

# So, why is Amazon all cozy with Awardco, anyway?

Amazon has informed Awardco on several different occasions that each and every one of our competitors has tried to replicate a partnership with them at some point. Amazon continues to reiterate that Awardco is the only recognition vendor they are interested in a partnership with currently.

## Why Awardco?

Customer obsession is one of the pillars of Amazon, and they require the same from their partners. Awardco has proven itself equally dedicated to customer obsession, which means Amazon can trust that our clients will have a positive experience.

Amazon's foundation was not based on making the most money, but on creating the best company possible. With a similar foundation, Awardco focuses on driving value back to clients. We prioritize the recognition experience over profiting from rewards budgets. In this way, Amazon and Awardco are foundationally aligned.

Amazon does not allow their products to be marked up. Awardco is the only recognition provider that does not and will not mark up any products.

Awardco has been deemed the most innovative company in the recognition space, a critical factor when it comes to working with Amazon and other companies.



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