powers of Attorney

Once the form and documents have been verified, you will receive via email or via the tax service provider online portal a set of power of attorney documents for you to check, print, sign upload/return by post as instructed by the tax service provider.

4. Provide additional information about your products

As a final step before filing your VAT, you will be asked to provide additional information about your products using our Product Tax File. **Find out more here**.

You should also ensure that if you sell any goods which are not taxed at the standard rate, you have updated your Product Tax Codes. **Find out more here**.

I already have a VAT number; why do I need to provide documents?

The tax service provider needs the requested documents to prepare accurate and correct VAT filings and to be able to file them on your behalf. All documents requested by the tax service provider are mandatory unless otherwise stated.

What business information and documents should I provide to transfer to VAT Services on Amazon?

At transfer to VAT Services on Amazon, you will be assigned a tax service provider that you will be able to change to your preferred amongst the selection of tax service providers available for your country of establishment. Your third-party tax service provider will specify which documentation you will need to share with them.

Here below you can find a list of commonly asked documents:

- VAT registration certificate(s)
- Copy of last VAT filing
- Details on when takeover will be valid from





- Company certificate of incorporation
- Photo ID for directors
- Government gateway logins (UK only)
- Completion of POA forms for each country (Signed by the seller).



Please note that the third-party tax service provider might ask you for additional documents on top of the ones listed above.

How long does it take to transfer to VAT Services on Amazon successfully?

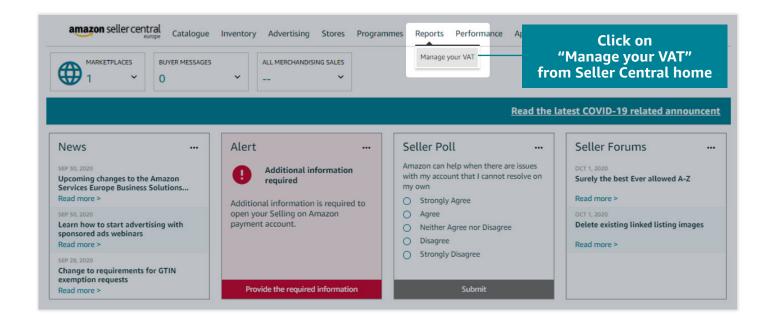
The timeline of the process depends on the countries for which you are transferring on VAT services on Amazon and on the time you will need to provide the signed POAs. The average time to transfer would range among 2 to 4 weeks.

User Guide



Navigate to 'VAT Services on Amazon' in Seller Central

To navigate to 'VAT Services on Amazon' in Seller Central, you need to sign in to your Seller Central account, visit 'Reports' in the main navigation section, and (a) click on 'Manage your VAT'.

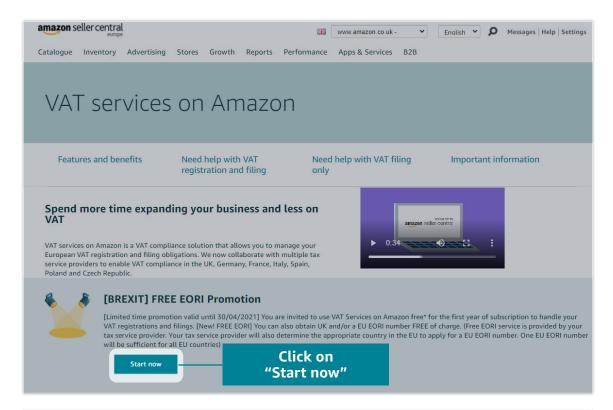






Welcome to VAT Services on Amazon

You will land on the VAT Services on Amazon 'Welcome' page. Here you can explore the features and benefits of the product in detail.



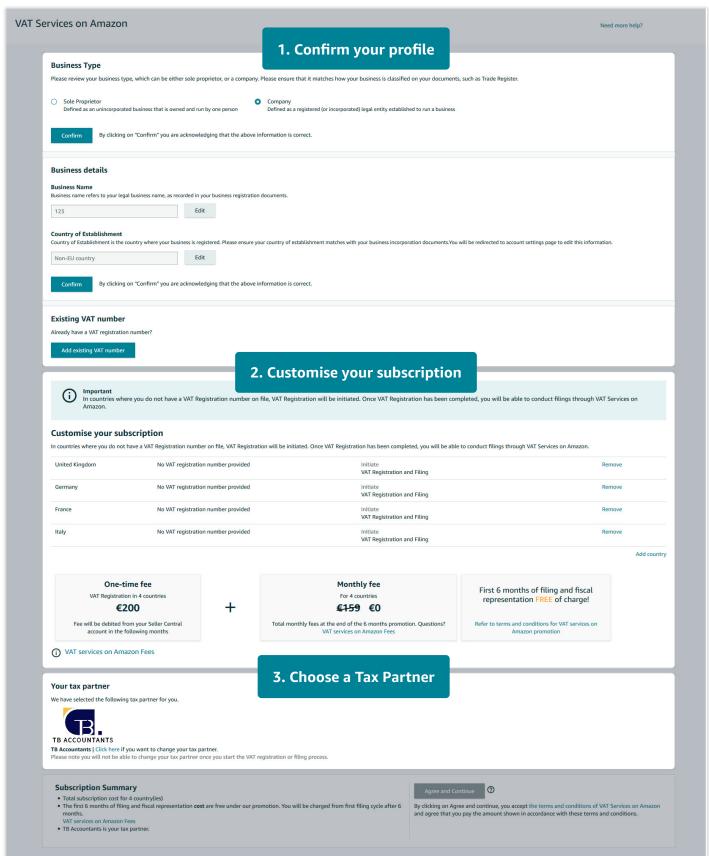


Once you are ready, click on 'Start now' to proceed and sign up for VAT Services on Amazon.

You will be redirected to the VAT Services on Amazon dashboard. You may return to this dashboard at any time in the future by clicking on 'Manage your VAT' under the 'Reports' tab on the Seller Central home page.



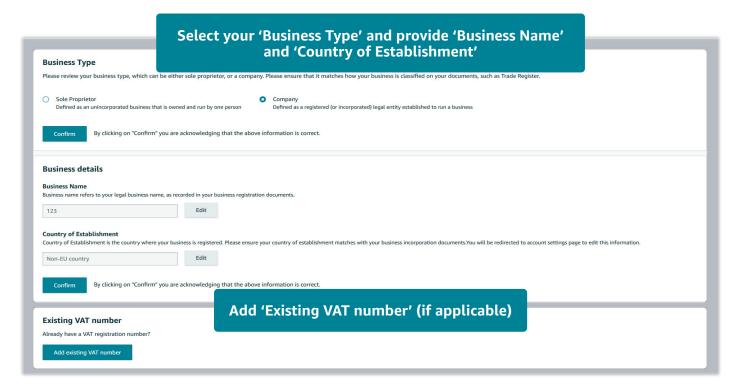
VAT Registration







1. Confirm your profile information



On this page, you need to provide and confirm information about your business type, your business name and your country of establishment. The resulting set of questions must be completed in full. If nothing needs to be updated, you can click on the 'Confirm' button to move on to the next step.



Tip: If something needs to be updated, please click on the 'Edit' button to update, and then 'Confirm'

The answers provided will be used by the tax service provider to pre-fill the necessary application forms on your behalf, for all the countries you will select in the next step, allowing you to save time and effort.

Existing VAT numbers:

If you already have existing VAT registration numbers for any European country, you should add them by clicking on the 'Add existing VAT number' button. You will be redirected to your Tax Settings page, where you will be able to add any existing VAT number. Once completed, you will be able to return to this dashboard directly or by clicking on 'Manage your VAT' under 'Reports' in the main navigation tab.



Please note that the validation make take up to two working days. If your existing VAT numbers for one or more countries is not validated after two working days, you will still be able to click on the 'Continue' button and proceed with the other countries. You will be able to add the countries still pending their VAT number validation later from your VAT Registration dashboard.

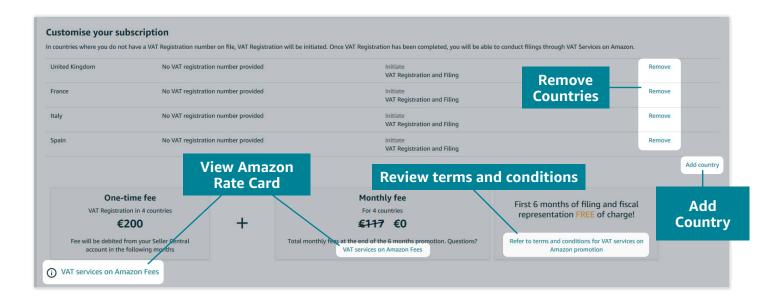




2. Customize your subscription

In this section, you can customise your subscription by selecting the countries in which you want to be VAT registered. If you want to add any of the countries, you can click on 'Add country'. If you want to exclude any of the countries displayed, you can do it by clicking on the 'Remove' button.

Additionally, please review the '**Promotion terms and conditions**', and you can also view the Amazon Rate Card.



Please note that if you are already VAT registered through VAT Services on Amazon, and you want to expand your EU business, you can easily add the eventual missing countries on VAT Services on Amazon via add country at any point any time.

3. Choose a Tax Partner

In 'Your tax partner' section, you will see the tax service provider assigned to you by default.





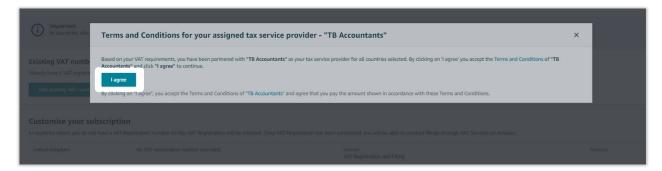


You have the option to change the tax service provider assigned to you by default. To change the tax service provider:

- 1. Click on: 'Click here';
- 2. Select the preferred tax service provider among the choices displayed to you;



- 3. Review their Terms and conditions.
- 4. Once completed, click on 'I Agree' to proceed.



Please note that if you do not have the option to select another tax service provider or your desired provider is not available to be chosen, it means that currently only the displayed tax services provider(s) are available.

Also, once you have signed the Terms and Conditions of the tax service provider assigned/chosen, you will not be able to again change tax service provider.

Lastly, to confirm your subscription to VAT Services on Amazon, review the terms and conditions and click on the 'Agree and Continue' button.

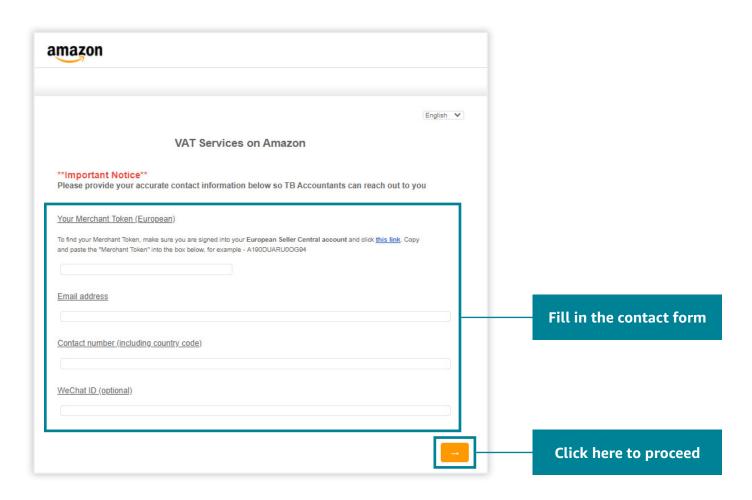






4. Provide your contact information

Once you have clicked on the button "Agree and Continue", please fill in the contact form including your Merchant Token, Email Address, Contact Number, and WeChat ID (if applicable). Then click the orange button to proceed.





Please note that it is very important that you provide your correct Merchant Token ID and valid contact details in order to allow the tax service provider to reach out to you to complete your VAT Registration.

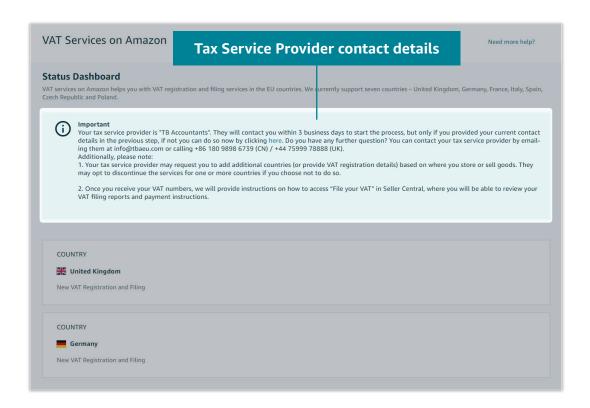
Now you can click on the blue link to return to your VAT Services on Amazon Status Dashboard on Seller Central.

Once you are back to Seller Central, you can review the status of each country selected.

Your tax service provider will contact you within three working days. If you need to contact your tax service provider, you will find their contact details on your Status Dashboard.







5. Start your VAT Registration with your tax service provider

Your tax services provider will reach out to you regarding the documents needed for VAT registration, and will support you through the process. You will need to follow the tax service provider's instructions; no additional action will be required from you.

How long will it take to get the VAT Registration Number(s)?

The timelines for VAT registration can vary greatly, depending on the jurisdiction(s) in which you are registering for VAT. Once you have filled in the form and have successfully gathered all the required documents:

- The tax service provider will take no more than five working days to submit your applications to the tax authorities.
- The tax authorities will process most VAT applications within:

Country	Approximate time for receiving VAT numbers post application submission
United Kingdom	4 to 6 weeks
Germany	6 to 14 weeks
France	9 to 11 weeks
Italy	6 to 8 weeks
Spain	6 to 8 weeks
Poland	4 to 6 weeks
Czech Republic	2 to 3 weeks





Get support through the process of VAT Registration

You can directly contact the tax service provider if you need help with the specific cases provided here below:

- 1. VAT Transfer and VAT Registrations process handled by the tax service provider;
- 2. VAT Filings handled directly by the tax service provider;
- 3. Tax Notice and Penalties Management;
- 4. Tax Advice and Consulting*.

To contact your Tax Partner, use the contacts provided on your **VAT Registration Dashboard in Seller Central**.

You can contact, instead, Amazon's Selling Partner Support for the cases in which the tax service provider was not able to support you and for the specific cases provided here below:

- 1. Add/remove Country;
- 2. Cancel your Subscription;
- 3. Any question related to Seller Central;
- 4. VAT Filings via Seller Central;
- 5. VAT Promotion Specifics and Fees.

Click here to contact Amazon's Selling Partner Support.

* Tax Advice and Consulting with the tax service provider is not handled by Amazon, and the tax service provider offers, within VAT Services on Amazon, VAT compliance services but does not provide tax advisory services. If you are interested in additional services, such as tax advisory services, you can engage with them separately, outside of VAT Services on Amazon.

Please contact your tax advisor for tax advice as needed.



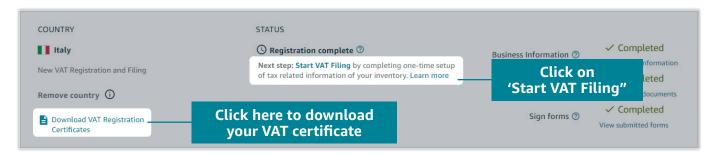
Please click here to review the additional services offered by our tax service providers and their fees >

6. Get your VAT Number(s)

Congratulations on receiving your number!

As your VAT number(s) and DE Tax Certificate are received, they will be added to your Seller Central account. You can also expect to receive an email regarding detailed information about how to begin submitting your VAT filings through VAT Services on Amazon.

You will be able to download your VAT Registration Certificates directly from your Status Dashboard and start your VAT Filings by clicking on 'Start VAT Filings'.



Your VAT Number(s) will be uploaded automatically in your Tax Settings page.









1. I show as 'Eligible' for VAT Services on Amazon in the 'Manage your Services' menu of my Seller Central account. What does this mean?

You have signed up for VAT Services on Amazon by accepting the service's **terms and conditions**. You are now able to view the 'Manage your VAT' navigation item (located in Seller Central under 'Reports') and are ready to select VAT services for supported countries. Until you have selected and successfully signed up for VAT services for a particular country, there are no charges for this service.

To sign up for one or more countries to receive VAT Services on Amazon, navigate to 'Manage your VAT' and select the countries of your choice, as described in the VAT Registration chapter. If you are eligible, you will be notified and shown the appropriate fee for your country selections, and will be requested to confirm selection and fees by clicking 'Agree and Continue'. Only once you then click 'Agree and Continue' are you enrolled to the selected VAT Services on Amazon, and the respective annual fees will be charged to your seller account.

2. Do you have any active promotion?

To learn more about the VAT Services on Amazon fees and our current promotion please **click here**.

3. What is the payment process? Should I pay to tax service providers first then get reimbursement?

For VAT registration, VAT filings services and fiscal representation, the fee will be debited directly from your main Amazon Seller Central Account. We will send a communication prior to debiting your account with the amount to be debited and exact date of debit. You do not need to pay the tax service providers, you will be charged by Amazon directly after your promotion period, if applicable.

If you are interested in additional services, such as tax advisory services, you can engage separately with the tax service provider, outside of VAT Services on Amazon. Please **click here** to review the additional services offered by our tax service providers and their fees.

4. Does the VAT Services on Amazon monthly fee include the VAT related to the subscription fee?

Price does not include the VAT related to the VAT Services on Amazon subscription fee. If applicable, this value will be included on your invoice and deducted from the balance of your Amazon Seller Central Account, and you will be able to see it as a 'Miscellaneous Adjustment' on your Transactions page. You can reclaim the VAT amount through your periodic VAT return as a normal input VAT charge.

5. When will I be charged?

You will be charged the one-time VAT registration fee, per country, after you have signed up with VAT Services on Amazon. For VAT filing





services and tax representation, if applicable, we will start charging a monthly fee after your first filing is generated or after your promotion period ends, if applicable.

6. I do not speak English, so can tax service providers speak Chinese?

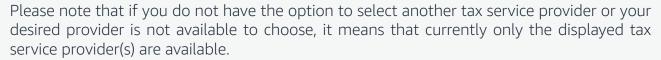
Yes, all tax service providers can provide services in Chinese.

7. Can I choose the tax service provider to support me during VAT registration and filing?

When you are enrolling in the VAT Services on Amazon, you will have the possibility to change the default tax service provider allocated to you at the time of signing up.

Please follow the below instructions in order to do so:

- 1. Go to Seller Central > Reports > Manage your VAT
- 2. Scroll down to section called 'Your tax partner'
- 3. Click on 'Click here' (in blue) if you would like to change the default tax services provider
- 4. You can now select the tax services provider of your choice
- 5. Click on 'Agree and Continue' button to see the Terms and Conditions of your newly selected tax services provider. Please note if you click on 'Agree' in the window that popped up, you will no longer be able to change the tax services provider. If you close the pop up window without clicking on 'Agree', you will still be able to change the tax services provider.



Also, once you have signed the Terms and Conditions of the tax service provider assigned/chosen, you will not be able to again change tax service provider.

8. I added or removed a country for VAT registrations and/or transfers directly with my tax service provider, why is it not reflected on the dashboard?

Please note that the dashboard was generated when you selected the countries in your subscription at the time of checkout. It will not be updated in case you agree on a new set of countries directly with your tax service provider after you have completed your checkout.

However, we will work with your tax service provider so that you are transitioned to online VAT filing with your up-to-date and latest list of countries that you have agreed upon with your tax service provider. We will notify you by email once your VAT certificate has been issued and you are ready to start online filing for each country selected.

Please note that you will only be able to remove countries at VAT registration stage, and this option will not be available anymore once your VAT registration is completed and you start your VAT filings.





9. I have applied for transfer. When will my third-party tax service provider start submitting my VAT filings?

After you have provided all the required documents for the transfer, the tax service provider will submit them to tax authorities and start the transfer process. Once the transfer is completed and you have successfully changed your tax service provider to VAT Services on Amazon, your tax service provider will onboard you for filings. At that point, you will be set for filing in both Amazon and the tax service provider's systems and the provider will start submitting your VAT filings.

10. Who will take care of my VAT filings during the transfer process?

It is up to the seller to ensure its previous tax service provider takes care of its VAT filings during the transfer process.

11. Can I choose the date to begin my VAT Filing with my third-party tax service provider on VAT Services on Amazon?

You will be able to share a preferred start date when completing the form with your business information, but you will not be able to select the exact date to begin your VAT filings via VAT Services on Amazon.

12. Will there be any impact on my current VAT number if I transfer to VAT Services on Amazon?

No, there will be no impact and the VAT number(s) will still be valid. However, if you are on the flat rate scheme in the UK, you will have to transfer over to standard scheme.

13. Which is the fee for transferring to VAT Services on Amazon?

You can transfer to VAT Services on Amazon free of charge. Only after your first filing cycle will you be debited the cost of the VAT filings. **Please click here to find more information about our fees and current promotions**.

14. How can I get help if I have problems during the registration process?

You can directly contact the tax service provider if you need help with the specific cases provided here below:

- 1. VAT Transfer and VAT Registrations process handled by the tax service provider;
- 2. VAT Filings handled directly by the tax service provider;
- 3. Tax Notice and Penalties Management;
- 4. Tax Advice and Consulting*.

To contact your Tax Partner, use the contacts provided on the **VAT Registration Dashboard in Seller Central**.

*Tax Advice and Consulting with the tax service provider is not handled by Amazon and may be agreed directly with the tax service provider for an additional fee. Please **click here to review** the fees for some of the additional services offered by our partners.







You can, instead, contact Amazon's Selling Partner Support for the cases in which the tax service provider was not able to support you and for the specific cases provided here below:

- 5. Add/remove Country;
- 6. Cancel your Subscription;
- 7. Any question related to Seller Central;
- 8. VAT Filings via Seller Central;
- 9. VAT Promotion Specifics and Fees.

Click here to contact Amazon's Selling Partner Support.





VAT Services on Amazon – Sellers based in Europe: EU countries and UK

Why join VAT Services on Amazon?

VAT Services on Amazon is a convenient and cost-effective solution for handling your VAT registration, filing and submission requirements. Once you sign up, you will be assigned a tax services provider who will guide you through the VAT registration process. Once you receive your VAT Registration numbers, you will begin your VAT filing on Seller central.

- **Online filing enabling:** When you get all your VAT numbers for selected countries, you will transition to Seller Central for online filing.
- Integrated service in your Seller Central: Seller Central reports for your Amazon transactions (sales, returns, cross border stock movements) are integrated into VAT Services on Amazon and are automatically shared with your tax service provider together with your non-Amazon data and Imports data (as uploaded by you in Seller Central) to calculate your net VAT liabilities.
- **Cost-effective:** A monthly subscription fee starting as low as EUR 33.30 per country, per month (plus an additional fiscal representation fee where applicable).
- **Customize your VAT register & filing countries:** You are free to register and file in UK, DE, FR, IT, ES, PL, CZ (minimum 1 country, maximum 7 countries).



Learn more about our current promotion here >

What is Amazon's role in VAT Services on Amazon?

Amazon maintains and hosts the interface for VAT Services on Amazon within Seller Central. Through Seller Central, Amazon sellers are able to:

- Follow step-by-step instructions to procure and upload the documents required for VAT registration;
- Upload electronic copies of the documents required by the tax service provider for VAT registration
- Review Amazon VAT transaction reports consolidated by Amazon
- Provide non-Amazon sales and purchases transactions (where applicable)
- Review VAT filing reports
- Review VAT payment amount



Amazon only provides the interface for VAT Services on Amazon, including technology that can help you and the tax service provider consolidate your transaction details and manage your VAT compliance obligations more conveniently. Amazon does not provide you with tax compliance services such as VAT registration or submission of filings, or tax advisory services. You will be guided through the document collection and submission process in order to complete VAT registration online.



Who is the Tax Service Provider, what is their role?

A tax service provider is the third-party partner who will assist you with fulfilling your legally required VAT filing obligations.

When you sign up for VAT Services on Amazon, you will go through the VAT registration, as described in this handbook, and filings. For the purpose of this service, Amazon works with global tax service provider Avalara.

The tax service provider will receive your VAT numbers on your behalf and provide to you.

During registrations, tax service provider will review your information and documents for accuracy and completeness and apply for VAT numbers on your behalf to respective authorities. Once your application is processed, they will share your VAT number with you to enable you to start filing.

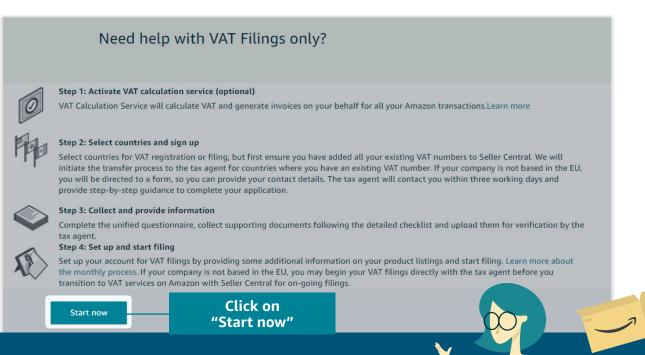
With respect to regular VAT compliance report filings, your tax service provider will.

- Prepare the VAT filing report(s) based on your transactions data (Amazon and non-Amazon as reviewed and provided by you).
- Submit final VAT reports on your behalf to the relevant authorities.
- Calculate your monthly/quarterly VAT liability with payment details per country for you to initiate the payments efficiently.

The tax service provider provides VAT compliance services but does not provide tax advisory services (unless you engage them separately for advisory services outside of VAT Services on Amazon). Please contact your tax advisor for tax advice as needed.

You already have a VAT number – what is the process to start filing on VAT Services on Amazon?

To start filing on VAT Services on Amazon, you can navigate on Seller Central, visit **Reports** and click on 'Manage your VAT'. You will land on the VAT Services on Amazon page. You can scroll to the section 'Need help with Filings only?' where you can find a description of the process and click on 'Start now'.





1. Complete the web form

Complete the online form with some basic information about your business. You will be redirected to the form by clicking on 'Start Now'. The tax service provider and VAT Services on Amazon will use the answers provided to get to know your business better and to set your account up correctly.

We will tailor the form to your specific needs based on the information you shared on your country of origin, the type of your business and the countries in which you wish to file for VAT with VAT Services on Amazon.

2. Collect Documents

To issue accurate and correct VAT filings, you may be asked to send the tax service provider a number of documents, including (but not limited to):

- a. VAT registration certificates
- b. Past VAT, Intrastat and ESL returns
- c. Any outstanding correspondence with the tax authorities

You will find specific indications on the documents to be provided directly on your online Dashboard. All documents mentioned in your dashboard are mandatory unless otherwise stated.

3. Sign and post Powers of Attorney

Once the form and documents have been verified, you will be able to download a set of power of attorney documents for you to check, print, sign and follow the indications to upload/return by post to the address shown in the dashboard.

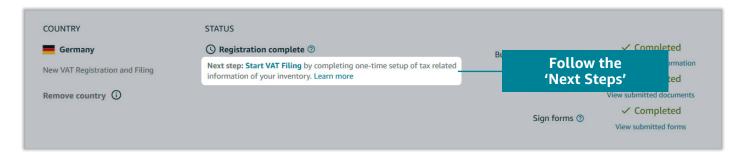
4. Provide additional information about your products

As a final step before filing your VAT, you will be asked to provide additional information about your products using our Product Tax File. **Find out more**.

You should also ensure that if you sell any goods which are not taxed at the standard rate, you have updated your Product Tax Codes. **Find out more**.

5. Start your VAT Filings with VAT Services on Amazon

Once you have completed all the requests specified in your online dashboard, your tax service provider will submit the documents and information to tax authorities and you will be able to start filing following the instructions displayed in 'Next Steps' on your Status Dashboard.



I already have a VAT number; why do I need to provide documents?

The tax service provider needs the requested documents to prepare





accurate and correct VAT filings. Requested documents include:

- 1. VAT registration certificates
- 2. Past VAT, Intrastat and ESL returns

All documents mentioned in the product are mandatory unless otherwise stated.

What business information and documents should I provide to transfer to VAT Services on Amazon?

At transfer to VAT Services on Amazon, you will be assigned a tax service provider. Your third-party tax service provider will specify which documentation you will need to share with them.

Here below you can find a list of commonly asked documents:

- VAT registration certificate(s)
- Copy of last VAT filing
- Details on when takeover will be valid from
- Company certificate of incorporation
- Photo ID for directors
- Government gateway logins (UK only)
- Completion of POA forms for each country (Signed by the seller).



Please note that the third-party tax service provider might ask you for additional documents on top of the ones listed above.

How long does it take to transfer to VAT Services on Amazon successfully?

The timeline of the process depends on the countries for which you are transferring on VAT services on Amazon and on the time you will need to provide the signed POAs. The average time to transfer would range among 2 to 4 weeks.

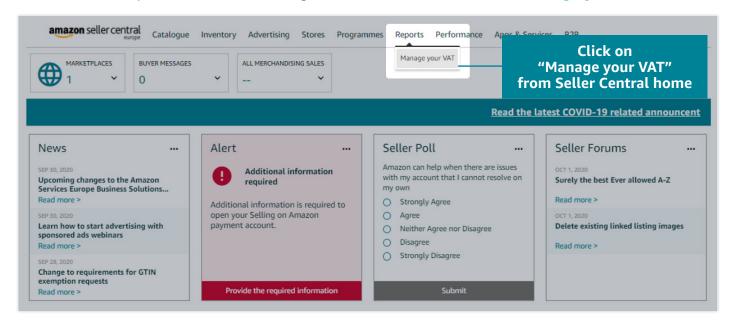




User Guide

Navigate to "VAT Services on Amazon" in Seller Central

To navigate to "VAT Services on Amazon" in Seller Central, you need to sign in to your Seller Central account, visit "Reports", in the main navigation section, and (a) click on "Manage your VAT".



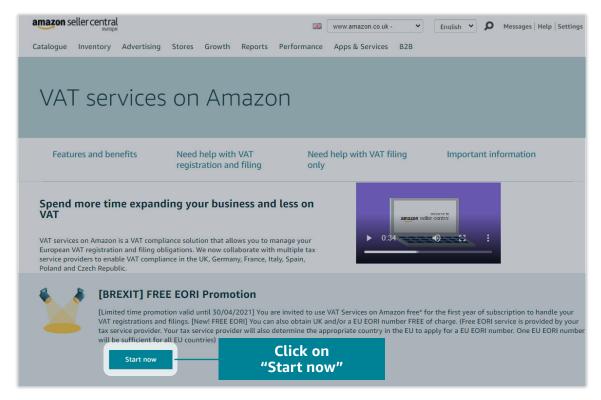
Upon clicking 'Register', you will be routed to VAT Services on Amazon. Once you have clicked 'Register', you may return to VAT Services on Amazon at any time in the future by clicking on 'Reports' and selecting 'Manage your VAT' within Seller Central.





Welcome to VAT Services on Amazon

You will land on the VAT Services on Amazon 'Welcome' page. Here you can explore the features and benefits of the product in detail.





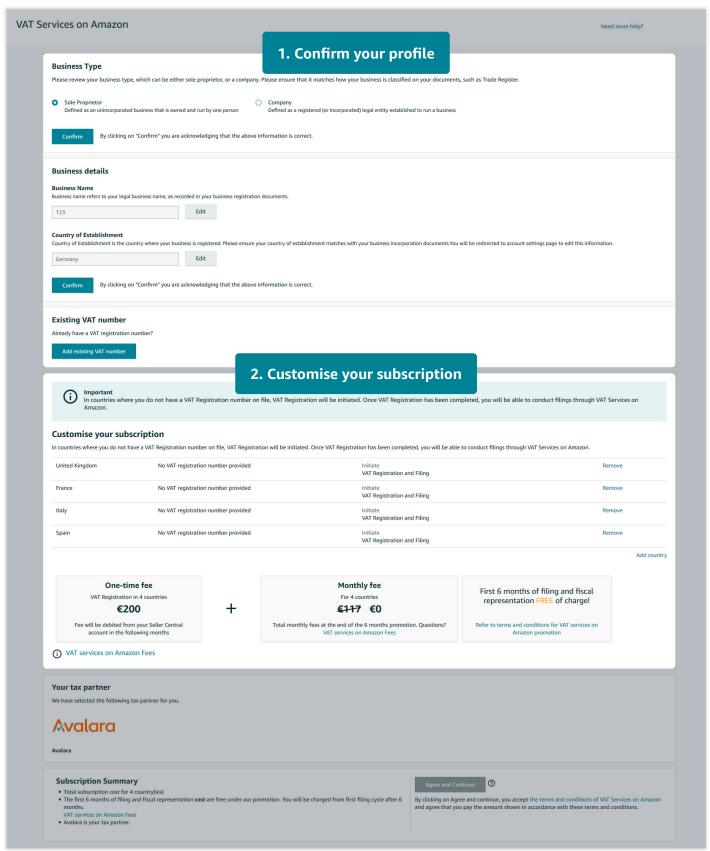
Once you are ready, click on 'Start now' to proceed and sign up for VAT Services on Amazon.

You will be redirected to the VAT Services on Amazon dashboard. You may return to this dashboard at any time in the future by clicking on 'Manage your VAT' under the 'Reports' tab on the Seller Central home page.





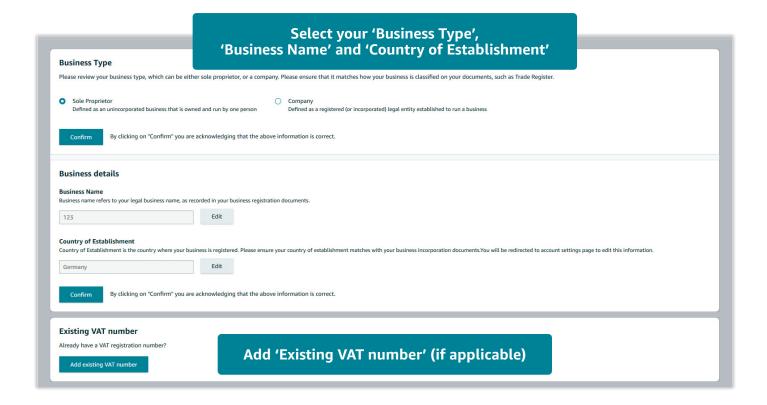
VAT Registration







1. Confirm your profile information



On this page, you need to provide and confirm information about your business type, your business name and country of establishment. The resulting set of questions must be completed in full. If nothing needs to be updated, you can click on the 'Confirm' button to move on to the next step.

If something needs to be updated, please click on the 'Edit' button to update.

The answers provided in the form will be used by the tax service provider to pre-fill the necessary application forms on your behalf, for all the countries you will select in the next step, allowing you to save time and effort.



Please note that in case we detect an error in your business type or business name provided, you will get an error notification on your dashboard with the relative instructions to fix the error. Fix the errors following the instructions provided. The new information will be updated on your dashboard in real time.

Existing VAT numbers:

If you already have existing VAT registration numbers for any European country, you should add them by clicking on the 'Add existing VAT number' button. You will be redirected to your Tax Settings page, where you will be able to add any existing VAT number. Once completed, you will be able to return to this dashboard directly or by clicking on 'Manage your VAT' under 'Reports' in the main navigation tab.







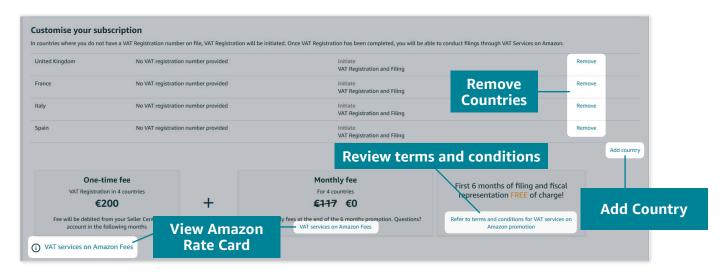
Please note that the validation of existing numbers make take up to two working days. If your existing VAT numbers for one or more countries is not validated after two working days, you will still be able to click on the 'Continue' button and proceed with the other countries. You will be able to add the countries still pending their VAT number validation later from your VAT Registration dashboard.

2. Customize your subscription

Simplifying compliance

In this section, you can customise your subscription by selecting the countries in which you want to be VAT registered. If you want to add any country, you can click on 'Add country'. If you want to exclude any of the countries displayed, you can do it by clicking on the 'Remove' button.

Additionally, please review the '**Promotion terms and conditions**'. If needed, you can view the Amazon Rate Card, where you will find more information about the fees.



Please note that if you are already VAT Registered through VAT Services on Amazon, and you want to expand you EU business, you can easily add the eventual missing countries on VAT Services on Amazon via add country at any point any time.

Depending on whether you have a valid VAT number recorded in Seller Central or not, for a specific country, VAT registration or VAT Filings for that country will be initiated.

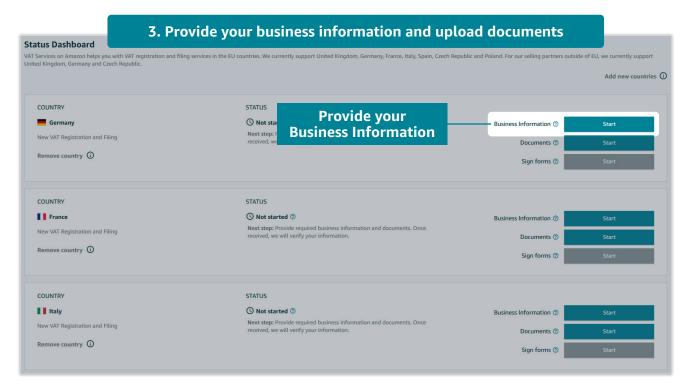
- Valid VAT number recorded in Seller Central VAT Filing will be initiated
- Valid VAT number not recorded in Seller Central VAT registration will be initiated

Lastly, to confirm your subscription to VAT Services on Amazon, review the terms and conditions and click on the 'Agree and Continue' button.





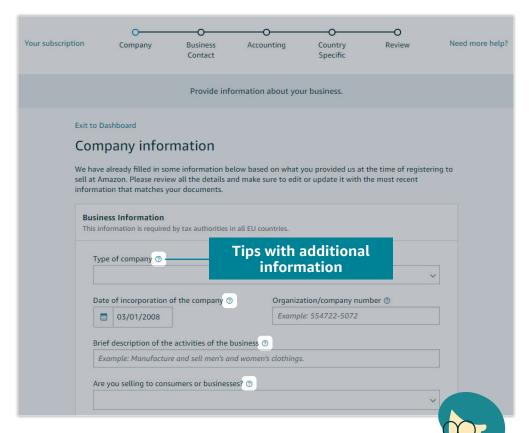
Once completed, you will be redirected to your Status Dashboard. On this Dashboard, you will be able to view the country-by-country status of your subscription.



3. Provide your business information and upload documents for verification

On your Status Dashboard, you will be able to proceed with the next steps:

a) Provide your business information in the online form





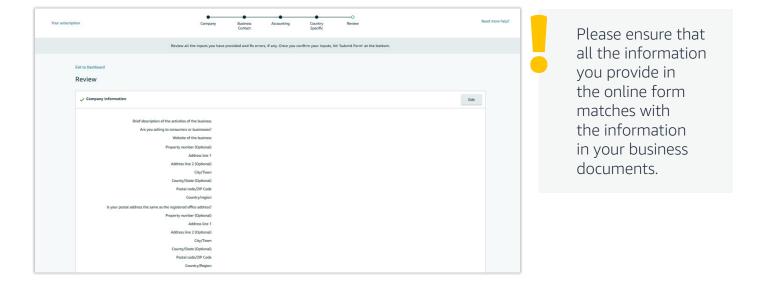




Click on the button 'Start' next to Business information. You will be routed to the online form where you will fill in all the necessary information.

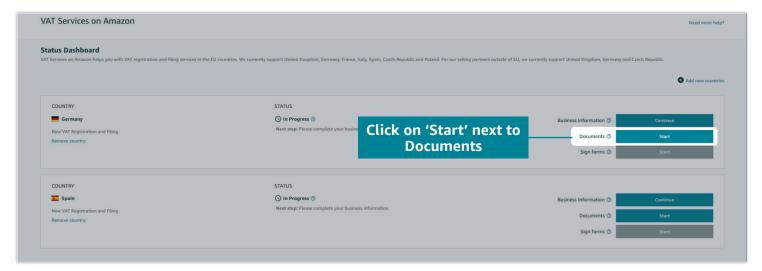
This process will take 5 to 10 minutes on average, and you will find tips throughout the form to give you more information, if needed.

At the end of the form, you will be able to review all the information provided.



b) Collect and upload documents for verification

Once completed the business information, click on the button 'Start' next to 'Documents'.

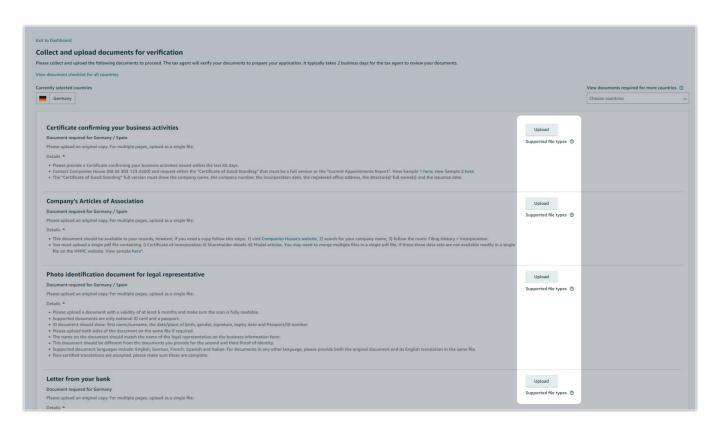


You will be routed to the 'Collect and upload documents for verification' page, where you will find the list of documents needed, the descriptions and samples of the documents, and the customised instructions, based on your location, on how to get the necessary documents from your country's Tax Authorities.

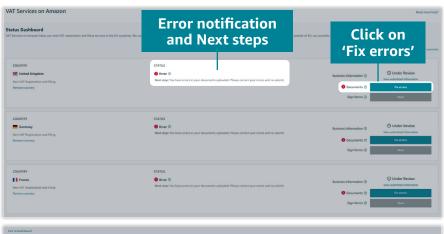
You will need to collect the required documents and upload the scanned versions of the originals on this page by clicking on the 'Upload' button next to each document required.



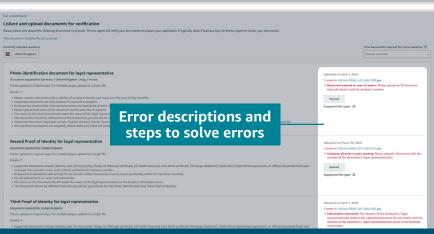




In case of an error, you will see an error notification on your Status Dashboard. You can click on 'fix errors' where you will find the description of the error and the steps that you will need to take to solve the error. You will also receive an email notification and be shown a description of the error in Seller Central.



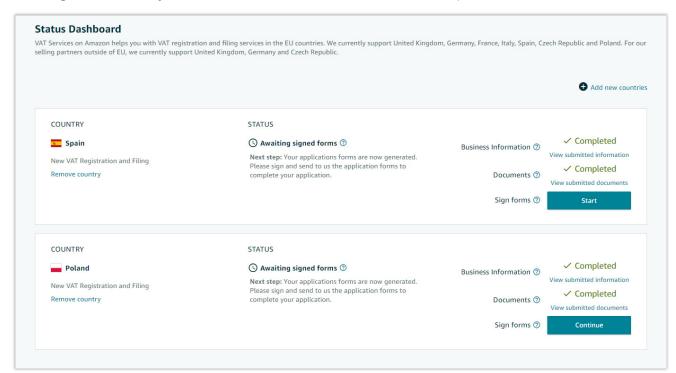
Note: When taking corrective action, please ensure that you correct all errors as one document may have several errors.







Once your business information and all documents have been verified and there are no errors or missing documents, you will be able to continue to the next step.



4. Download, sign and post hard-copy documents

Once your business information and all documents have been verified, you will be able to click on the button 'Start' next to the Sign Form.



Please visit the 'Sign forms' page for each country from your dashboard and complete the following steps to proceed:

a) Download, print and sign the application forms.

Since the form and documents provided have been verified, you will be now able to click on the 'Download' button, you will be able to download:

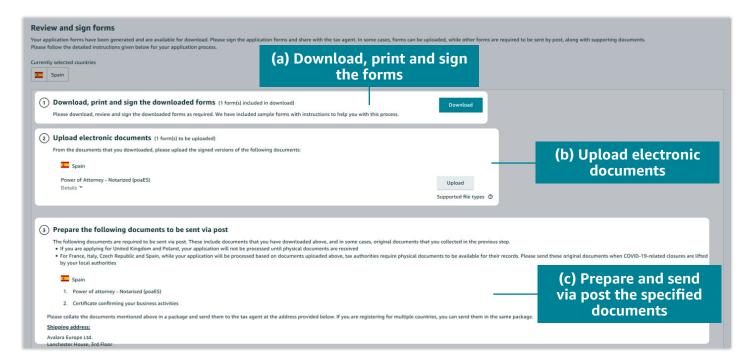
- Pre-filled application forms
- Pre-filled Power of Attorney's (POA's)

Please print each of the documents and sign where required. Once



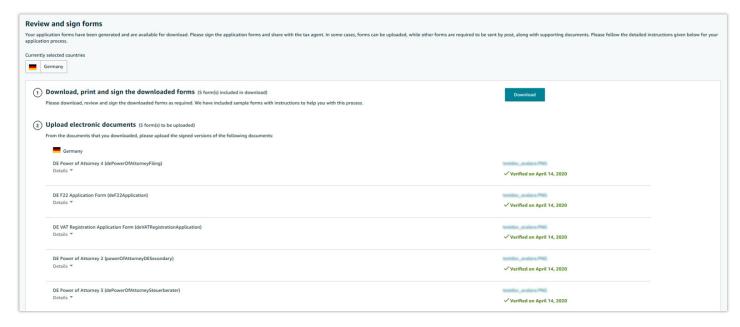


signed, you can upload them directly in the 'Upload electronic documents' section.



b) Upload electronic documents

Scan each document requested in the 'Upload electronic documents' (only one document per type), and upload the scans. These documents will appear as 'Verified' once the tax service provider confirms that the documents provided are correct.



c) Prepare the specified documents to be sent via post

Collect all the hard copies of original documents as requested. Please add the physical signed documents you have printed for *Step* (*a*) along with the official copies you collected from the authorities.



d) Post the signed forms and original documents to the tax service provider as per instructions.

Follow the instructions on the screen to send via post the signed forms and supporting documents to the service tax provider at their address. This is necessary because tax authorities require hard copies of documents. From here, your documents undergo a final verification process by the tax service provider and will be forwarded to the tax authorities for processing.

To make sure you have not missed any documents, you will be able to print the summary checklist to guide you when preparing the package for the tax service provider. Once you have posted the documents, you can click on 'Done' and you will be able to track whether the tax service provider has received the documents. You will then be able to see all the steps as 'Completed' for each of the sections.

The results of the service tax provider checks (verified status, error status) will be displayed on the dashboard and you will be able to track them at any later date by returning to the VAT Services on Amazon in Seller Central.

If there are any errors or missing documents in your application package, you will receive an email notification with detailed information about the same.

When taking corrective action, please ensure that you correct all errors as one document may

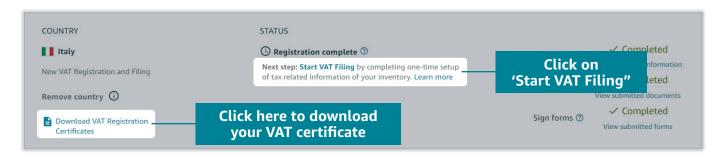
have several.

4. Get your VAT Number(s)

Congratulations on receiving your number!

As your VAT number(s) and DE Tax Certificate are received, they will be added to your Seller Central account. You can also expect to receive an email regarding detailed information about how to begin submitting your VAT filings through VAT Services on Amazon.

You will be able to download your VAT Registration Certificates directly from your Status Dashboard and start your VAT Filings by clicking on 'Start VAT Filings'.



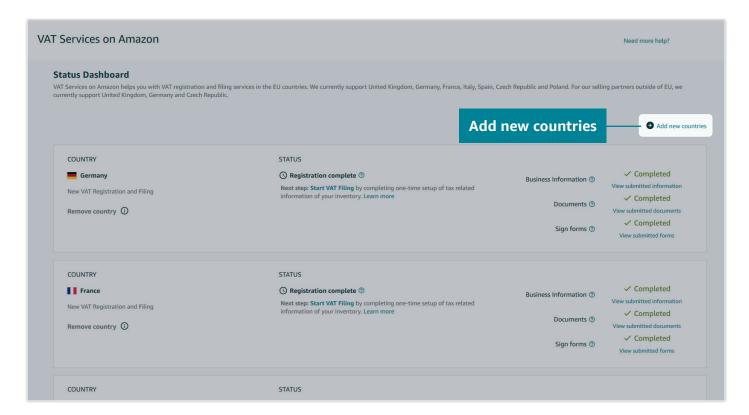
Your VAT Number(s) will be uploaded automatically in your Tax Settings page.



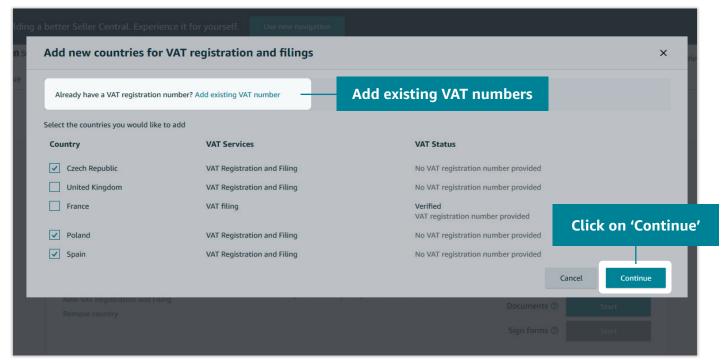


Add new countries

If desired, at this stage you will be able to add more countries by clicking on 'Add new countries'. You can click on 'Add new countries', select the countries you would like to add and click on 'Continue'.



At this stage, you can add existing VAT numbers if you have them for the countries selected.



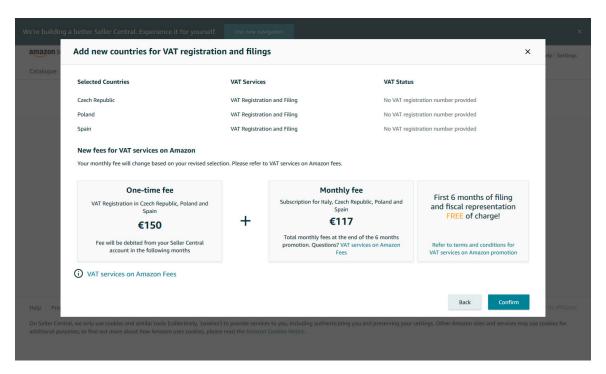




At this stage, you can review the current fees for the countries you had selected at registration, the new fees for the countries you have just added and the new total payment for registration.

You can also review the 'Promotion terms and conditions' that apply.

Once you have reviewed, you can click on 'Confirm' and validate your selection.



How long will it take to get the VAT Registration Number(s)?

Timelines for VAT registration can vary greatly, depending on the jurisdiction(s) in which you are registering for VAT. Once you have filled in the form and have successfully gathered all the required documents:

- The tax service provider will take no more than five working days to submit your applications to the tax authorities.
- The tax authorities will process most VAT applications within:

Country	Approximate time for receiving VAT numbers post application submission			
United Kingdom	4 to 6 weeks			
Germany	6 to 14 weeks			
France	9 to 11 weeks			
Italy	6 to 8 weeks			
Spain	6 to 8 weeks			
Poland	4 to 6 weeks			
Czech Republic	2 to 3 weeks			





Get support through the process of VAT Registration

You can directly contact Avalara if you need help with the specific cases provided here below:

- 1. Tax notice management;
- 2. Change of business details after your VAT registration is complete.

To contact Avalara, follow the path here below:

Seller Central > Reports > File your VAT > FAQ > I have a question related to Tax office notices. How can I get support? > Message Tax Agent

You can instead contact Amazon's Selling Partner Support for any other case you might need support with by clicking **here**.



Please note that Amazon does not provide tax and legal advice to sellers and that Avalara's role under VAT Services on Amazon is limited to VAT compliance reporting. We thus recommend to contact your external tax advisor for tax and legal advice.

If you do not have a tax advisor, you can **click here** to find a company to help you with tax advisory services.









1. I show as "Eligible" for VAT Services on Amazon in the "Manage your Services" menu of my Seller Central account. What does this mean?

You have signed up for VAT Services on Amazon by accepting the service's **terms and conditions**. You are now able to view the 'Manage your VAT' navigation item (located in Seller Central under 'Reports') and are ready to select VAT services for supported countries. Until you have selected and successfully signed up for VAT services for a particular country, there are no charges for this service.

To sign up for one or more countries to receive VAT Services on Amazon, navigate to 'Manage your VAT' and select the countries of your choice, as described in the VAT Registration chapter. If you are eligible, you will be notified and shown the appropriate fee for your country selections, and will be requested to confirm selection and fees by clicking 'Agree and Continue'. Only once you then click 'Agree and Continue' are you enrolled to the selected VAT Services on Amazon, and the respective annual fees will be charged to your seller account.

2. Do you have any promotions?

To learn more about the VAT Services on Amazon fees and our current promotion, please **click here**.

3. What is the payment process? Should I pay to tax service providers first, and then get reimbursement?

For VAT registration, VAT filings services and tax representation, the fee will be debited directly from your main Amazon Seller Central Account. We will send a communication prior to debiting your account with the amount to be debited and exact date of debit. You do not need to pay the tax service providers. You will be charged by Amazon directly after your promotion period, if applicable.

If you are interested in additional services, such as tax advisory services, you can engage separately with the tax service provider, outside of VAT Services on Amazon.

4. Does the VAT Services on Amazon monthly fee include the VAT related to the subscription fee?

Price does not include the VAT related to the VAT Services on Amazon subscription fee. If applicable, this value will be included on your invoice and deducted from the balance of your Amazon Seller Central Account, and you will be able to see it as a 'Miscellaneous Adjustment' on your Transactions page. You can reclaim the VAT amount through your periodic VAT return as a normal input VAT charge.





5. When will I be charged?

You will be charged the one-time VAT registration fee, per country, after you have signed up with VAT Services on Amazon. For VAT filing services and tax representation, if applicable, we will start charging a monthly fee after your first filing is generated or after your promotion period ends, if applicable.

6. Why do I need to fill in a form?

In order to proceed with VAT registration, the local tax authorities require some basic information about your business. The tax service provider will mainly use the answers provided in the form to pre-fill the necessary application forms on your behalf, for all the countries you selected, allowing you to save time and effort.

7. Why do I need to provide documents?

As part of the registration process, the local tax authorities require that VAT registration applications be accompanied by a number of supporting documents.

Required documents can include (but might not be limited to):

- 1. Certificates confirming your business activities
- 2. Local VAT registration certificates
- 3. Official letters from your bank
- 4. Proof of identity of the legal representative

You will only be asked to collect documents that are required for your VAT registration.

8. Why do I need to provide multiple copies of documents?

Each VAT registration application is processed by the country-specific tax authorities; for this reason, depending on your selection of VAT services, you might be asked to provide up to seven Official Copies of any given document (one for each tax authority).

9. What is an Official Copy? Can I submit a photocopy instead?

An 'Official Copy' is a copy of a document, issued by a tax authority or relevant government body. Unless otherwise stated, photocopies, web downloads and screens printed from web browsers will not be accepted by the tax authorities in the place of 'Official Copies'.

10. I am being asked to notarize and apostille some documents – why?

To ensure that certain types of documents are official and valid, some tax authorities will only accept notarised official copies.

11. What is a notary?

A notary is a public officer authorised to perform certain legal formalities, including certifying documents for use in other jurisdictions.





12. Some documents are difficult to obtain. Can I register for VAT without them?

No. All documents requested by VAT Services on Amazon are mandatory, and without them, it will not be possible to proceed with your VAT Registration requests.

If you are having difficulty obtaining any of the documents, please **contact our Seller Support**.

13. I have applied for transfer. When will my third-party tax service provider start submitting my VAT filings?

After you have provided all the required documents for the transfer, the tax service provider will submit them to tax authorities and start the transfer process. Once the transfer is completed and you have successfully changed your tax service provider to VAT Services on Amazon, your tax service provider will onboard you for filings. At that point, you will be set for filing in both Amazon and the tax service provider's systems and the provider will start submitting your VAT filings.

14. Who will take care of my VAT filings during the transfer process?

It is up to the seller to ensure its previous tax service provider takes care of its VAT filings during the transfer process.

15. Can I choose the date to begin my VAT Filing with my third-party tax service provider on VAT Services on Amazon?

You will be able to share a preferred start date when completing the form with your business information, but you will not be able to select the exact date to begin your VAT filings via VAT Services on Amazon.

16. Will there be any impact on my current VAT number if I transfer to VAT Services on Amazon?

No, there will be no impact and the VAT number(s) will still be valid. However, if you are on the flat rate scheme in the UK, you will have to transfer over to standard scheme.

17. Which is the fee for transferring to VAT Services on Amazon?

You can transfer to VAT Services on Amazon free of charge. Only after your first filing cycle will you be debited the cost of the VAT filings. **Please click here to find more information about our fees and current promotions**.







- **VAT Services on Amazon**: Seller Central solution for VAT registration and filing.
- **VAT Resources Website**: Primary external location for consolidated VAT information.
- **VAT Services on Amazon fees**: Flyer describing the VAT Services on Amazon fee structure.
- **VAT Education Handbook**: Our educational resource where you can learn about all the fundamentals about VAT.
- **VAT Calculation Service**: Service that provides Amazon sellers with VAT calculation and VAT invoicing functionality for all their Amazon sales.
- KPMG Litmus Test: KPMG developed test that aids in understanding where VAT obligations exist.



VAT Services on amazon

Simplifying compliance

Amazon Services Europe S.à r.l. 38 avenue John F. Kennedy, L-1855 Luxembourg Registered in Luxembourg No. B-93815, Share Capital 37.500 EUR, Business License Number: 132595, Luxembourg VAT Reg. No. LU 19647148.

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