

Frequently Asked Questions

Amway[™] Core Plus⁺ Programme - Performance Year 2024

1. Do Core Plus+ incentives enhance the Amway opportunity?

Yes! With the support of the founding families, Amway is investing significantly in the earning opportunity, offering new potential for earlier achievement in the ABO journey with more meaningful rewards and recognition below Platinum, and excellent compensation for ABO leaders.

2. How does Core Plus+ support Amway's vision for growth?

Amway is committed to supporting ABO success, now and into the future. That is why Amway is investing in several areas to make changes that enhance the ABO experience, and Core Plus+ is one of those changes. Delivering more meaningful recognition and income to newer ABOs can help ensure leaders continue to grow and the Amway opportunity continues to attract and retain ABOs. Rewarding ABOs for positive business-building activities, like fostering a loyal base of buyers and structuring their businesses sustainably from the start, can help ABOs keep motivated, engaged and reaching for their goals.

3. Is Core Plus+ a permanent programme, or is it subject to change?

While there are currently no plans to alter Core Plus+, these rewards are discretionary and are subject to change at any time. Amway regularly evaluates ABO compensation programmes to help ensure that they are motivating and rewarding for ABOs.

4. What is the difference between Core Plan and Core Plus+?

The Core Plan is the foundation on which your business is rewarded and recognised. It represents what you can earn through your contract with Amway from supporting customers and helping ABOs you sponsor do the same. Core Plus+ discretionary incentives are separate from and in addition to the Core Plan but create greater alignment by building on Core Plan income. Core Plus+ incentives reward key achievements of ABOs in building a sustainable, balanced and more profitable business. Eligibility for Core Plus+ incentives is at Amway's discretion based on compliance with the Rules of Conduct, Standards and Policies and demonstration of high ethical and business standards aligned with the goals and objectives of Amway.

5. Is the Core Plan changing?

No, the Core Plan stays as is. It was designed to allow ABOs to choose their own path to reach their goals. These principles still hold true to Amway's mission and values.

6. Does Core Plus+ replace the Growth Incentives Programme?

Yes. Core Plus+ will gradually replace the current Growth Incentives Programme as per the launch plan in your market (Expected September 2023).

7. Why is Amway prioritising compensation enhancements?

A strong reputation comes from positive experiences made by the people who interact with Amway every day. We want ABOs to feel confident and rewarded for choosing Amway, with a clear understanding of how to earn money, be recognised and achieve their goals. We want prospects to see Amway as an attractive opportunity with the potential for meaningful results for their time and energy.

8. How do ABOs benefit from Core Plus+?

- ABO benefits of Core Plus+ are simple: more earning potential, more consistency and more predictability.
- More Earning Potential: Core Plus+ incentives can be earned at every level of the ABO journey! ABOs who are just getting started can earn up to 30% of Retail Customer Sales BV. The Bronze Foundation, Bronze Builder Incentives+, the Bronze Builder Consistency bonus and the new Bronze pin recognise and reward ABOs for starting to build a strong structure by sponsoring team members who generate product sales.
- ABO leaders can earn more from Core Plus+ with sustainable growth, a balance of width and depth, and by helping their team members set and reach their business goals. Core Plus+ discretionary incentives for leaders include: Performance Plus Incentives+; Personal Group Growth Incentive+; Frontline Growth Incentive+; and Two Time Cash Incentive+ for Gold Producers up to Founders Diamond.
- Many Core Plus+ programmes use multipliers of your Core Plan income to calculate the discretionary reward, so there are two ways to grow your earnings: you can earn more by qualifying for Core Plus+ incentives and by increasing your Core Plan income.
- More Consistency: Core Plus+ incentives are more consistently linked and directly aligned with the proven elements of the Core Plan. Unlike GIP, Core Plus+ will be more consistent, making it much easier for global leaders to support their businesses in different markets.
- More Predictability: This long-term incentives programme is designed to offer more predictability for your business so you can set goals and make plans for more than just the year ahead.

9. Why are you putting so much emphasis on building a profitable, sustainable structure?

In order to maximise earnings from the Core Plan, and create a business that is healthier, with more requalifications, a structure balanced in width and depth is a proven way to build the business.

10. Who is eligible for Core Plus+ incentives?

All ABOs are eligible for all Core Plus+ incentives.

CORE PLUS+ BRONZE FOUNDATION AND BUILDER INCENTIVES

11. What is the Base Year for Bronze Foundation Incentive (BFI)?

For the original BFI eligibility, we are looking at performance in the previous PY, ABO must have not reached 12% and higher in the PY23.

12. What is the Base Year for Bronze Builder Incentive (BBI)?

For the original BBI eligibility, we are looking at performance from PY20 as a base year, meaning that the highest qualification must be below Gold Producer since PY20 prior to the first BBI month.

13. When does the 18-month eligibility period start?

The 18-month eligibility period for the Bronze Foundation Incentive⁺ and for the Bronze Builder Incentive⁺ starts when ABOs receive the first payment from each respective program. Eligibility periods for both incentives overlap if the first Bronze Foundation payment and first Bronze Builder payment are earned in the same month.

14. When do Bronze Incentives⁺ — the Bronze Foundation and Bronze Builder Incentives⁺ — become effective?

ABOs in Southern Africa will become eligible for Bronze Incentives⁺ in September 2023

15. How do Bronze Incentives⁺ work?

The Bronze Foundation Incentive⁺ was designed to get the business group going. Business builders qualify for a multiplier on their monthly Performance Bonus when they:

- Achieve 9% or 12% Performance Bonus.
- Help a minimum of three personally sponsored legs to achieve 3%+ Performance Bonus.
- Earn 100 PPV
- To be eligible for this incentive, the ABO must have been at or below 12% Performance Bonus in the prior Performance year (PY2023)

The Bronze Builder Incentive⁺ was designed to support ABOs in growing a balanced business. Business builders in qualify for a multiplier on their monthly Performance Bonus when they:

- Achieve 15%+ Performance Bonus.
- Help a minimum of three personally sponsored legs to achieve 6%+ Performance Bonus.
- Earn 100 PPV.
- To be eligible for this incentive, the ABO's highest qualification since Performance Year 2020 prior to the first Bronze Builder month must be below Gold Producer.

16. How can ABOs increase Bronze incentives⁺?

Many Core Plus⁺ programs, including Bronze incentives⁺, use multipliers of Core Plan income to calculate the discretionary reward, so ABOs can grow earnings by:

- Increasing their Core Plan income
- Qualifying for Core Plus⁺ incentives

17. If ABOs previously were at Gold Producer, Platinum, Founders Platinum (any levels above 12%), and they fall back to 12% or below level in a PY, they can participate in Bronze Foundation Incentive⁺ but not Bronze Builder Incentive⁺ (considering those higher levels were achieved in PY20 or later), provided they have not previously received BBI or BFI payments. Is this correct?

The BFI eligibility only looks at the ABO's previous Performance Year – so even if ABOs were previous a Platinum (or any level) they can participate in BFI if in the previous year they were only at 12% or below (and have not earned BFI in the past). And such ABOs cannot participate in BBI because they were qualified Gold Producer or above since PY20 (eligibility requirement for BBI).

18. If ABOs qualify for Gold Producer during the Bronze Foundation Incentive+ period, will this exclude them from participating in the Bronze Builder Incentive+?

Once ABOs start earning Bronze Foundation Incentive+ and the 18-month eligibility period has started, they can finish the 18 months even if they qualify for Gold Producer during that period. Same with Bronze Builder Incentive+ — if ABOs qualify for Gold Producer within the timer, they will be allowed to finish the 18-month period. Note that ABOs cannot move to Bronze Builder Incentive+ if they qualify for Gold Producer in the Bronze Foundation Incentive+ period before their first Bronze Builder Incentive+ earning. If ABOs qualify for Gold Producer prior to the first Bronze Builder Incentive+ month, then they are no longer eligible for Bronze Builder Incentive+.

19. Is there a specific reason for using PY20 as the Base Year?

The Bronze Foundation Incentive+ and Bronze Builder Incentive+ were developed for new ABOs moving up, but we also wanted to give a chance to previous qualifiers to build their business back. If any ABOs who were previously Gold Producer or above have not qualified in PY20 or later, we want to give them an opportunity to build the business again.

20. What does personally sponsored means for Bronze incentives?

It means in-market legs, foster and personally sponsored.

BRONZE RESTART

21. Is Bronze restart applicable for the Southern Africa market?

No

22. Would ABOs who qualified for Gold Producer in December 2019 be eligible for the Bronze Builder Incentive+ if they fulfill all requirements?

No, Gold Producer qualifications from September 2019 onward would exclude ABOs from participating in the Bronze Builder Incentive+. Though these leaders would be ineligible for Bronze Builder Incentive+, they would be positioned to earn incentives that are targeted to the point they are in their journey. Performance Plus, Performance Elite, and Personal Group Growth Incentives are targeted to ABOs who are building a sustainable and profitable business for long-term growth.

23. When will ABO's be eligible for Bronze Foundation Incentive (BFI) and Bronze Builder incentive (BBI)? Please note this is dependent on qualification criteria - see table below.

	Award level in PY2019	Award level in PY2020	Award level in PY2021	Award level in PY2022	Award level in PY2023	Will ABO be eligible for BFI?	Will ABO be eligible for BBI?
Scenario 1	9%	9%	12%	12%	12%	Yes	Yes
Scenario 2	12%	12%	9%	15%	12%	Yes	Yes
Scenario 3	9%	12%	15%	15%	15%	No	Yes
Scenario 4	12%	12%	15%	15%	18%	No	Yes
Scenario 5	12%	15%	18%	SP	18%	No	Yes
Scenario 6	12%	15%	18%	SP	SP	No	Yes
Scenario 7	12%	15%	18%	SP	GP	No	No
Scenario 8	SP	GP	18%	15%	12%	Yes	No
Scenario 9	SP	GP	18%	12%	15%	No	No
Scenario 10	SP	GP	18%	12%	18%	No	No
Scenario 11	SP	SP	GP	12%	12%	Yes	No
Scenario 12	SP	SP	GP	12%	15%	No	No
Scenario 13	SP	SP	GP	12%	18%	No	No
Scenario 14	SP	SP	18%	GP	12%	Yes	No
Scenario 15	GP	SP	SP	SP	12%	Yes	Yes
Scenario 16	SS	SS	SS	SS	18%	No	Yes
Scenario 17	GP	SS	SS	SS	15%	No	Yes
Scenario 18	GP	SS	SS	SS	12%	Yes	Yes
Scenario 19	GP	SP	18%	15%	15%	No	Yes
Scenario 20	GP	SP	18%	15%	12%	Yes	Yes

BRONZE BUILDER CONSISTENCY PAYMENT

24. If an ABO achieves 6 BBI payments in February 2024 will they be eligible to receive a one-time consistency payment?

Yes, you will receive a 6-month BBI Consistency payment if you reach 6 BBI payments in February 2024 provided this is earned within the 18-month duration period.

25. If an ABO achieves 12 BBI payments in August 2024 will they be eligible to receive a one-time consistency payment?

Yes, you will receive a 12-month BBI Consistency payment if you reach 12 BBI payments in February 2024 provided this is earned within the 18-month duration period.

26. Do 6 or 12 BBI months need to be consecutive to qualify for a Consistency payment?

No, they don't need to be consecutive.

27. What are the fixed payments amounts for 6 and 12 BBI consistency months?

6 month Bronze Builder Consistency = R5,500

12 month Bronze Builder Consistency = R11,000

CORE PLUS+ PERFORMANCE PLUS (PP) AND PERFORMANCE ELITE (PE) INCENTIVES+

28. What is Ruby PV?

Ruby PV includes Personal Volume PLUS Pass-Up Volume from in market legs who are below 21% on the Performance Bonus schedule. Ruby PV does not include volume from downline qualified Platinum even if they are below 21%. The easiest way to remember it is Ruby PV is exactly the same as Group PV except it doesn't include volume from downline qualified Platinum even if they are below 21%.

29. Why is Ruby volume emphasised with Core Plus+?

Building Ruby volume is a good way for a leader to position his or her business for profitability. Generating high Ruby volume can lead to larger Leadership Bonuses on qualified legs, more income from the Differential Bonus on non-qualified legs, opportunity for future qualified legs and extra Core Plus+ incentive earnings.

30. Will the Core Plus+ Performance Elite (PE) Incentive be discontinued in PY2024?

Yes, the Core Plus+ Performance Elite (PE) Incentive will be discontinued.

31. Are there any amendments being made to the Core Plus+ Performance Plus (PP) Incentive in PY2024?

Yes, the Core Plus+ Performance Plus (PP) Incentive will be amended in that the Ruby PV Volume requirement has been reduced to 10,001 and the Personal PV requirement has been increased to 200PPV. Core Plus+ Performance Plus (PP) Incentive will continue to be calculated at the 2% value of the Ruby Volume

32. How is top-up going to be handled for reaching Ruby PV for Core Plan Ruby bonus?

In case of Top-up to 20,000 Ruby PV - the ABO will reach the 20,000 Ruby PV needed to get into Core Plan Ruby Bonus – this is the way it has always been. With the discontinuation of the Core Plus+ Performance Elite (PE) Incentive, should an ABO reach 20,000 Ruby PV, their Ruby Bonus will be calculated at the 2% value of the Ruby Volume.

CORE PLUS+ TWO-TIME CASH INCENTIVE+ (TTCI)

33. TTCI New Gold Producer – New Founders Sapphire must be first time ever. Is this correct?

Yes.

34. What is the Base year for Emerald and above TTCI qualifications?

PY15 is the Base year for Emerald and above TTCI Qualifications, see below drawing:

BASE YEARS									First year of TTCI possible payment	
PY12	PY13	PY14	PY15	PY16	PY17	PY18	PY19	PY20	PY21	PY22
Emerald and above qualifications not checked			← Qualification checked →						NEW	

35. ABO qualified as new Founders Emerald (FEM) in July 2014 (PY14). After PY15 he qualified as Emerald (also as Emerald Bonus Recipient). If ABO qualify as FEM in PY22, is he receiving the TTCI for new FEM?

Yes, as his last Founders Emerald qualification was before Base period (PY15), therefore he will be able to qualify for the FEM TTCI.

36. In-market Emerald, in-market Founders Emerald, in-market Diamond and in-market Founders Diamond qualification history will be checked starting PY15 (Sep 2014 – Aug 2015). Is this date fixed or will it be a rolling 5-year period?

PY15 is fixed and it will not change for coming PYs. In order for us to appropriately message this to the field, our focus should be on allowing historic pin qualifiers a chance to grow once again. Additionally, driving to a focus on in-market leg qualifications is a principle which we have placed strong emphasis on with GAR which requires in-market qualifications to earn qualifications credits; the focus of the TTCI program on those in-market qualifications brings harmony between those two programs.

37. If an ABOs highest level achieved is Emerald but hasn't been recognized as Founders Sapphire yet, is this ABO going to be eligible for new Founders Sapphire TTCI if qualified as new Founders Sapphire in PY22?

Yes, ABO can qualify for FSAP TTCI.

Also, if a current qualified Emerald qualifies 1st time Founders Platinum, such an ABO can earn TTCI for Founders Platinum as he was never qualified Founders Platinum before.

38. Has a new Gold Producer TTCI been introduced?

Yes, we have introduced the new Gold producer TTCI Incentive.

39. What changes have being made to the Two-Time Cash Incentive?

We have introduced the new Gold producer TTCI Incentive and there is now a 50%/50% share for the 1st and 2nd year payments. Please refer to table below for the revised annual TTCI amounts

	1 st Year Payment	2 nd Consecutive Year Payment	Total
Gold Producer	R12,000	R12,000	R24,000
Platinum	R24,000	R24,000	R48,000
Founders Platinum	R48,500	R48,500	R97,000
Sapphire	R64,500	R64,500	R129,000
Founders Sapphire	R96,500	R96,500	R193,000
Emerald ¹	R129,500	R129,500	R259,000
Founders Emerald ¹	R162,000	R162,000	R324,000
Diamond ¹	R202,000	R202,000	R404,000
Founders Diamond ¹	R243,000	R243,000	R486,000

40. What is the difference between Core Plus+ Two Time Cash Incentives (TTCIs) and the Core Plan Two-Time Cash Awards (TTCAs) programme for Executive Diamond and above?

The TTCA incentives at Executive Diamond and above are part of the Core Plan. They reward new GAR qualifiers and requalifiers for new pin achievement based on their total global Amway business. An ABO's entire global business contributes to the qualification for this bonus. The TTCIs at Platinum through Founders Diamond are discretionary Core Plus+ incentives that are designed to reward in-market growth and achievement – only local legs (European legs included) and volume contribute towards the incentive at Platinum through Founders Diamond.

41. If an ABO earns Year 1 Platinum TTCI early in a PY (using the rolling 12-month criteria) when will they receive payment?

Payment will be made upon market approval of the qualification. You will not have to wait until the end of the Performance Year.

42. If an ABO achieves multiple first-time qualifications during a Performance Year (PY) will they receive all Year 1 TTCI payments? Subsequently, if an ABO requalifies at their highest award level the following PY will they receive all Year 2 TTCI payments? (i.e. are TTCI's cumulative?)

Yes, to both. ABOs can receive multiple Year 2 payments if they requalify the following PY at the highest qualification. Additionally, an ABO who received Year 1 payments on Founders Platinum and Emerald Bonus Recipient (EBR) and requalifies the following year as Founders Platinum would still get the requalification payment for Founders Platinum even if they didn't requalify as EBR.

43. If an ABO earns Year 1 Platinum TTCI early in a PY (using the rolling 12-month criteria) and requalifies in the same PY, are they eligible to receive the requalification TTCI in the same PY?

No, the requalification TTCI is only paid if ABO requalifies in the next consecutive PY with all six (6) Q months in that year.

PERSONAL GROUP GROWTH INCENTIVE+ (PGGI)

44. What is the difference between a Qualified month (Silver Producer month) and a Personal Ruby Qualified (PRQ) month?

A Silver Producer month is based on Group PV, a PRQ month is based on Ruby PV. A Silver Producer month is when an ABO qualifies with 10,000 Group PV OR 4,000 Group PV and one 21% leg OR 0 Group PV and two or more 21% legs.

A PRQ month is when an ABO qualifies with 10,000 Ruby PV OR 4,000 Ruby PV and one 21% leg OR 4,000 Ruby PV and two or more 21% legs.

45. Has there been a change to the PGGI monthly multiplier value?

Yes, the monthly multiplier has been increased to 20%.

46. What happens with the monthly PGGI payments an ABO received during the year, if he/she fails to maintain PRQ base by the end of the PY?

In this case you will not receive any annual PGGI payments but the monthly PGGI payments paid out during the year will not be affected.

47. Is there a monthly PPV requirement to receive the monthly 20% PGGI payments?

No, there is no monthly PPV requirement. PPV requirement is only required for the annual payments.

48. What is the annual PPV value required to qualify for the Annual PGGI Incentive?

You need to generate a total of 2,400PPV in PY2024 to qualify for the Annual PGGI incentive.

49. Has there been a change to the PGGI annual multiplier values?

Yes, the annual multiplier has been changed to reflect as per table below:

Number PRQs compared to Prior year	Annual Multiplier
+1 to 2 PRQs	10%
+3 to 5 PRQs	20%
+6 and up	30%
For Founders Platinum up to Founders Emerald who maintain 12 PRQs	5%

50. Do ABOs need to achieve 2,400 PPV annually in each market where they have a business or just in one market?

If an ABO wants to earn PGGI (FGI and PP/PE, too) he needs to have PPV requirement fulfilled in each market where he wants to earn it.

Core Plus components have Global PPV exception saying “#1 business must be minimum Platinum to use PPV exemption in #2 business.” This exemption is valid for PGGI, FGI and PP/PE incentives but not for Early incentives (Bronze incentives).

51. Is the annual incentive calculated on Performance bonus in all months or only in the PRQ months?

Annual as well as monthly PGGI incentive is calculated only in PRQ months

CORE PLUS+ – FRONTLINE GROWTH INCENTIVE+ (FGI)

52. Who can participate in the Frontline Growth Incentive programme?

Only Founders Platinum’s and above.

53. Will International Leadership bonus increase ABO’s earnings from FGI?

No, international Leadership bonus does not contribute to FGI earnings.

54. Has there been any changes to the annual FGI multipliers for PY2024?

Yes, there has been amendments. Refer to the table below:

Number FQs Compared to Prior Year	Annual Multiplier
Maintain FQs	15%
+1 to 2 FQs	40%
+3 to 5 FQs	50%
+6 and up	60%

55. How is the FGI annual Incentive calculated?

Depending on the segment of FQ’s achieved in the performance year, the FGI incentive value will be calculated against the Leadership bonus, Foster Bonus and the depth Bonus earned per FQ month.

56. Is there a minimum PPV vaue to be generated in order to qualify for the Annual FGI?

Yes, you will need to generate a minimum of 2,400 annual personal PV.

57. What is the maximum value to be earned for Annual FGI?

There is a payment cap of R550,000.

Terms and Conditions

Only Amway Business Owners, who have sufficient registration of their business activity with the local state and tax authorities, are eligible to receive bonuses and cash incentives as well as any income deriving from retailing products or intermediation of the sale of products. Be aware that the terms of this programme may be revoked, cancelled, modified, or conditioned by Amway at any time, at its sole discretion. Prior to approving qualification, Amway may track and verify volumes leading to ABO's qualification throughout the period of qualification and up to and including the time the award or bonus is to be disbursed to ensure that the qualification is earned in accordance with the Amway Rules of Conduct and Amway Policies, which can be found on Amway Online. This website also includes the "Amway Principles on Qualification" document, providing information regarding how the Amway Rules of Conduct are enforced. In addition to the performance criteria and adherence to the Amway Rules of Conduct, ABOs must be in good standing and not in breach of their ABO contract with Amway throughout the period of qualification and up to and including the time the award or bonus is to be disbursed.