

Sharing the Amway™ Opportunity

This document provides requirements and guidelines for all business owners when presenting the Amway™ business to a prospect(s) or other IBOs. It is important to always accurately describe how IBOs earn income* through retail margin, the Amway™ IBO Compensation Plan (the Plan) and discretionary growth incentives, along with building a sustainable business.

Guiding Principles *for all messages*

Above all, opportunity messaging must be **truthful, accurate, realistic** and **not misleading**.

- **Speak to how money is made** whenever possible, rather than an amount of money that can be made. Limit use of income examples.
- **There is room for everyone.** The Plan can accommodate those with modest goals, such as a part-time retail business, and those with long-term goals that require greater effort and commitment.
- **Avoid references of “wealth,” “financial freedom” or “replacement income.”** Instead focus on supplemental income goals. Examples include saving up extra money towards a bill, a hobby or other interest.
- **Do not exaggerate** or make extravagant income or lifestyle claims.
- **Limit income representations** for any prospect/IBO audience to performance data supplied by Amway. This data supports a reasonable expectation of what each audience can achieve.
- **Personal testimonials must be true** and appropriate for the target prospect/IBO audience.

All messages **MUST include...**

- ✓ Appropriate disclosures and context regarding income*, additional start-up fees, percentage of business owners achieving and time to achieve. Amway supplies all required disclosures.
- ✓ Explanation that Amway provides all products and the IBO contract, including the Amway™ IBO Compensation Plan and the IBO Rules of Conduct.

*All income representations above the typical published by Amway must include disclosure of the typical and additional disclosures; “income” includes payments from Amway to the IBO; excludes retail margin on IBO sales out of inventory not tracked on Amway’s platforms.

All messages **MUST NOT include...**

- ✘ Misleading synonyms for Amway
- ✘ Exaggerated or extravagant income and lifestyle claims
- ✘ Unauthorized product claims
- ✘ Representations that the business is built through personal use and recruiting others to do the same
- ✘ Representations that selling is not required
- ✘ Personal testimonials that are inaccurate or inappropriate for the audience

CAN include if you choose...

IBO's personal testimonial

Testimonials must show appropriate disclosures (including typical results) and context, up to the income and qualification level appropriate for the audience. For example, for messages to prospects, include information up to Founders Platinum only.

Expectations in terms of time and effort must be realistic and include typical results, as provided by Amway.

Balanced business approach

The most sustainable businesses feature a balance of consistent Verified Customer Sales and building a selling team of other IBOs who do the same.

Product claims authorized by Amway

Use only language specifically approved by Amway. Language may not be altered.

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Income Messages for Prospects

The Amway™ opportunity should be described to prospects and new IBOs as a way to achieve supplemental income* earned through making registered and Verified Customer Sales, retail sales and building a team that does the same. Prospect conversations may cover two business journeys: first-year income and Founders Platinum income.

Do not exceed the following potential income* examples. Alternative sustainable business structures may be shared if they do not exceed income examples.

FIRST-YEAR INCOME JOURNEY

When you:

- Make Verified Customer Sales
- Sponsor three to six frontline IBOs
- Grow from 3% Performance Bonus level to 12% level in the first 12 months

You can earn:

- Retail margin +
- Plan bonuses +
- Discretionary Customer Sales Incentive on all Verified Customer Sales (while below 12% level) =

Earn up to \$3,100 annually

Not quite ready to build a team? Start with selling!

When you focus on building customer relationships and growing product sales, you can earn **up to \$1,200 annually** – from Verified Customer Sales alone!**

SAMPLE CONVERSATION

Begin by understanding a prospect's personal motivations. Determine if they are looking for part time or supplemental income*, or to begin a longer-term, larger business – then **share the appropriate business journey**. You might ask:

- What are your goals for right now? For the future?
- Have you ever considered owning your own business?

For the calendar year 2019, the average income from Amway for all U.S. registered IBOs at the Founders Platinum level and below was \$550 before expenses [www.amway.com/income-disclosure]. Additional incentive programs have been added since 2019 for first year IBOs. Earnings depend on many factors, including: customer base, business experience, effort, dedication, and quality and performance of an IBO's sales team.

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** Assumes IBO is achieving 3% Performance Bonus level each month and earns three New IBO Incentive awards (\$75, \$100 and \$100, respectively).

FIRST-YEAR INCOME JOURNEY

Introduce the business

- As an Amway™ IBO, you sell on-trend, must-have products that customers love.
- These sales earn you income from retail margin, the Amway™ IBO Compensation Plan and discretionary growth incentives.

Break down potential first-year income

- In your first year, learning about Amway™ products and making Verified Customer Sales can earn you up to \$1,200 in potential income. What would you do with an extra \$100 per month?
- Some first-year IBOs who are interested in higher potential income choose to build a small selling team. This team helps you grow your business.
- By sponsoring three to six people – and helping them sell products and build selling teams too – potential earnings could be up to \$3,100 total in year one.

Share your own first-year testimonial and goals

- During my first year, my goal was to save up money toward a bill. My Amway™ business got me there!

Talk about resources and proof points

- Success at any level takes time and effort.
- You are in business for yourself, not by yourself. Amway has tools and training to help you on your way. Plus, your sponsor is there to guide you and give advice.
- This opportunity has been proven for over 60 years. All types of people have been successful.

FOUNDERS PLATINUM INCOME JOURNEY

When you:

- Maintain a higher volume of Verified Customer Sales
- Sponsor 12 frontline IBOs and help them on their way to 25% Performance Bonus level
- Achieve 25% level for 12 months

You can earn:

Retail margin +
Plan bonuses +
Discretionary Q12 growth incentive of \$15,000
(by meeting additional criteria) =

Earn up to \$53,400 annually

FOUNDERS PLATINUM JOURNEY

Inspire them towards Founders Platinum

- How far you want to take your business is completely up to you.
- A great future goal is Founders Platinum level. You can achieve it by qualifying at maximum Performance Bonus level (25%) for 12 consecutive months.
- Get there with a balanced business. Make your own Verified Customer Sales and build a sales team of 12 or so business owners who do the same.
- You will be growing in width and depth. Width brings you initial profit from your team. And helping frontline IBOs build their own businesses creates depth. That's sustainability!
- With proper balanced structure, more Verified Customer Sales and retail sales, and more volume, you can qualify at 25% level for 12 months in a row. That could mean \$3,200 in monthly income.
- Plus, if you meet those requirements, you will be close to achieving a \$15,000 discretionary incentive.
- Altogether, that's \$53,400 in annual earnings.
- It doesn't stop there. If you help other team members get to Founders Platinum too, you can become eligible for the 6% Leadership Bonus.

Suggest achievement and rewards beyond Founders Platinum

- If you choose to continue growing past Founders Platinum, you could make it to higher levels of earning.
- Achieving Founders Platinum and beyond takes a more intentional business structure. It requires many more sales, more time and a more professional approach to the business – because you're becoming a leader of others.
- The option is there if it feels right to you.

REMEMBER: Always refer to the Amway™ Rules of Conduct and share all relevant disclosures.

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Frequently Asked Questions



What maximum income* examples can IBOs share at each business level?

For prospects, maximum income examples are:

- *First-year income:* Up to \$3,100 annually
- *Founders Platinum:* Up to \$3,200 monthly, plus discretionary \$15,000 Q12 incentive (\$53,400 total annual income)

How can IBOs respond to prospects who ask about earning higher levels of income?

Focusing on short-term, achievable goals gives prospects a better idea of what to expect as they begin and helps them truly see themselves as business owners. IBOs can acknowledge the possibility of greater potential income farther down the road without naming specific amounts.

Can an IBO share their personal income totals, even if they exceed examples provided by Amway?

Yes, IBOs may share their personal income totals as long as they adhere to the guiding principles when sharing. IBOs must emphasize that these earnings are not typical, and must share the appropriate disclosures and examples provided by Amway.

What are IBOs allowed to share in personal testimonials?

Sharing a personal testimonial is a powerful way to describe an IBO's role, responsibilities and earning potential to a prospect or business owner. Some best practices include aligning your examples to the prospect's/IBO's needs and goals, focusing on your experiences, activities and behaviors that helped you make money, and emphasizing the time and effort you invested in growing your business. For prospects, lifestyle claims in testimonials must not exceed an income level of \$53,400.

How should IBOs describe what they do?

While the role of IBOs comprises many behaviors, responsibilities and activities, IBOs should emphasize how they earn income through Verified Customer Sales of Amway™ products and building a selling team that does the same.

Are IBOs allowed to reference switching to everyday Amway™ products as a way to save money or earn income?

IBOs may only reference personal use of Amway™ products as a way to learn about the products, use them for reasonable self-consumption and create a personal testimonial. Personal use of Amway™ products may never be referenced as a way to save money or earn income.

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