

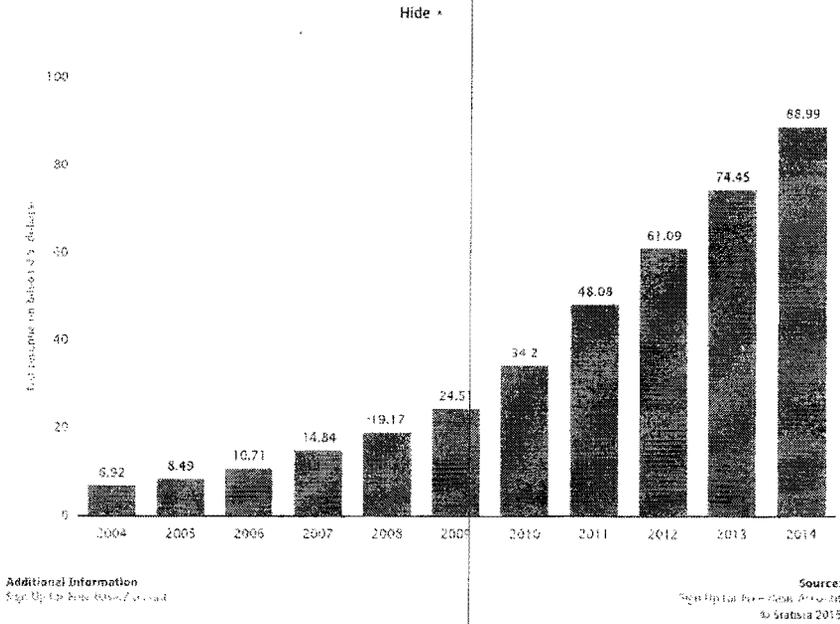
Net sales revenue of Amazon from 2004 to 2014 (in billion U.S. dollars)

The time series shows the net revenue of Amazon.com's B2C e-commerce sales from 2004 to 2014, in billion US dollars. In 2014, the multinational e-commerce company's net revenue was 88.99 billion U.S. dollars, up from 74.45 billion US dollars in 2013.

Amazon.com, an American electronic commerce company originally founded in 1994, is the world's largest online retailer of books, clothing, electronics, music and many more goods. Amazon is also the producer of the world's most famous e-book reader, the Amazon Kindle.

Through Amazon, consumers are able to purchase goods at a rather discounted price from both small and large companies as well as from other users. Both new and used goods are sold on the website. Due to the wide variety of goods available at reasonable prices, Amazon has dominated the retailer market, having the highest brand value out of the most valuable retailers worldwide as of 2014. The company's brand worth amounts to approximately 64.3 billion U.S. dollars, topping the likes of companies such as Walmart, Ikea, as well as eBay. A major item that is in demand is the Amazon Kindle, which as only recently gained success and popularity in the market. In 2011, the Kindle sold a mere 5.5 million units, but was projected to quintuple its sales in 2013 by selling 28.1 million devices.

Due to its location, Amazon offers more services in North America than worldwide. As a result, the majority of the company's net revenue in 2013 was actually earned in the United States and Canada. Approximately 44.5 billion U.S. dollars was earned in North America compared to only roughly 29.9 billion U.S. dollars internationally.



STATE BOARD OF EQUALIZATION



Appeal Name: Todd & Kate Bentley
 Case ID: 593582 ITEM # B3
 Date: 4.21.15 Exhibit No: 4.4
TP FTB DEPT PUBLIC COMMENT

Appellant's Additional Information
 B3
 April 28, 2015
 Todd Bentley and Kate Bentley
 593582