

**Amway**

# Global Award Recognition

September 2023

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Balance. Sustainability. **Profitability.**





# Global Award Recognition

A single path to qualification

Reaching the highest levels of achievement takes vision, passion and drive. Global Award Recognition (GAR) honors leaders who build for the future, develop downline leadership and grow strong businesses that last.



## Qualify with profitability

The most profitable businesses are built for long-term achievement – not just short-term gain. With GAR, the path to higher qualification and higher profitability are one and the same.



## Build for sustainability

GAR acknowledges two key points:

- Growing new legs with strong volume from Founders Platinums can increase long-term profitability.
- Building depth is essential to sustainable success of the business.



## Grow with balance

Work toward GAR achievement levels, by focusing on...

- Consistent qualification
- Sustainable growth
- Balance in width and depth
- Downline Founders Platinum requalification

# Global Award Recognition

## The GAR strategy had as objectives:

- Give a simplified single route ensuring a consistent journey to sustainability
- Enable sustained achievement with correspondingly higher qualification rates
- Promote equity between income and award to properly recognize balanced businesses

The transition to GAR has ended, but the transformation continues: leaders are evolving their business on a foundation of Core Plan profitability and sustainability. After a multi-year transition, with extensive leader feedback and data analysis, we can now pilot adjustments based on these conversations and metrics to help leaders drive their businesses forward.

## The pilot

During PY24, we will pilot 2 enhancements to GAR, that will improve the leader experience while keeping the principles and guidelines intact:

- ▶ Enable top leaders to benefit from their depth earlier in their journey, by increasing QC limit on each leg to 12 for Triple and Founders Triple Diamonds (see chart below).
- ▶ Create a “Taste of Founders Council” experience for first time Triple and Founders Triple Diamonds. Leaders can also earn another trip if they requalify for those awards in the following consecutive year. This allows growing leaders to participate in the FC trip prior to qualifying Crown.

## Why?

We understand that it is critical that leaders are motivated all the way through their highest levels of achievement and we believe that with these 2 adjustments we can fuel the leader pipeline and increase motivation to qualify and to requalify.



QUALIFICATION CREDITS	
Downline Qualifier	QC
Founders Platinum (FP) - up to 3 QC per leg	1.0
Emerald Bonus Recipient (EBR)	1.5
Diamond Bonus Recipient (DBR)	3.0
Founders DBR (FDBR)	6.0

Note: EBR, DBR, F. DBR must also be Founders Platinum to count



“TASTE OF FOUNDERS COUNCIL” EXPERIENCE PILOT FOR FIRST TIME QUALIFIERS



GLOBAL AWARD RECOGNITION QUALIFICATION TABLE				
	Award Level	FP Legs	QC	
FOUNDERS COUNCIL	Founders Crown Ambassador	14+	100	Up to 12 QC per leg
	Crown Ambassador	14+	88	
	Founders Crown	12+	76	
	Crown	12+	64	
PILOT	Founders Triple Diamond	10+	52	Up to 12 QC per leg
	Triple Diamond	10+	43	
LEADER OF LEADERS	Founders Double Diamond	8+	34	Up to 9 QC per leg
	Double Diamond	8+	25	
GLOBAL LEADER	Founders Executive Diamond	6+	16	Up to 6 QC per leg
	Executive Diamond	6+	10	

All the requirements, schedules and rewards are effective as a pilot in PY24.

European ABOs qualifying as EBR and DBR with European legs are treated in the same way as Core EBR and DBR qualifiers. Founders Diamond Bonus Recipient must be a DBR with 6 in-market FPL legs (all legs must be in a single market, international European legs are not included).

# Global Award Recognition

## Sample Business Potential Scenario\*

	PY23	PY24
Founder Platinum Legs	9	10
Applicable Qualification Credits	42 <small>up to 9 QC per leg</small>	50 <small>up to 12 QC per leg!</small>
Award	F. Double Diamond	<b>Triple Diamond</b>

The addition of only 1 F. Platinum leg (1 QC), combined to the **extra 7 QCs in depth**, would allow the Leader to achieve the **Triple Diamond qualification** and the qualification to the **Taste of FC trip!**



## What we have achieved with Global Award recognition?

**Highest Founders mix**

**More Executive Diamonds**

**2x TTCA earned**

**Highest requalification rates**

## Important Concepts for Global Recognition Awards

### ELIGIBILITY

- ▶ ABOs must qualify for Founders Diamond by being EBR with 6 or more Q12 legs, including international legs, in at least one of their #1 or #2 businesses
- ▶ Global Award based on combined performance of #1 and #2 Multiple Businesses
- ▶ Executive Diamond is the entry point for Global Award Recognition (6 FP legs and 10 QC)

### FOUNDERS PLATINUM LEGS

- ▶ Width is measured in Founders Platinum (FP) legs, which does not include international legs, a qualified international business, or legs without a Founders Platinum
- ▶ Founders Platinum legs must be downline of a #1 and/or #2 Multiple Business

### QUALIFICATION CREDITS

- ▶ Depth is measured in Qualification Credits (QC) which are earned based on downline development according to the table below
- ▶ #1 and/or #2 Multiple Businesses must be a Founders Platinum for a leg to contribute up to one QC. In order for a Founders Platinum leg to contribute more than one QC the multiple business must be EBR in the local market.
- ▶ QC from Founders Platins limited to 3 per leg

### PILOT

- ▶ Pilot will run in PY24, with the objective to apply learnings from transition, analyze results and impacts as needed and evaluate for a potential future implementation.
- ▶ The 2 elements of the pilot have received support from markets and together provide the motivation and means to elevate ABOs to higher levels of achievement.

In case of questions, contact the Account Management Team.



# Global Award Recognition in Practice

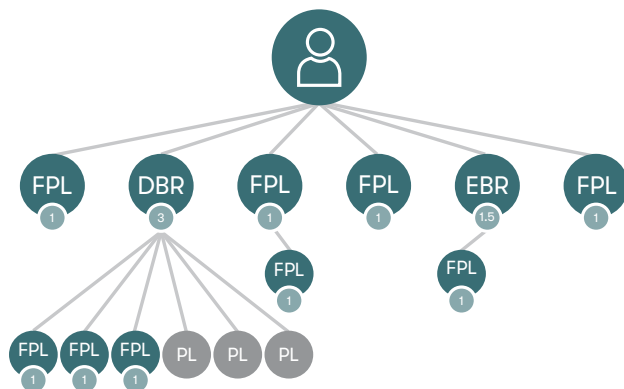
## Sample Businesses

### Executive Diamond

Grow Founders Platinum legs and develop downline leaders

**6 FPL LEGS | 13.5 QUALIFICATION CREDITS**

3 QC from DBR  
1.5 QC from EBR  
9 QC from FPL

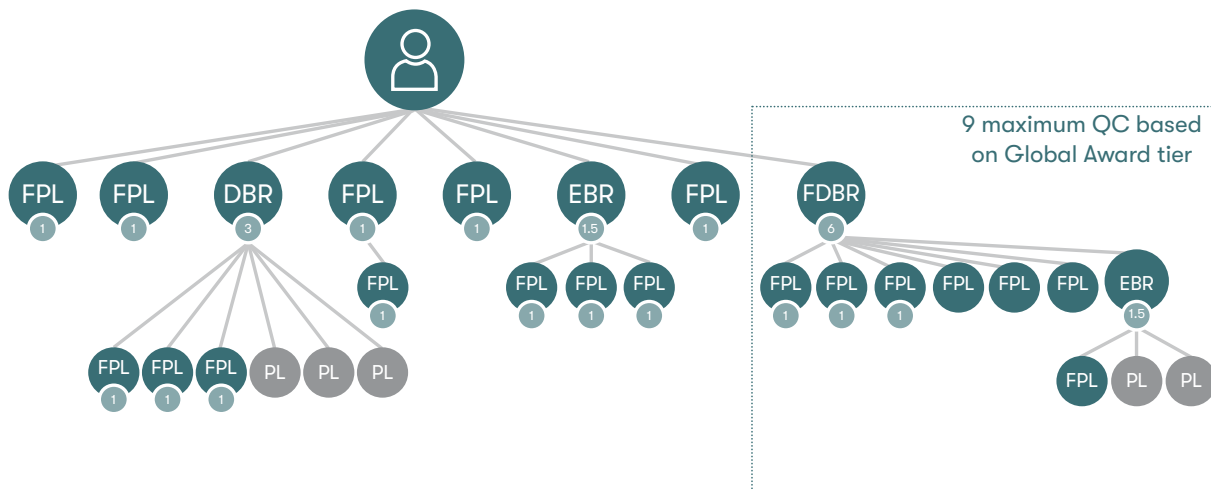


### Double Diamond

Build a balanced business with leaders in both width and depth

**8 FPL LEGS | 25.5 QUALIFICATION CREDITS**

6 QC from FDBR | 3 QC from DBR | 1.5 QC from EBR | 15 QC from FPLs



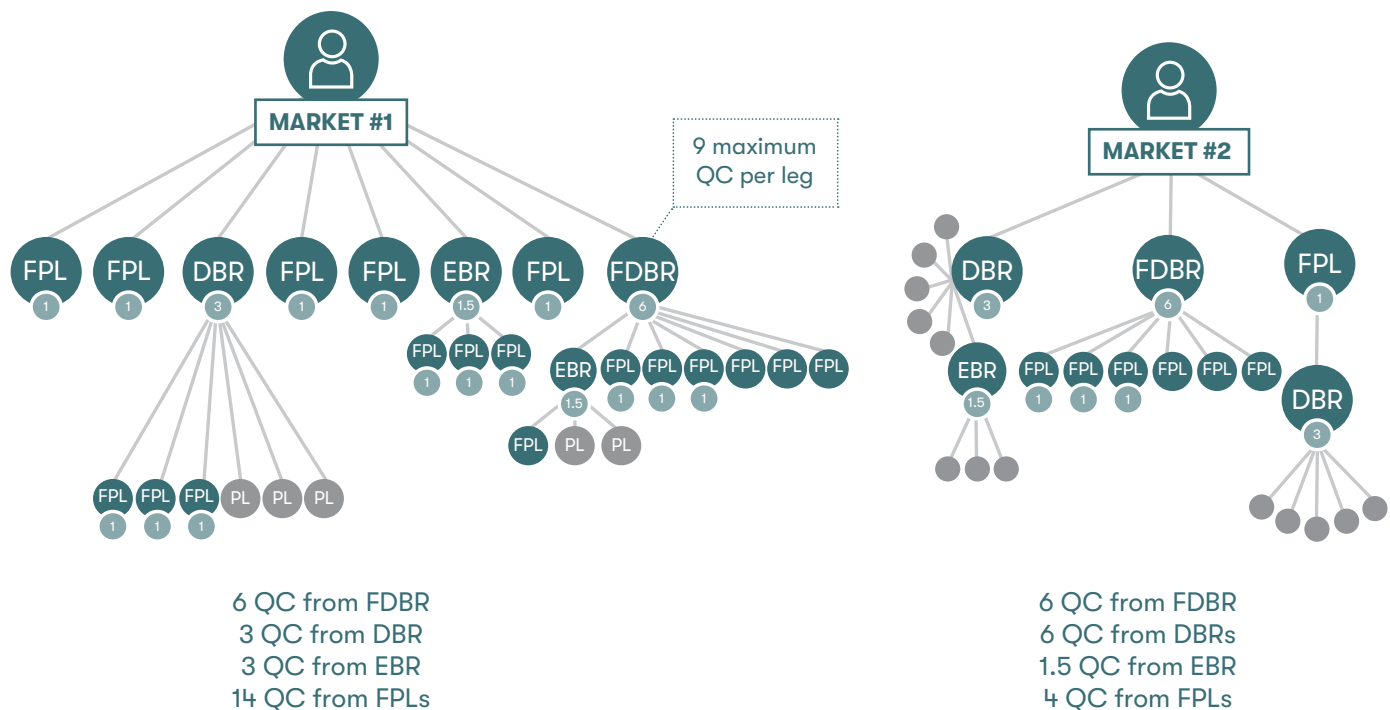
# Global Award Recognition in Practice

## Sample Businesses Continued

### Triple Diamond (Pilot PY24 example)

Qualify for higher awards by expanding to new markets and leading sustainable growth

11 FPL LEGS | 43,5 QUALIFICATION CREDITS



### Counting Founders Platinum Legs and Qualification Credits for Multiple Businesses

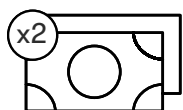
- A multiple business does not need to be Founders Platinum to count downline FPL legs
- The multiple business itself does not count as a FPL leg, even if it is Founders Platinum
- A multiple business must be Founders Platinum to count downline Qualification Credits (1 per leg), and also be EBR to count all QC allowed based on Global Award tier
- The multiple business itself does not count toward QC



# Exclusive Benefits for the Highest Achievers

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As you progress through GAR levels, you can earn exciting perks including cash awards and Incentive Trips!



## Two-Time Cash Awards

Earn a cash award for first-time achievement of a GAR award level and earn a second cash award for requalifying the next Performance Year. If you achieve multiple new qualifications in one Performance Year, you can earn multiple incentives!



## Incentive Business Trips and Recognition

A type of Non-Cash Award (NCA), Incentive Business Trips are exciting, meaningful experiences where you can meet other ABOs, exchange ideas and add a new dimension to your leadership skills to build your Amway business further. Examples of these trips include Leadership Seminar, Diamond Conference and Founders Council. Ask your Account Manager for more information about how business trip invitations are earned and what you can expect if you attend.



## Support for your success

Amway is committed to supporting you as you take your business to new heights. Leader Growth Solutions (LGS) is uniquely positioned to create personalized strategies and action plans. Talk to your Account Manager to learn more.

**Log in to MyBiz to see more opportunities for sustainable business growth.**



# CORE PLAN PLAN TTCA

## Two-Time Cash Awards

Performance Year 2024

The Two-Time Cash Awards (TTCA) program was designed to reward new qualification and subsequent requalification, encouraging ABOs to adopt business strategies that lead to the development of sustainable businesses.

### What does TTCA offer?

#### FIRST YEAR CASH AWARD TO CELEBRATE NEW ACHIEVEMENT

- ABOs can earn TTCA for new qualified award levels above the highest historical award of their top performing multiple business
- ABOs can earn the first year cash award for multiple new awards in one Performance Year (PY)

#### SECOND YEAR CASH AWARD FOR REQUALIFICATION

- The requalification TTCA has been designed to reinforce the strategic focus of building sustainable businesses
- Only available in the year immediately following the first time achievement and can be earned by requalifying
- ABOs who earn multiple new awards in one year can earn the second year cash award for multiple requalifications in the subsequent PY

#### TWO-TIME CASH AWARDS QUALIFICATION TABLE

GAR LEVEL	First Year Cash Award	Second Year Cash Award
Executive Diamond	425,000ZAR	142,000ZAR
Founders Executive Diamond	490,000ZAR	162,000ZAR
Double Diamond	610,000ZAR	202,000ZAR
Founders Double Diamond	850,000ZAR	285,000ZAR
Triple Diamond	1,100,000ZAR	365,000ZAR
Founders Triple Diamond	1,500,000ZAR	490,000ZAR
Crown	1,900,000ZAR	650,000ZAR
Founders Crown	2,400,000ZAR	810,000ZAR
Crown Ambassador	2,900,000ZAR	972,000ZAR
Founders Crown Ambassador	3,400,000ZAR	1,100,000ZAR



# CORE PLAN PLAN TTCA

# Two-Time Cash Awards

Performance Year 2024

## How does TTCA work?

### PRORATED PAYMENT

TTCA will be **prorated according to QC** needed for the award; QC from highest paying markets will count first.

Example Market (Double Diamond)	In-Market QC	Percentage of Total Needed QC	Published Amount	% of Total needed QC	Total Potential Payment
Germany	24	96% (24 of 25)	55,000 €	x 96%	52,800 €
Lithuania	5	4% (1 of 25)	45,000 €	x 4%	1,800 €
TOTAL	29 (need 25)				54,600 €



## Terms and Conditions

The terms of the GAR 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 to the Amway Rules of Conduct and Amway Policies, which can be found under [www.amway.co.za](http://www.amway.co.za).

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. Amway may adjust the GAR considering the market situation at any time, at its sole discretion. The possible minimum duration of GAR is until the end of PY24, if it generates the expected benefits.

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 commission trade and/ or intermediation of the sale of products and can participate in business seminars such as New Platinum Seminars, Leadership Training Seminar and Diamond Conference.

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