

Core Plus+

Discretionary
Incentives
Programme

Performance Year 2022

Amway



Strategic direction for Amway

Amway Business Owner success

PRODUCT
EXPERIENCES

ABO
INCENTIVES

LEADER
GROWTH SOLUTIONS

DIGITAL
TRANSFORMATION

Developing **insight-driven strategies** in partnership with Amway Business Owners (ABO)

Focusing on profitable and sustainable business activities: **structure and product promotions to customers**

Encouraging a culture of **product promotion**

Creating **positive, seamless experiences** for ABOs and customers

**With the support of
the Founding Families,
Amway is investing
even more in ABO
compensation.**



Solving for need

**Business builders
are eager to earn
meaningful income
and recognition...**

BUT

**it can take longer than
desired to reach
competitive earning levels**

**Leaders want to
maximize Amway
bonuses and
incentives...**

BUT

**not all business
structures are
sustainably profitable**

Based on a fast changing marketplace

- 1 Evaluated factors that affect ABO earnings
- 2 Listened to ABO leaders around the world
- 3 Benchmarked competing opportunities

DIRECT
SELLING
COMPANIES

FLEXIBLE
WORK
OPTIONS

TRADITIONAL
INDUSTRIES



OUR ANSWER

Core Plus⁺

The global Amway™ **Core Plus⁺** discretionary incentives programme replaces Growth Incentive Programme (GIP) and complements the Amway™ Sales and Marketing Plan (**Core Plan**) to reward best practices in building a strong, sustainable and profitable business.



Core Plus+ goals

1

Help new ABOs and builders earn more

Incentives make it easier to promote products to customers and build sales teams.

2

Meet ABOs' expectations and improve ABO engagement

ABOs earn sooner and stay inspired

3

Further reward profitable and sustainable structures

Core Plan and Core Plus+ teach ways to optimize business and compensation

4

Offer premium compensation opportunities for leaders

More consistent ways for leaders to earn money year after year

Rewards earlier, more often

Bonuses, incentives and recognition motivate ABOs to work toward their own goals.

Core Plan

Foundational compensation for all ABOs, which includes:

PERFORMANCE BONUS

available to all ABOs

LEADER BONUSES

Leadership Bonuses Depth Bonus Ruby Bonus
Annual Emerald, Diamond and Diamond Plus Bonuses
Annual Two-Time Cash Awards for Global Award Recognition

Core Plus+

Discretionary rewards for optimizing business structure, which include:

EARLY INCENTIVES*

- Customer Sales Incentive⁺
- Bronze Foundation Incentive⁺
- Bronze Builder Incentive⁺

LEADER INCENTIVES*

- Performance Plus and Performance Elite Incentives⁺
- Personal Group Growth Incentive⁺
- Frontline Growth Incentive⁺
- Two-Time Cash Incentive⁺

Customer Retail Margin

Income earned on the retail profit margin

Founders Achievement Awards

Annual discretionary incentive for high achieving ABO leaders

*Core Plus+ Early incentives launch for Central Europe is scheduled in Q3 2021, for United Kingdom and Republic of Ireland in Q4 2021 and Southern Africa to be confirmed (tbc). ABOs will be informed in time and through appropriate channels.

Building on investments in ABO earnings

Amway’s commitment to partnership with ABOs has been demonstrated through recent enhancements to ABO compensation and recognition. **Core Plus+** discretionary incentives are another significant investment in compensation with important, new earnings and recognition opportunities below Platinum and premium earning opportunities for Leaders.

Building a sustainable, profitable business structure is more rewarding than ever before.

PY17	PY18	PY18	PY21 – PY22
<p>LEADERSHIP BONUS ENHANCEMENT</p> <ul style="list-style-type: none"> • From 4% to 6% • Rewards for creating new Platinums 	<p>FOUNDERS ACHIEVEMENT AWARD (FAA) BONUS REDESIGN</p> <ul style="list-style-type: none"> • Aligned with Core Plan • Values leadership in width and depth 	<p>GLOBAL AWARD RECOGNITION (GAR)</p> <ul style="list-style-type: none"> • Change in qualification criteria for highest awards • Recognize sustainable leadership based on downline leader development 	<p>CORE PLUS+</p> <ul style="list-style-type: none"> • Launching enhanced ABO discretionary incentives programme with maximum impact • #1 enterprise priority



Core Plan

Amway Sales and
Marketing Plan

Core Plus⁺

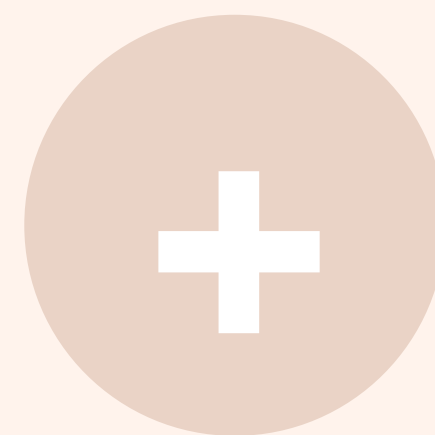
Discretionary
Incentives Programme

Many Core Plus⁺ incentives offer a multiplier boost to Core Plan bonuses...

...so, ABOs can make the most by maximizing both



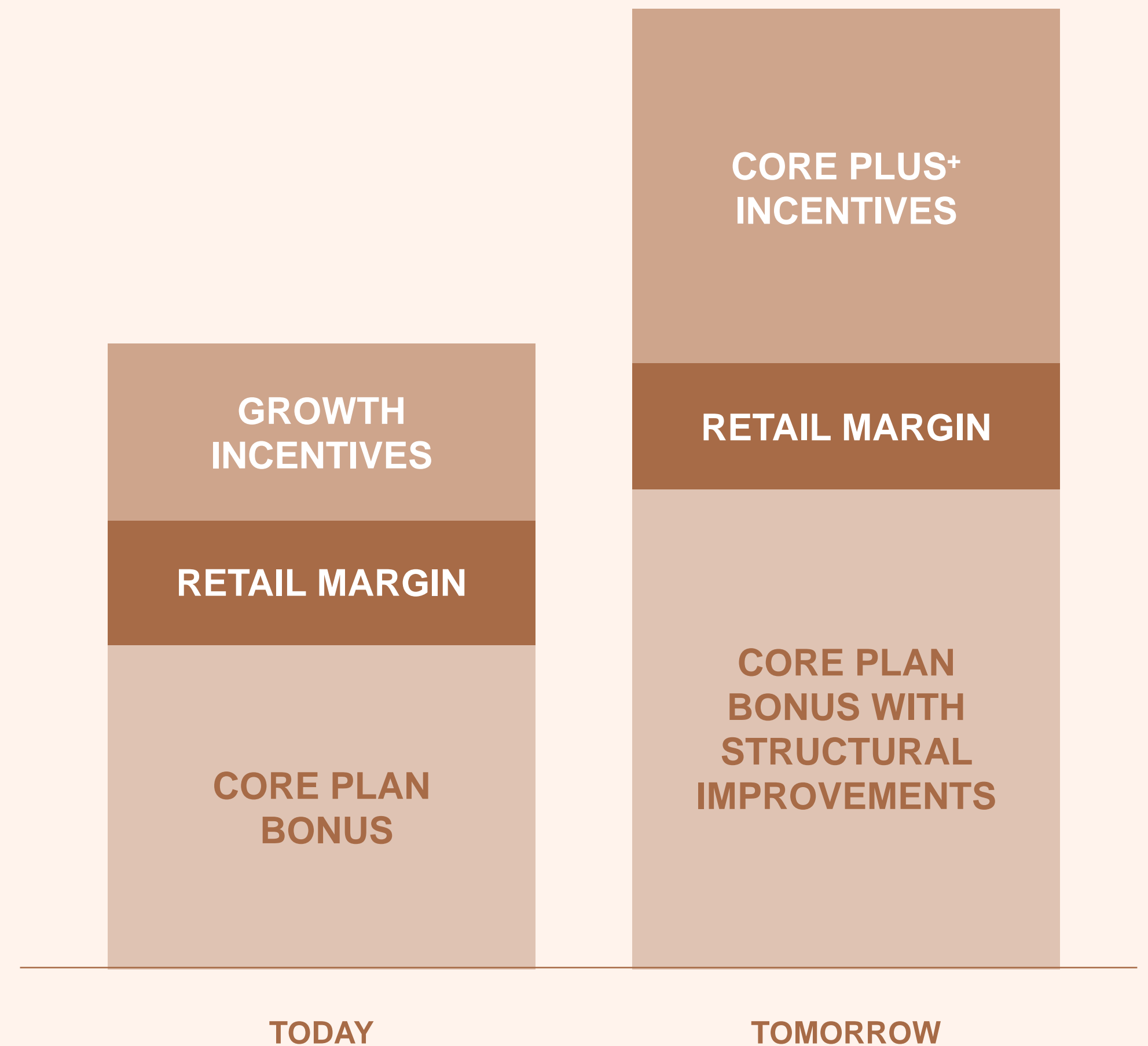
**Reward and
recognize
business builders
below Platinum**



**Offer premium
compensation
for leaders**

Greater rewards for business building

- Investing in sustainable business growth for leaders
- New ABOs can earn more by supporting customer sales and building successful teams





A CLOSER LOOK

Core Plus⁺

New ABO and Business Builder Incentives

Build the best business



Customer Sales Incentive+
Make more money supporting customer sales

NEW ABOs QUALIFY:
Have verified customer sale
Below 12% Performance Bonus



Bronze Foundation Incentive+
Get downline going

BUSINESS BUILDERS QUALIFY:

- Achieve 9%+ Performance Bonus
- Help 3 legs you sponsor to achieve 3%+ Performance Bonus
- 100 PPV requirement



Bronze Builder Incentive+
Grow a balanced business

BUSINESS BUILDERS QUALIFY:

- Achieve 15%+ Performance Bonus
- Help 3 legs you sponsor to achieve 6%+ Performance Bonus
- 100 PPV requirement



**NEW!
BRONZE PIN**

BUSINESS BUILDERS QUALIFY:

- Achieve first time Bronze Builder Incentive

ABO compensation journey

CORE PLUS+ Early Incentives

CORE PLUS+ Leader Incentives

Two-Time Cash Incentive+ Achieve higher levels

Frontline Growth Incentive+ Coach qualifiers to reach Founders

Personal Group Growth Incentive+ Earn extra on the way to Founders

Performance Plus and Performance Elite Incentives+ Grow beyond 12,500 Ruby PV

Bronze Builder Incentive+ Grow a balanced business

Bronze Foundation Incentive+ Build a team to support customer sales

Customer Sales Incentive+ Make more money supporting customer sales



9%

15%

21%

1,200 PV

4,000 PV

10,000+ PV

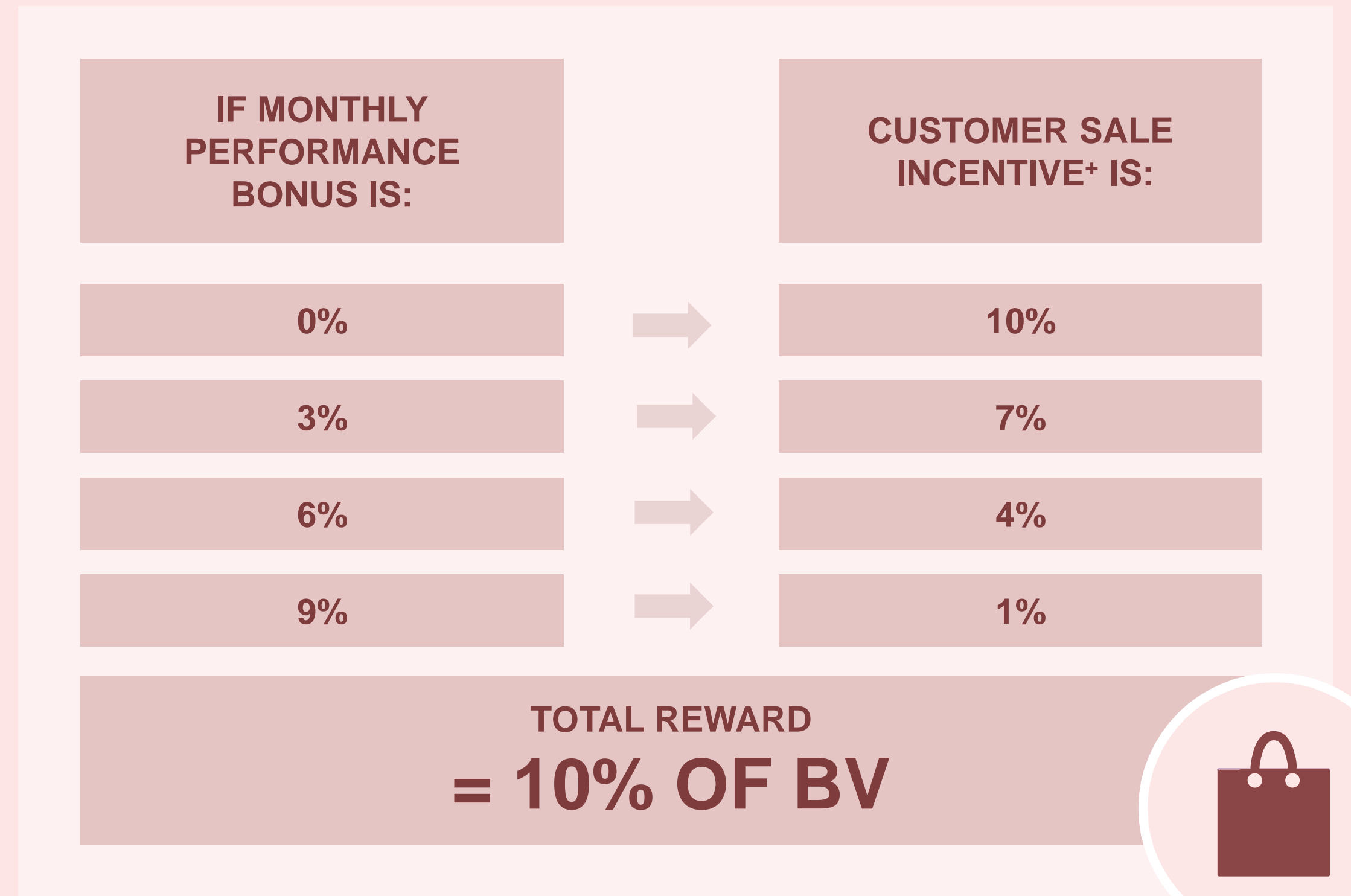
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Customer Sales Incentive+

New incentive rewards ABOs up to 10% of BV on **every verified customer sale**

(at or below 9% Performance Bonus level)

- ABOs can earn more money starting with their first verified customer sale
- Increased rewards for ABO closest to the sale
- Additional money paid by Amway on top of retail margin
- Creating lasting customer relationships



Make more money promoting Amway Most Loved

Amway Most Loved are:

- Easy to understand and promote
- Differentiated with unique benefits
- Great for sharing, sampling or demonstrations





Stronger business at every level

If...

New ABOs support more sales to customers

Business builders grow strong structures and sustainable volume

Platinum ABOs qualify every month

ABO leaders focus on a balance of width and depth

Then...

ABOs at every level can earn **higher bonuses and incentives**

Premium earnings for ABO leaders

Increase earnings by balancing width and depth, and by growing Ruby Volume

Larger Leadership Bonuses on downline qualified legs

More income from Differential Performance Bonus on non-qualified legs

Opportunity for future frontline qualified legs

Extra Core Plus+ incentive earnings



Aim for Ruby Bonus at 20,000 Ruby PV/Volume to maximize Core Plan and Core Plus+

Monthly Performance Plus and Performance Elite Incentives⁺

Grow beyond 12,500 Ruby PV to build more profitable and sustainable business.

Boost monthly bonuses with rewards of up to 4% (Performance Plus 2% and Performance Elite 2% in total 4%) more beyond the Core Plan.

HOW TO QUALIFY

- Earn a qualifying amount of Ruby Volume each month
- Achieve min 100 Personal PV each month
- Have an approved Qualified month (Silver Producer month)

Available every month an ABO qualifies.

YOU EARN

Monthly multiplier on your BV

RUBY VOLUME		MONTHLY REWARD	of BV
<i>Performance Plus⁺</i>	12,500 to 16,499 Ruby PV	2%	
<i>Performance Elite⁺</i>	16,500 Ruby PV and above	+ 2% (4% total)	

...and earn Core Plan Ruby Bonus + 2% (6% total) with 20,000+ Ruby PV

Partial Monthly and Annual Personal Group Growth Incentive+ – Western Europe + Southern Africa

Earn extra on the way to Founders and beyond. Build a healthy, balanced business by continuing to grow Ruby Volume.

HOW TO QUALIFY

- Earn a **Personal Ruby Q (PRQ)** every month you reach **10,000 Ruby PV or 4,000 Ruby PV with min one 21% Leg.** Increase or maintain your total PRQs each year to earn more.
- Minimum 1,200 Annual PPV requirement

Available to all qualifying ABOs every year. Only Performance Bonus in qualifying months will be used in year-end calculation.

YOU EARN

- 10% monthly multiplier as long as the ABO is tracking for PRQ base comparing to last PY
- Annual multiplier on Performance Bonus from each qualified month

NUMBER COMPARED TO PRIOR YEAR:	ANNUAL MULTIPLIER IS:	of Performance Bonus in PRQ months
Maintain PRQs	20 %	
+1 to 5 PRQs	40 %	
+6 and up	50 %	

Annual Frontline Growth Incentive+

Western Europe & Southern Africa

Help downline leaders reach Founders Platinum. Keep increasing the number of strong, qualifying legs and get rewarded every year.

HOW TO QUALIFY

- Earn a Frontline Q (FQ) for every month an in-market downline leader qualifies at 21% Performance Bonus bracket. Increase or maintain your total FQs each year to earn more.
- Minimum 1,200 Annual Personal PV requirement

Available annually to qualified Founders Platinum and above.

YOU EARN

Annual multiplier on total Leadership, Foster Leadership and Depth Bonuses

NUMBER OF FRONTLINE Qs COMPARED TO PRIOR YEAR:	ANNUAL MULTIPLIER IS:	of total Monthly Leadership, Foster Leadership and Depth Bonuses
Maintain FQs	30 %	
+1 to 5 FQs	50 %	
+6 and up	60 %	

Annual Two-time Cash Incentive⁺

Achieve higher levels. New Platinum, Sapphire, Emerald and Diamond ABOs can qualify for an incentive the first time they reach a pin and earn another incentive by requalifying the next Performance Year.

HOW TO QUALIFY

Grow and earn a new pin level – then requalify the second consecutive Performance Year.

¹Emerald through Founders Diamond ABOs must qualify with in-market legs only. European legs are counted as in-market legs. Eligibility is determined by Emerald Bonus Recipient and/or Diamond Bonus Recipient record from Base Year PY15.

YOU EARN

Annual cash rewards

NEW PIN LEVEL	FIRST YEAR	SECOND YEAR
Platinum	11,000 ZAR	32,000 ZAR
Founders Platinum	21,000 AR	63,000 ZAR
Sapphire	28,000 ZAR	84,000 ZAR
Founders Sapphire	40,000 ZAR	130,000 ZAR
Emerald	60,000 ZAR	170,000 ZAR
Founders Emerald	70,000 ZAR	210,000 ZAR
Diamond	90,000 ZAR	260,000 ZAR
Founders Diamond	110,000 ZAR	320,000 ZAR

Build for leader profitability



Performance Plus and Performance Plus Elite Incentives⁺

Earn beyond 12,500
Ruby PV

QUALIFY:

Earn a qualifying amount
of PV each month



Personal Group Growth Incentive⁺

Earn extra on the
way to Founders

QUALIFY:

Increase or maintain total
Personal Ruby Qs each year



Frontline Growth Incentive⁺

Coach qualifiers to
aim for Founders

QUALIFY:

Increase or maintain total
Frontline Qs each year



Two-Time Cash Incentive⁺

Achieve
higher levels

QUALIFY:

Earn new pin levels,
then requalify

Long-term leader benefits

Help Platinums grow to and maintain Founders

- Leaders can earn more through GAR and FAA

Help existing legs stay qualified

- Leaders can focus on building and developing new legs and downline leaders

Create consistency across markets and align with Core Plan

- Leaders don't have to choose between building to a pin and building income

Allow for more predictability with long-term programme

- Leaders can better plan for long-term growth



Amway

The Amway logo consists of the word "Amway" in a bold, black, sans-serif font. A thick, black, curved underline is positioned beneath the text, starting under the 'A' and ending under the 'y'.