



PRESS RELEASE

## **TradeBridge and Amazon Launch Term Financing for Sellers.**

New Term Financing offer from TradeBridge, provides Amazon sellers with access to funds of up to £5 million in growth capital.

**LONDON, [25th February 2025]:**

TradeBridge and Amazon today announced the launch of Term Financing, a new offer designed to support the continued growth of businesses selling on Amazon. This collaboration offers eligible sellers access to funds of up to £5 million, based on their Amazon business revenue and performance.

Term Financing provides a straightforward funding solution for Amazon sellers looking to expand their operations. The application process is simple and fast, with no obligation, and no hidden fees. Applicants can expect to hear a response in as little as 2 hours, and finance terms are clearly stated upfront.

Once approved for Term Financing with TradeBridge, sellers have the flexibility to choose the term that suits their preferred monthly repayment schedule. They can also select the date for the funds to be deposited in order to support key business activities and optimise cash flow. Sellers are also able to determine the repayment date that best fits with their business needs and accounting schedule. Offers remain valid for 30 days.

*"We know from our sellers in the UK that Term Financing options are an important means for increasing cash flow, and growing and expanding their businesses," said John Boumphrey, Amazon UK Country Manager. "We are excited to partner with TradeBridge to offer Term Financing which will benefit a range of sellers on Amazon, whether they are looking to simply better manage cash flow or support larger scale investments like infrastructure and technology upgrades. We remain committed to supporting the growth of small businesses on our stores by providing them with flexible, accessible funding options."*

Seb Miles, Co-CEO TradeBridge said, *"Online sellers need fast access to funding to seize growth opportunities. This partnership empowers ambitious marketplace SME's to scale. We are delighted to have been selected by Amazon to be one of two funding partners for their UK sellers".*

Businesses require a minimum of six months' trading history on Amazon before they are eligible to apply. Eligible sellers will receive an invitation to apply for Term Financing on Seller Central. TradeBridge will process all applications.

For more information on Term Financing, please visit:  
<https://sell.amazon.co.uk/programmes/amazon-lending>. For more information about TradeBridge Marketplace solutions, please visit <https://www.tradebridge.com/marketplace>

### **About TradeBridge**

For over ten years, TradeBridge has supported entrepreneurial SMEs all over the world with innovative finance solutions. Amazon has partnered with TradeBridge in the UK to offer sellers flexible, fair and transparent business funding. No hidden fees, no personal guarantees and no fuss – allowing you to focus on scaling your business. For more information, visit <https://www.tradebridge.com/marketplace>

### **About Amazon**

Amazon is guided by four principles: customer obsession rather than competitor focus, passion for invention, commitment to operational excellence, and long-term thinking. Amazon strives to be Earth's Most Customer-Centric Company, Earth's Best Employer, and Earth's Safest Place to Work. Customer reviews, 1-Click shopping, personalized recommendations, Prime, Fulfillment by Amazon, AWS, Kindle Direct Publishing, Kindle, Career Choice, Fire tablets, Fire TV, Amazon Echo, Alexa, Just Walk Out technology, Amazon Studios, and The Climate Pledge are some of the things pioneered by Amazon. For more information, visit [amazon.co.uk/about](https://amazon.co.uk/about) and follow @AmazonNewsUK.

### **ENDS**

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