

10 Fast Facts

Amway Core Plus⁺

The Core Plus⁺ Incentives programme, which supplements the Core Plan, is the latest way that Amway empowers and motivates ABOs to set goals and achieve them — and rewards you for your leadership. Core Plus⁺ early incentives launch after the new website and the Business Activity Harmonization Programme launch in your market. Additional Core Plus⁺ leaders' incentives will launch in PY22.

1. Core Plus⁺ is Amway's discretionary incentives programme.

Core Plus⁺ incentives complement the Amway Sales and Marketing Plan (Core Plan) by **rewarding best practices in building a strong, sustainable business**. ABOs can start earning Core Plus⁺ rewards from the first purchase by a registered customer (verified customer sale), and incentives grow along with their business.

2. Core Plus⁺ was created in response to ABO feedback.

While designing Core Plus⁺, leaders **consulted with ABO leaders worldwide** to ensure the Amway opportunity remains competitive and meets expectations of both ABOs and leaders.

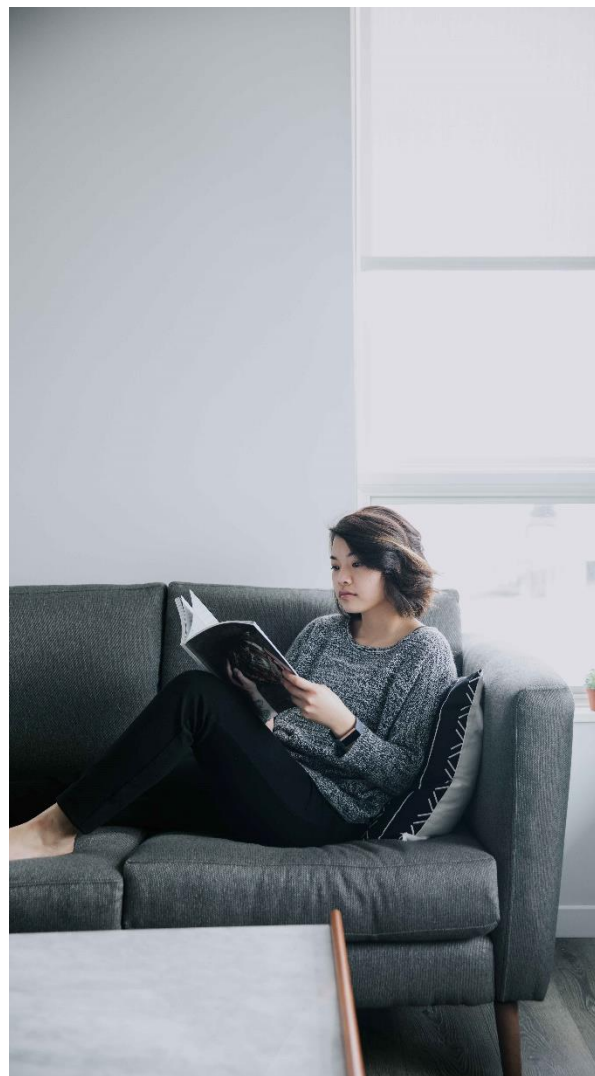
3. Core Plus⁺ aligns with the Core Plan.

Both Core Plus⁺ and the Core Plan reward ABOs for following **tried and tested business-building practices**, including successfully promoting products to customers and establishing a healthy business structure. Most Core Plus⁺ incentive payments are based on Core Plan achievements.

4. Core Plus⁺ offers ABOs greater rewards, earlier — helping them build sustainable teams.

Core Plus⁺ keeps ABOs engaged and inspired to grow (and support your growth as a leader) by:

- **Rewarding** them for serving customers and building a team.
- **Recognising** them sooner for sustainable business-building activities, such as recommending the right products to support customer sales.
- **Preserving** leader income and equity with premium compensation opportunities.



5. With Core Plus⁺, new ABOs can start earning money sooner.

For ABOs at 0% to 9% on the Performance Bonus Schedule, the **Customer Sales Incentive⁺** (CSI) pays up to 10% on verified customer sales. That's in addition to the retail margin!

6. Core Plus⁺ rewards ABOs for growing business to the next level.

For ABOs at 9% or higher on the Performance Bonus Schedule, the **Bronze Foundation Incentive⁺** encourages ABOs to support customer sales and build a team of ABOs who generate product sales volume.

7. With Core Plus⁺, business builders can aim for a new Bronze pin.

For ABOs at 15% or higher on the Performance Bonus Schedule, the **Bronze Builder Incentive⁺** rewards ABOs for practicing skills that can take them to Silver Producer, Gold Producer, Platinum and beyond! These strong, sustainable business builders can be recognised for their achievements with a new **Bronze pin**.

8. Core Plus⁺ lets leaders earn more.

Silver Producers and above can boost their earnings from Core Plus⁺ and the Core Plan by achieving lasting growth and balancing their business' width and depth. Core Plus⁺ helps **Platinums grow to — and maintain — Founders Platinum qualification**, which can enable leaders to earn more through Global Award Recognition and Founders Achievement Award.

9. Core Plus⁺ taps into Ruby Volume.

Ruby Volume (Ruby PV) can help you **optimise your income** from Core Plus⁺ and the Core Plan. Focusing on it can lead to:

- Larger **Leadership Bonuses** on qualified legs.
- More income from **Differential Performance Bonus** on non-qualified legs.
- **Opportunities** for future qualified legs.
- **Extra Core Plus⁺** incentive earnings.

10. You will be able to track your progress toward Core Plus⁺ incentives and your current earnings.

With each incentive launched in your market*, your Amway™ Core Plus⁺ Dashboard will display your **estimated earnings** based on your business activity, requirements to earn each incentive and your progress toward earning Core Plus⁺ incentives, details **about customers** and sponsored ABOs**, a **line of sponsorship (LOS) map**, and more.

You and the ABOs in your business group can use this timely information to plan your month and year, and to set your business goals (for example, to earn Bronze rewards).

**The Bronze incentives and Bronze Pin will first be available to ABOs in Italy in May 2021.*

***Customers details will only be available when CSI will have launched in your market.*

