

YOUR GUIDE TO

Earning with Amway

Performance Year 2024 | Effective September 1, 2023 | Southern Africa¹

¹ Botswana, Namibia and South Africa



Amway

CorePlus⁺



“

The future is yours – run with it.

– JAY VAN ANDEL, CO-FOUNDER OF AMWAY



Terms and Conditions

The terms of the discretionary programmes, including but not limited to CORE PLUS* DISCRETIONARY INCENTIVES 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 to the Amway Rules of Conduct, Standards and Policies, which can be found under (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 Core Plus* Discretionary Incentives Programme components or any other discretionary elements considering the market situation at any time, at its sole discretion.

ALL INCOME AMOUNTS MENTIONED IN THIS DOCUMENT ARE EARNED BONUS AMOUNTS WITHOUT VAT.

The possible duration of this Core Plus* is until the end of PY24, if it generates the expected benefits.

At-A-Glance

Build a healthy business and maximize your earnings through the Amway™ Core Plan, the Amway™ Core Plus* discretionary incentives programme and additional discretionary recognition and rewards.

# Core Plan		
# Performance Bonus		Up to 21% of BV
# Monthly Leadership Bonus		6% of Leadership BV
# Ruby Bonus		2% of Ruby BV
# Monthly Depth Bonus		1% of BV
# Annual Emerald, Diamond and Diamond Plus Bonuses		0.25% of BV
# Retail Margin		
		30%
# Core Plus* Boost Early Incentives		
# Bronze Foundation Incentive*		30% multiplier on monthly Performance Bonus
# Bronze Builder Incentive*		40% multiplier on monthly Performance Bonus
# Bronze Pin		
# Bronze Builder Consistency Incentive*		Fixed amounts
# Core Plus* Boost Leader Incentives		
# Performance Plus Incentive*		2% of Ruby BV
# Personal Group Growth Incentive*		Multiplier on Performance Bonus 5% - 30%
# Frontline Growth Incentive*		Multiplier on qualified Core Plan Bonuses 15% - 60%
# Two-Time Cash Incentive* Gold Producer to Founders Diamond		Fixed amounts
# Founders Achievement Awards (FAA) and Global Award Recognition (GAR)		

Please log-in on to www.amway.co.za or contact Sales / Account Managers for full details.

Three Ways to Earn

on Product Sales

Through your Amway™ business, you offer a broad portfolio of high-quality products. Successfully promoting these products to customers can earn you money and monthly rewards.



1. Retail Margin

If customers buy products, you keep the difference between the purchase price and ABO Cost, that is the 30% Retail Margin.

$$\begin{aligned} & \text{RETAIL PRICE} \\ & - \text{ABO COST} \\ \hline & = \text{RETAIL MARGIN} \end{aligned}$$



2. Core Plan Bonuses

You earn points on all products that customers purchase. Those points add up to determine monthly bonuses from the Core Plan. If you choose to build a team and sponsor other Amway Business Owners (ABO), you earn points on the products, their customers purchase through them.

$$\begin{aligned} & \text{YOUR POINTS} \\ & + \text{DOWNLINE ABO POINTS} \\ \hline & = \text{BONUSES} \end{aligned}$$



3. Core Plus+ Discretionary Incentives

Programmes like Core Plus+ award extra money for customer focused business achievements. These are awarded at Amway's discretion and are subject to change.

Start connecting to customers with Amway Most Loved

Every product purchased by a customer can help you earn more with Core Plan and Core Plus+. **Amway Most Loved** are an easy way to get started. These best-selling, **Amway favourites** and on-trend products from each Amway™ category meet a variety of customer needs. Each **Amway Most Loved** is designed to be simple to recommend because it has one of three important advantages: **easy to explain**, great for demonstrations or a simple switch from other brands.

You can focus on one quality brand or several, it is up to you.



FIND MORE PRODUCTS AT www.amway.co.za/amway-most-loved

Anna loves Artistry™ skincare products and has been using them for months. She decides to start her own Amway™ business, and shares her product experience with acquaintances. Several people she knows try the products and love them, too. They start buying Artistry™ skincare products through Anna's Amway™ business on a monthly basis.



8 RETAIL CUSTOMER SALES

EXAMPLE: RETAIL MARGIN

PERSONAL VOLUME	100 PV / 2,426 BV
RETAIL CUSTOMER SALES	100 PV / 2,426 BV
RETAIL MARGIN	728 ZAR
PERFORMANCE BONUS 3%	146 ZAR
TOTAL INCOME	873 ZAR PER MONTH²

² Assumes ABO performs consistently and meets requirements each month. PV/BV ratio of "24,25873" is used as an example only. For the currently valid PV/BV ratio please check Amway online or contact an Amway office.



PV AND BV

All Amway™ products have an assigned Point Value (PV) and Business Volume (BV) that you earn when retail customers purchase them. Those numbers are used to calculate bonuses and incentives, such as the monthly Performance Bonus (see page 6).

Find courses to help you build your business at every step. www.amway.co.za/AmwayAcademy



Monthly Bonuses

on Your Volume

Your business can help you earn bonuses each month.

Amway calculates monthly bonuses for you based on the Point Value (PV) and Business Volume (BV) that you and your team generate by successfully promoting products to customers and purchasing for personal use.

Personal Performance Bonus

Earned on personal volume that you generate by successfully promoting to customers and purchasing for personal use.

To find your Performance Bonus percentage, add your Personal PV and Pass-Up PV from frontline ABOs and refer to the schedule below.

How it is calculated

$$\begin{matrix} & \text{MONTHLY PERSONAL BV} \\ \times & \text{PERFORMANCE BONUS PERCENTAGE} \\ \hline = & \text{PERSONAL PERFORMANCE BONUS} \end{matrix}$$

Differential Bonus

Pays you based on the difference between your Performance Bonus percentage and the Performance Bonus percentage of a frontline ABO.

This bonus is calculated separately for each frontline.

How it is calculated

$$\begin{matrix} \text{(YOUR PERFORMANCE BONUS PERCENTAGE -} \\ \text{FRONTLINE ABO'S PERFORMANCE BONUS PERCENTAGE)} \\ \times & \text{GROUP BV OF FRONTLINE ABO} \\ \hline = & \text{DIFFERENTIAL BONUS} \end{matrix}$$

PERFORMANCE BONUS SCHEDULE

IF YOUR MONTHLY PV IS:	YOUR MONTHLY PERFORMANCE BONUS IS:
10,000	21% of your BV
7,000	18% of your BV
4,000	15% of your BV
2,400	12% of your BV
1,200	9% of your BV
600	6% of your BV
200	3% of your BV



GET A TEAM GOING

Customers and other people you know may be interested in starting an Amway™ business. You can be their sponsor and earn additional bonuses and incentives when they successfully promoting Amway™ products and purchase for personal use.



Mia is starting to grow her business. She already uses Amway™ products and successfully promotes them to acquaintances, so they are purchasing through her. Now she wants to earn even more to help pay for her bills and have extra spending money. She sponsors some friends who start their own Amway™ businesses and does the same.

600 GROUP PV
6% Performance Bonus



PERSONAL PERFORMANCE BONUS

200 PV
Includes 100 PV of Retail Customer Sales

BV for 200 Personal PV	4,852 BV
x Performance Bonus Percentage on 600 Group PV	6%
= Personal Performance Bonus	291 ZAR



RETAIL CUSTOMER SALES

DIFFERENTIAL BONUS

3 legs earn 0% Performance Bonus

ABO	PV	DIFFERENTIAL BONUS	
A	100	6% - 0% = 6%	146 ZAR
B	150	6% - 0% = 6%	218 ZAR
C	150	6% - 0% = 6%	218 ZAR
Total			582 ZAR

EXAMPLE: PERFORMANCE BONUS

TOTAL PERFORMANCE BONUS	873 ZAR
RETAIL MARGIN	728 ZAR
TOTAL INCOME	1,601 ZAR PER MONTH³

³ Assumes ABO performs consistently and meets requirements each month. PV/BV ratio of "24,25873" is used as an example only. For the currently valid PV/BV ratio please check Amway online or contact an Amway office.

Build a Team

to Go Bronze

Take your business to the next level. Bronze Foundation and Bronze Builder Incentives⁺ reward you for sponsoring and supporting customer sales while you grow your volume, too. Set your foundation, and then build on it.



Bronze Foundation Incentive⁺

Help three (3) or more people start their own Amway[™] business and support customer sales. Earn it by:

- ✓ Achieving 9% or higher on the Performance Bonus Schedule
- ✓ Personally or foster sponsoring at least 3 legs, each earning a minimum of 3% Performance Bonus
- ✓ Generating 100 Personal PV or more

To be eligible for this incentive, ABO must have been at or below 12% Performance Bonus in prior Performance Year PY2023

How it is calculated

**30%
MULTIPLIER**



**PERFORMANCE
BONUS**



MAXIMIZE YOUR MULTIPLIERS

Many Core Plus⁺ incentives are multipliers on your Core Plan bonuses. That means if you build your business in ways that increase your Core Plan earnings, you can increase your Core Plus⁺ incentives too.



Earn this incentive up to 12 times within 18 consecutive months

Beginning the first month you earn a Bronze Foundation Incentive⁺. Maximum of 12 payments.

Jordan has been an ABO for several months. He presents and successfully promotes product to customers to meet their needs. Every month, three of his team members achieve 3% Performance Bonus level, and Jordan achieves 9%. He earns the maximum 12 Bronze Foundation Incentive⁺ payments within the 18-month eligibility period.

1,200 GROUP PV
9% Performance Bonus



EXAMPLE: EARLY BUSINESS BUILDER

PERSONAL VOLUME	200 PV / 100 PV RETAIL CUSTOMER SALES
GROUP VOLUME	1,200 GROUP PV
PERFORMANCE BONUS	1,965 ZAR
BRONZE FOUNDATION INCENTIVE ⁺	589 ZAR
RETAIL MARGIN	728 ZAR
TOTAL INCOME	3,282 ZAR MONTH / 39,380 ZAR YEAR⁴

⁴ Assumes ABO performs consistently and meets requirements each month. PV/BV ratio of "24,25873" is used as an example only. For the currently valid PV/BV ratio please check Amway webpage or contact an Amway office.

Grow a Balanced Business

for Greater Earnings and Recognition

Focusing on both width and depth can help you earn more.

That means continuing to sponsor new team members, and helping frontline ABOs keep building their businesses. The Bronze Builder Incentive⁺ pays you more as you grow strong.



Bronze Builder Incentive⁺

Help downline ABOs follow the path to Bronze and duplicate your results. Receive your Bronze pin the first month you earn the Bronze Builder Incentive⁺. Earn it by:

- ✔ Achieving 15% or higher on the Performance Bonus Schedule
- ✔ Personally or foster sponsoring at least three (3) legs, and helping each earn a minimum of 6% Performance Bonus
- ✔ Generating 100 Personal PV or more

To be eligible for this incentive, ABO's highest qualification should be below Gold Producer in PY2020.

How it is calculated

**40%
MULTIPLIER**



**PERFORMANCE
BONUS**



Earn this incentive up to 12 times within 18 consecutive months
Beginning the first month you earn a Bronze Builder Incentive⁺. Maximum of 12 payments.

BRONZE PIN

You qualify for a Bronze Pin the first month you earn the Bronze Builder Incentive⁺. The Core Plus⁺ Bronze pin is a significant achievement. It can be your first step to higher Core Plan levels like Silver Producer, Gold Producer, Platinum and beyond.



Salma is driven and dedicated to her business. She makes sure all her customers are satisfied so she can count on their monthly purchases. And Salma teaches the team members she sponsors to go for the Bronze Foundation Incentive⁺, just like she did. Salma earns her first Bronze Builder Incentive⁺ and Bronze pin. Then she earns the maximum 12 Bronze Builder Incentive⁺ payments within the 18-month eligibility period.

4,000 GROUP PV
15% Performance Bonus



EXAMPLE: BRONZE BUSINESS

PERSONAL VOLUME	200 PV / 100 RETAIL CUSTOMER SALES
GROUP VOLUME	4,000 GROUP PV
PERFORMANCE BONUS	7,423 ZAR
BRONZE BUILDER INCENTIVE ⁺	2,969 ZAR
BRONZE BUILDER CONSISTENCY INCENTIVE ⁺ (6)	5,500 ZAR
BRONZE BUILDER CONSISTENCY INCENTIVE ⁺ (12)	11,000 ZAR
RETAIL MARGIN	728 ZAR
TOTAL INCOME	11,120 ZAR MONTH / 149,939 ZAR YEAR⁵

⁵ Assumes ABO performs consistently and meets requirements each month. PV/BV ratio of "2,22348" is used as an example only. For the currently valid PV/BV ratio please check Amway webpage or contact an Amway office.



Bronze Builder Consistency Incentive⁺

Earn Bronze Builder Incentives consistently and earn additional One-Time incentives for six (6) and twelve (12) Bronze Builder Incentive⁺ months.

- ✔ Bronze Builder Consistency Incentive⁺ for **6 BBI** months - 5,500 ZAR
- ✔ Bronze Builder Consistency Incentive⁺ for **12 BBI** months - 11,000 ZAR

Only Bronze Builder qualified months within the ABO's 18-month timer is counted.

Help Downline ABOs Qualify at 21%

to Increase Core Plan Bonuses

Your monthly bonuses can grow as your team grows and supporting customer sales. Earn rewards as you coach others to build their businesses.



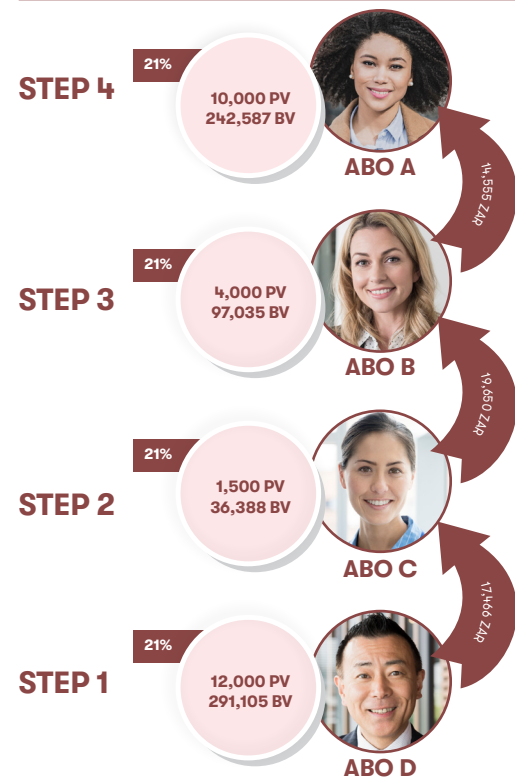
Monthly Leadership Bonus

Earn 6% for helping personally sponsored downline ABOs qualify at 21%. Leadership Bonus is calculated beginning with the furthest downline in each leg who qualified at 21% Performance Bonus level. 6% of that ABO's BV is rolled up to their immediate sponsor. A sponsor keeps **ALL, SOME or NONE** of this amount, depending on their Leadership PV (LPV).

Leadership Bonus Minimum Guarantee is the minimum amount of a Leadership Bonus that must pass up to a qualified upline sponsor as their minimum guarantee. This amount is different for each market and will vary based on the PV/BV ratio of the country.

For more information about Leadership bonuses log in to www.amway.co.za and search for International Business building section.

The example that follow is for 6% Leadership Bonus and is based on a PV/BV ratio of 24,252873. Leadership Bonus Minimum Guarantee for this example is $6\% \times 242,587 \text{ BV} = 14,555 \text{ ZAR}$. It is used as an example only. For the currently valid ratio and minimum guarantee please check Amway online or contact an Amway office.



EXAMPLE BONUS CALCULATION

ABO A keeps ALL of the passed up Leadership Bonus as she has 10,000 LPV.

$6\% \times 242,587 \text{ BV} = 14,555 \text{ ZAR}$ Minimum Guarantee passed up to sponsor

Leader B generates enough LPV to keep SOME Leadership Bonus.

$6\% \times 97,035 \text{ BV} = 5,822 \text{ ZAR}$ Leadership bonus generated by leader B
 $14,555 \text{ ZAR} - 5,822 \text{ ZAR} = 8,733 \text{ ZAR}$ Amount leader B is missing to fulfill Minimum Guarantee

$19,650 \text{ ZAR} - 8,733 \text{ ZAR} = 10,916 \text{ ZAR}$ Leadership Bonus earned
 $5,822 \text{ ZAR} + 8,733 \text{ ZAR} = 14,555 \text{ ZAR}$ Minimum Guarantee passes up to sponsor

Because the ABO C has less than 4,000 LPV, the ABO does not keep any of the bonus passed up.

$6\% \times 36,388 \text{ BV} = 2,183 \text{ ZAR}$ passes up to sponsor

Calculation starts with the furthest downline at 21% Performance Bonus level in a leg.

$6\% \times 291,105 \text{ BV} = 17,466 \text{ ZAR}$

Monthly Depth Bonus

Earn 1% of BV for building a team of qualifying ABOs in depth. Receive a Monthly Depth Bonus when you have three (3) or more in-market legs at 21% Performance Bonus in a month and at least one of those frontline ABOs has one or more downline qualified at 21%. Depth Bonus is calculated separately for each qualified leg.

Depth Bonus Minimum Guarantee is the minimum amount of a Depth Bonus that must pass up to a qualified upline sponsor as their minimum guarantee. This amount is different for each market and will vary based on the PV/BV ratio of the country.

EXAMPLE BONUS CALCULATION

The example that follow is based on a PV/BV ratio of "24,25873". Depth Bonus Minimum Guarantee for this example is $1\% \times 242,587 \text{ BV} = 2,426 \text{ ZAR}$. It is used as an example only. For the currently valid ratio and minimum guarantee please check Amway online or contact an Amway office.

Each qualified frontline of the Depth Bonus recipient passes up 2,426 ZAR to the next Depth Bonus recipient.

In this example, all 21% ABOs have 10,000 PV and 242,587 BV. The bonus calculation starts with the second level qualified ABO:
 $242,587 \text{ BV} \times 1\% = 2,426 \text{ ZAR}$

Since the first level ABO of this leg is able to generate the Minimum Guarantee with her own volume, Gigi keeps all of the Monthly Depth Bonus that is generated by the second level ABO.



ANNUAL LEADER BONUSES

Each year Amway rewards ABOs for developing leaders and growing their business with three Annual Bonuses. Emerald and Diamond Bonuses are based on total in-market BV and traceable international volume for the year, while Diamond Plus is based solely on in-market BV.

- Emerald Bonus
- Diamond Bonus
- Diamond Plus Bonus

For more information log in to www.amway.co.za and search for Core Annual Bonuses Europe or contact your local affiliate.

*AMWAY™ CORE PLUS DISCRETIONARY INCENTIVES PROGRAMME



Aim for Ruby Volume

to Make the Most

A balanced business can be more profitable. Core Plus* discretionary incentives reward best practices by paying multipliers on sales volume or Core Plan bonuses. The more you earn under Core Plan, the more you can earn under Core Plus*.



Performance Plus Incentive*

Grow beyond 10,001 Ruby PV threshold. Boost your monthly earnings with rewards of up to 4% on your Ruby BV.

RUBY PV	MONTHLY REWARD
10,001 and higher	2% of Ruby BV



- ✓ Generate minimum 200 Personal PV
- ✓ Have an approved Qualified month (Silver Producer month)

RUBY VOLUME CAN EARN YOU MORE

More Ruby Volume⁶ can mean:

- ✓ Maximum Leadership Bonuses on qualified legs
- ✓ More income from Differential Bonus on non-qualified legs
- ✓ Opportunity for future qualified legs
- ✓ Extra Core Plus* incentive earnings

⁶ Ruby Volume includes Personal Volume plus Pass-up Volume from in-market legs who are not at 21% on the Performance Bonus schedule. Group Volume from downline qualified Platinums is not included, regardless of whether or not they are at 21% on the Performance Bonus Schedule for the month. Find a video about Ruby Volume [here](#).



Personal Group Growth Incentive*

Earn extra on the way to Founders Platinum and beyond. On a monthly base you can earn 20% monthly multiplier on your Performance Bonus as long as you are tracking for the Personal Ruby Q (PRQ) months base comparing to last Performance Year (PY). In addition, at the end of the PY, you can earn annual multiplier on your Performance Bonus from PRQ months.

- ✓ Earn a PRQ each month you reach 10,000 Ruby PV or 4,000 Ruby PV with at least one leg at 21% Performance Bonus level.
- ✓ Maintain or increase PRQs compared to the previous PY. The Maintenance Multiplier of 5% is only applicable to those ABO's with 12PRQ's.
- ✓ Generate minimum 2,400 Personal PV annually.

As long as the ABO is tracking for PRQ base compared to last PY



YOUR QUALIFIED PERFORMANCE BONUS MONTHLY:	20% MONTHLY MULTIPLIER	YOUR QUALIFIED PERFORMANCE BONUS ANNUAL TOTAL:	10% ANNUAL MULTIPLIER	20% ANNUAL MULTIPLIER	30% ANNUAL MULTIPLIER	5% ANNUAL MULTIPLIER
20,000 ZAR	4,000 ZAR	240,000 ZAR	24,000 ZAR	48,000 ZAR	72,000 ZAR	12,000 ZAR
40,000 ZAR	8,000 ZAR	480,000 ZAR	48,000 ZAR	96,000 ZAR	144,000 ZAR	24,000 ZAR
60,000 ZAR	12,000 ZAR	720,000 ZAR	72,000 ZAR	144,000 ZAR	216,000 ZAR	36,000 ZAR

NOTE: ONLY PERFORMANCE BONUS IN PRQ MONTHS WILL BE USED FOR MONTHLY AND YEARLY CALCULATION. SAMPLE CALCULATION ASSUMES ABO EARNED 12 PRQ MONTHS.

⁷ Available for Founders Platinum up to Founders Emerald in PY24 who had 12 PRQs in PY23.

Build a Sustainable Structure

for Greater Profitability

Develop emerging downline leaders. Help them build strong, qualifying businesses balanced in width and depth. Optimal business structures can lead to higher earnings and long-term growth.



Frontline Growth Incentive⁺

Coach downline leaders to go for Founders Platinum. Keep increasing the number of legs with sales qualifying them at the 21% Performance Bonus level and get rewarded every year.

At the end of the PY, you can earn an annual multiplier on annual Leadership, Foster Leadership and Depth bonuses from Core Plan.

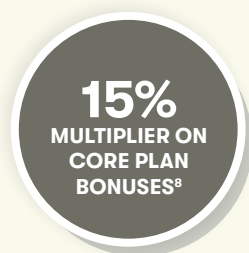
- ✓ Earn a Frontline Q (FQ) each month for every in-market leg that qualifies at 21% Performance Bonus level.
- ✓ Maintain or increase FQs compared to the previous PY.
- ✓ Generate minimum 2,400 Personal PV annually.
- ✓ Qualify Founders Platinum.
- ✓ Annual 24,000 Ruby PV (Diamonds and above are excluded).

Maintain FQs

+1 to 2 FQs

+3 to 5 FQs

+6 or more FQs



YOUR ANNUAL LEADERSHIP, FOSTER LEADERSHIP AND DEPTH BONUSES TOTAL:	15% MULTIPLIER	40% MULTIPLIER	50% MULTIPLIER	60% MULTIPLIER
600,000 ZAR	90,000 ZAR	240,000 ZAR	300,000 ZAR	360,000 ZAR
1,000,000 ZAR	150,000 ZAR	400,000 ZAR	500,000 ZAR	600,000 ZAR
1,400,000 ZAR	210,000 ZAR	560,000 ZAR	700,000 ZAR	840,000 ZAR

⁸ MULTIPLIER APPLIES TO ANNUAL LEADERSHIP, FOSTER LEADERSHIP AND DEPTH BONUSES FROM CORE PLAN.
NOTE THAT A PAYMENT CAP IS SET TO 550,000 ZAR



Two-Time Cash Incentive⁺

Reach new levels. ABOs can earn an incentive the first time they qualify for a pin, and earn another incentive by requalifying the next PY.

PIN LEVEL	FIRST YEAR	SECOND YEAR	TOTAL
Gold Producer	12,000 ZAR	12,000 ZAR	24,000 ZAR
Platinum	24,000 ZAR	24,000 ZAR	48,000 ZAR
Founders Platinum	48,500 ZAR	48,500 ZAR	97,000 ZAR
Sapphire	64,500 ZAR	64,500 ZAR	129,000 ZAR
Founders Sapphire	96,500 ZAR	96,500 ZAR	193,000 ZAR
Emerald ⁹	129,500 ZAR	129,500 ZAR	259,000 ZAR
Founders Emerald ⁹	162,000 ZAR	162,000 ZAR	324,000 ZAR
Diamond ⁹	202,000 ZAR	202,000 ZAR	404,000 ZAR
Founders Diamond ⁹	243,000 ZAR	243,000 ZAR	486,000 ZAR

⁹ Emerald 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.

Note that all requalifying ABOs qualifying for the Second Year TTCl payment in PY24 will get the incentive based on the previous year's (PY23) share between the First- and Second-Year payments, which is 75%. All new qualifiers in PY24 will get the First-Year payment based on the new share, which is 50%.



Transitional Year 2 Gold Producer TTCl Cash Award for PY23

ABOs who qualify as new Gold Producer in PY23 and requalify at this level in PY24 will be eligible for a discretionary transitional Year 2 Cash Award TTCl, payable after the requalified level is approved in PY24.

NEW GOLD PRODUCER IN PY23	TRANSITIONAL SECOND YEAR TTCl IN PY24
Gold Producer	12,000 ZAR

MAKE THE MOST WITH YOUR AMWAY™ BUSINESS

As a leader, here are three ways you can earn more:

- ✓ Build width by sponsoring new ABOs supporting customer sales
- ✓ Grow depth by helping downline ABOs achieve their goals
- ✓ Qualify monthly with Ruby Volume

You Have What It Takes

to Achieve Your Goals

Keep growing your Core Plan bonuses and teach your team to do the same. Core Plus⁺ incentives can continue to build as your business does. Work with your Sales/Account Managers to set a plan.



Reach Executive Levels

Being a leader comes with amazing benefits. More money, exclusive Amway resources and business consultations, and once-in-a-lifetime adventures are waiting for you.

YOUR FOUNDERS PLATINUM BUSINESS	RETAIL MARGIN	CORE PLAN	CORE PLUS*	YOU CAN EARN
10,001 RUBY PV PER MONTH 1 LEG WITH 4,000 GPV 1 LEG WITH 2,400 GPV 2 LEGS WITH 1,200 GPV 1 LEG WITH 600 GPV 2 LEGS WITH 200 GPV	8,733 ZAR	276,029 ZAR	175,725 ZAR	460,487 ZAR
	PPV: 201 (Retail Customer Sales PV 100)	10,001 Ruby PV 21% Performance Bonus	Incentives: Performance Plus 58,224 ZAR PGGI Monthly 55,200 ZAR 5% PGGI Annual 13,801 ZAR TTCI: 48,500 ZAR	in 12 months

YOUR FOUNDERS EMERALD BUSINESS	RETAIL MARGIN	CORE PLAN	CORE PLUS*	YOU CAN EARN
2,201 RUBY PV PER MONTH 3 LEGS WITH 10,001 GPV 1 LEG WITH 1,200 GPV 1 LEG WITH 600 GPV 1 LEG WITH 200 GPV	8,733 ZAR	478,707 ZAR	394,639 ZAR	882,079 ZAR
	PPV: 201 (Retail Customer Sales PV 100)	PV: 2,201 21% Performance Bonus: 90,886 ZAR 6% Leadership Bonus: 387,821 ZAR	Incentives: FGI Annual 232,639 ZAR TTCI 162,000 ZAR	in 12 months

YOUR FOUNDERS DIAMOND BUSINESS	RETAIL MARGIN	CORE PLAN	CORE PLUS*	YOU CAN EARN
201 RUBY PV PER MONTH 6 LEGS WITH 10,0001 GPV	8,733 ZAR	889,217 ZAR	769,158 ZAR	1.667,108 ZAR
	PPV: 201 (Retail Customer Sales PV 100)	PV: 201 21% Performance Bonus: 12,288 ZAR 6% Leadership Bonus: 876,930 ZAR	Incentives: FGI Annual 526,158 ZAR TTCI 243,000 ZAR	in 12 months

Assumes ABO performs consistently and meets requirements each month. PV/BV ratio of "24,25873" is used as an example only. For the currently valid PV/BV ratio please check Amway online or contact an Amway office.
Bonuses in all the income examples in this guide are neither guaranteed nor projected nor do they represent ABO profit. The figures given are gross and do not consider any state fees, taxes and other business expenses. Do not be misled by claims that high earnings are easily achieved. Please note that only ABOs, who have sufficient registration of their business activity with the local state and tax authorities, are eligible to receive bonuses and any income-deriving commission trade and/or intermediation of the sale of products.
Income and sales figures are rounded for ease of reference.
For more Income examples please use Income Simulator at <https://amway.co.za/business-info/apps#IncomeCalculator>
*Amway™ Core Plus discretionary incentives programme

Founders Achievement Awards

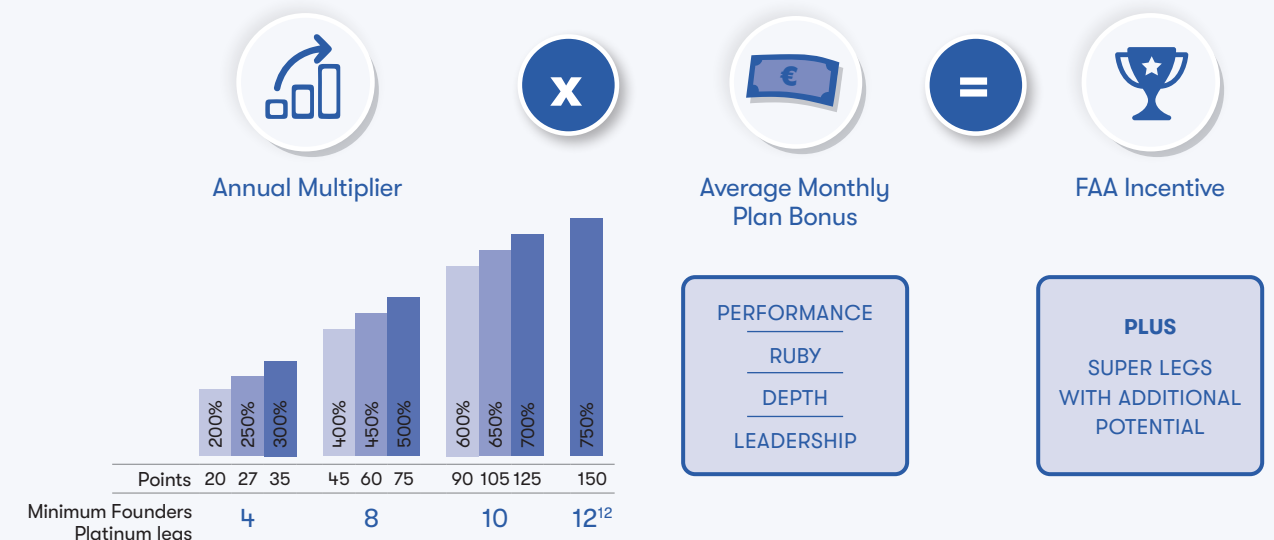
This discretionary incentive recognizes outstanding leaders by making significant annual payouts. Coach downline Founders Platinum, Emerald Bonus Recipients and Diamond Bonus Recipients to build healthy businesses. To qualify, leaders must be a Diamond Bonus Recipient with a minimum of 20 FAA points.

FOR EACH...	POINTS ¹¹
Founders Platinum ¹⁰	1.0
Emerald Bonus Recipient	1.5
Diamond Bonus Recipient	3.0

¹⁰ Maximum: 6.0 points per leg

¹¹ Maximum: 30 points per leg

How it is calculated



¹²**SUPER LEGS**
For 750% leaders who have two or more legs at 30 points or higher, earn \$20,000 for each super leg up to the 5th, and \$40,000 starting from the 6th super leg. Super Leg Bonus will be paid in local currency using August 2024 exchange rate.

☐ Contact your Sales/Account Manager with questions. For more information on FAA program, log in to the www.amway.co.za or MyBiz and search for FAA or FAA Brochure.

Recognizing Your Success

and Dedication to Others

You are building your businesses for long-term achievement not just short-term recognition. The global recognition programme rewards profitable and sustainable businesses that are developing future leaders and putting people first.



Global Award Recognition (GAR)

Eligibility

- ✔ ABOs must qualify for Founders Diamond by being an Emerald Bonus Recipient (EBR) with six (6) or more Q12 legs, including internationally sponsored legs, in at least one of their #1 or #2 Multiple Business.
- ✔ Global Award is based on combined performance of #1 and #2 Multiple Businesses.
- ✔ Executive Diamond is the entry point for GAR (6 Founders Platinum legs and 10 Qualification Credits).

Earning Credits

- ✔ **Width is measured by Founders Platinum (FPL) legs** downline of a #1 or #2 multiple business. FPL legs do not include the #2 business itself, any internationally sponsored legs, or any qualified legs without a Founders Platinum.
- ✔ **Depth is measured in Qualification Credits (QC)**, which are earned for downline leadership development.

Two-Time Cash Awards

Achieve new levels and solidify your growth. If you achieve multiple new qualifications in one PY, you can earn multiple incentives.

GAR LEVEL	YEAR 1 CASH AWARD	YEAR 2 CASH AWARD
Executive Diamond	350,000 ZAR	120,000 ZAR
Founders Executive Diamond	400,000 ZAR	130,000 ZAR
Double Diamond	500,000 ZAR	170,000 ZAR
Founders Double Diamond	700,000 ZAR	230,000 ZAR
Triple Diamond	900,000 ZAR	300,000 ZAR
Founders Triple Diamond	1.200,000 ZAR	400,000 ZAR
Crown	1.600,000 ZAR	500,000 ZAR
Founders Crown	2.000,000 ZAR	700,000 ZAR
Crown Ambassador	2.400,000 ZAR	800,000 ZAR
Founders Crown Ambassador	2.800,000 ZAR	900,000 ZAR

QUALIFICATION CREDITS¹³

Each Founders Platinum up to 3 QC per leg = 1.0; Emerald Bonus Recipient (EBR) = 1.5; Diamond Bonus Recipient (DBR) = 3.0; Founders DBR (F. DBR) = 6.0.

"TASTE OF FOUNDERS COUNCIL" EXPERIENCE

	AWARD LEVEL	FPL LEGS	QC
FOUNDERS COUNCIL	Founders Crown Ambassador	14+	100
	Crown Ambassador	14+	88
	Founders Crown	12+	76
	Crown	12+	64
PILOT*	Founders Triple Diamond	10+	52
	Triple Diamond	10+	43
LEADER OF LEADERS	Founders Double Diamond	8+	34
	Double Diamond	8+	25
GLOBAL LEADER	Founders Executive Diamond	6+	16
	Executive Diamond	6+	10

*During PY24, there are two pilot enhancements to GAR, that will improve the leader experience while keeping the principles and guidelines intact. For details, please see the GAR brochure.

¹³ #1 and/or #2 multiple businesses must be Founders Platinum for a leg to contribute up to one QC. For a FPL leg to contribute more than one QC, the multiple business must be EBR in the local market.

For more information please log in to www.amway.co.za or MyBiz and search for GAR or GAR Brochure.

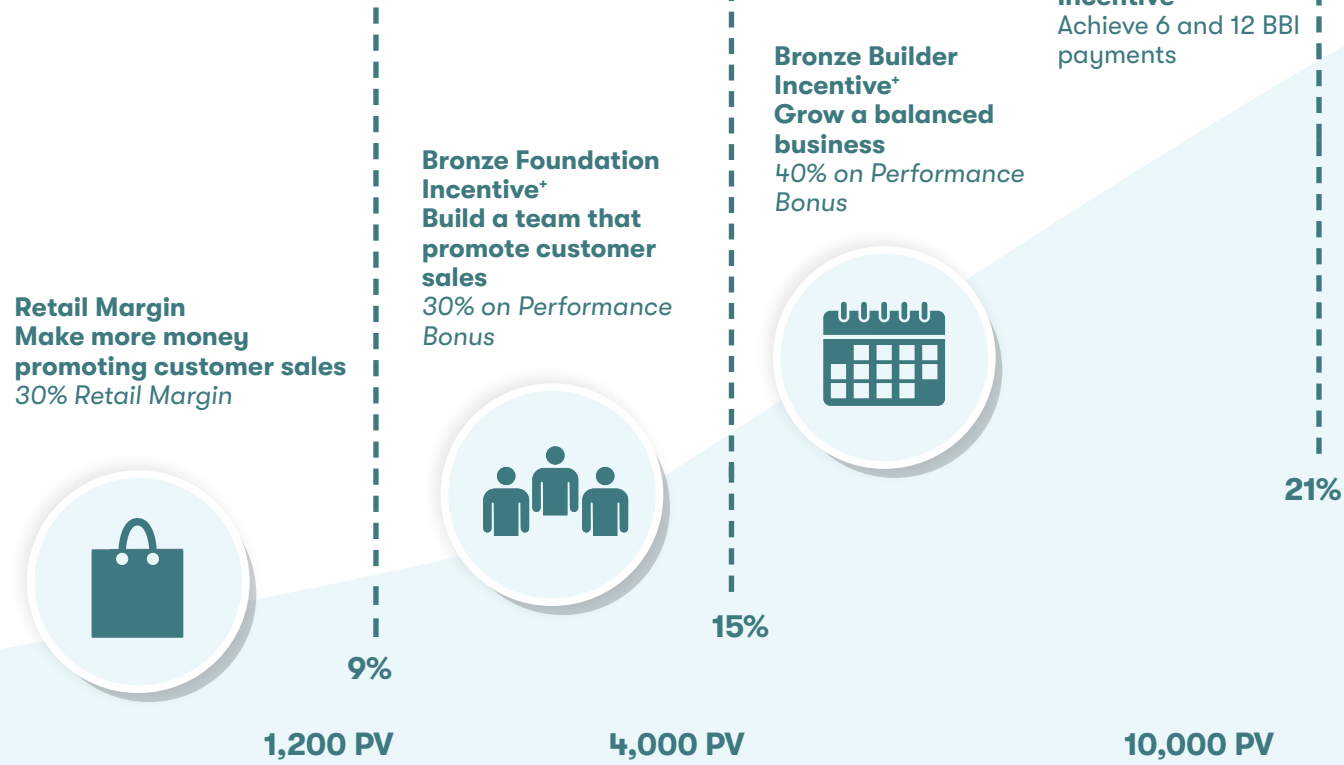
Maximize Your Earnings

Core Plus⁺ Complements the Core Plan

ABOs at all levels can be rewarded for building profitable, sustainable structures. Aim for these key achievements to increase earnings.



Core Plus⁺ Early Incentives



GROW YOUR BUSINESS

Earn higher Core Plan bonuses to increase Core Plus⁺ incentives.



Bronze Builder Consistency Incentive⁺
Achieve 6 and 12 BBI payments

Core Plus⁺ Leader Incentives

Performance Plus Incentive⁺
Grow beyond 10,001 Ruby PV threshold
2% of Ruby BV

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

Frontline Growth Incentive⁺
Coach downlines on their way to Founders Platinum

Two-Time Cash Incentive⁺
Achieve higher levels Gold Producer to Founders Diamond



Core Plan

Know the Key Concepts

Use this section as a convenient guide

Definitions

Discretionary Incentives

Incentives that are given to ABOs at the discretion of Amway and can be changed at any time. These incentives are separate from and in addition to the Core Plan.

Point Value (PV)

Point Value is a unit amount assigned to nearly all product. The total PV of all product orders placed by you and your group together for the month determines your bonus level. The higher your PV, the higher percentage (up to 21%) used in calculating your bonus.

Business Volume (BV)

Business Volume is a monetary figure assigned to each product. BV stands for Business Volume. BV is used to calculate your Performance Bonus.

All products with PV have a BV value, which determines the size of the bonus you will receive at a certain bonus percentage level.

Personal PV exemption for Core Plus Incentives*

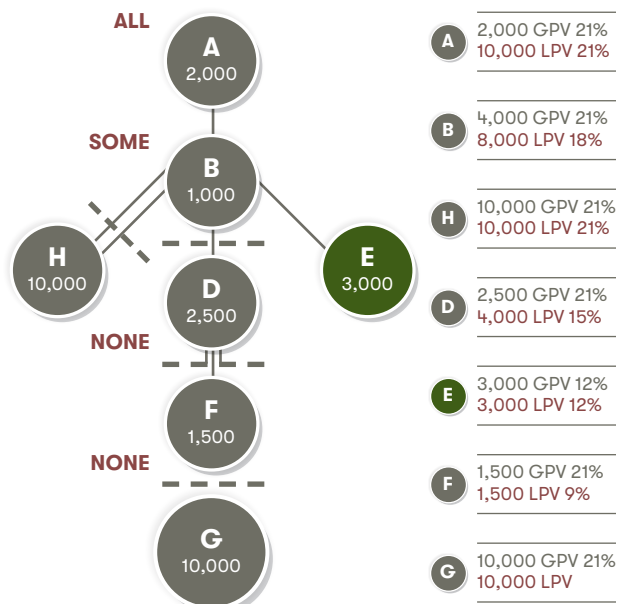
All Core Plus* Leader incentives (PP, PGGI and FGI) follow the Global rules for PPV exemption:

- #1 business must be minimum Platinum to use PPV exemption in #2 Businesses.

Note that no PPV exemption exists for Early Incentives (BFI/ BBI and BBI Consistency).

Leadership Volume/Leadership PV (LPV)

The Volume used to calculate an ABO's Leadership Bonuses (including 6% Leadership Bonus, 4% Foster Leadership Bonus and 2% International Leadership Bonus). This includes Personal Volume plus Leadership Volume from any non-21% Leadership Volume level ABO. Below see an example:



Qualified/Silver Producer Month

ABOs have a Qualified/Silver Producer month if they:

- Generate 10,000 Group PV in a month, or
- Personally or foster sponsor 1 x 21% leg and maintain 4,000 Group PV in the same month, or
- Personally or foster sponsor at least 2 x 21% legs in the same month.

Group Volume/Group PV (GPV)

Group Volume is the monthly volume that includes one's own Personal PV, non-qualified downline legs volume as well as negative volume (i.e. from products returns) from downline ABOs. Volume of qualified 21% legs is not included.

Ruby Volume/Ruby PV (RPV)

Ruby Volume includes Personal Volume plus Pass-up Volume from in-market legs who are not at 21% on the Performance Bonus schedule. Group Volume from downline qualified Platinums is not included, regardless of whether or not they are at 21% on the Performance Bonus Schedule for the month.

Leg

When an ABO registers an individual and helps them build a team, a "Leg" in the Line of Sponsorship (LOS) is formed.

Performance Year (PY)

September 1 to August 31.

Balanced Business

ABOs can build a balanced business by supporting customer sales and helping ABOs they sponsor to do the same.

Bronze Pin

Through the Core Plus* discretionary incentives programme, ABOs can earn a Bronze pin the first month they qualify for the Bronze Builder Incentive*.

Personal Ruby Q (PRQ)

ABOs earn a PRQ each month they reach 10,000 Ruby PV or 4,000 Ruby PV with at least one 21% leg. Through the Core Plus* discretionary incentives programme, ABOs can earn a monthly multiplier on Performance Bonus in PRQ months as long as tracking to meet the PRQ base year and annual multiplier on Performance Bonus in PRQ months by increasing or maintaining their total PRQs compared to the prior PY. (See also Personal Group Growth Incentive*.)

Frontline Q (FQ)

ABOs earn a an FQ for every in-market leg that qualifies at the 21% Performance Bonus level in the month. Through the Core Plus* discretionary incentives programme, ABOs can earn an annual multiplier by increasing or maintaining their total FQs compared to the prior year. (See also Frontline Growth Incentive*.)

Amway™ Core Plan

Foundational compensation including Performance and Differential bonus available for all ABOs and additional bonuses available for leaders.

Amway™ Core Plus discretionary incentives program (Core Plus*)

The Amway™ Core Plus discretionary incentives programme rewards key achievements of ABOs in building a sustainable, balanced business. Incentives are awarded at Amway's discretion, may change from year to year, and are separate from and in addition to the Amway™ Core Plan. ABOs must be in good standing with Amway to qualify (see ABO Rules of Conduct).

Core Plus* Dashboard

Core Plus* dashboard is an online tracking tool available for ABO after login into the My Office section of the Amway webpage. ABOs can use it to see an overview of their personal performance, progress toward Core Plus* incentives, details about customers and sponsored ABOs, and more.

Bronze Foundation Incentive*

Eligibility

Each month:

- Achieve 9% or above on the Performance Bonus Schedule
- Have at least three (3) personally sponsored legs who achieve 3% Performance Bonus level or more
- Generate 100 Personal PV or more

Available to ABOs at or below 12% Performance Bonus level in prior Performance Year PY2023.

ABO must not have previously earned Bronze Foundation Incentive* or must be within the 18-month eligibility period.

Payment

- Earn a 30% Core Plus* Performance Bonus multiplier in qualifying months
- Paid monthly
- Available for up to 18 consecutive months, beginning the first month of qualification
- Maximum 12 payments
- Can be earned concurrently with the Bronze Builder Incentive*

Bronze Builder Incentive*

Eligibility

Each month:

- Achieve 15% or above on the monthly Performance Bonus schedule
- Have at least three (3) personally sponsored legs who achieve 6% Performance Bonus level or more
- Generate 100 Personal PV or more

ABO must not have qualified Gold Producer or higher since PY2020.

ABO must not have previously earned Bronze Builder Incentive* or must be within the 18-month eligibility period.

Payment:

- Earn a 40% Core Plus* Performance Bonus multiplier in qualifying months
- Paid monthly
- Available for up to 18 consecutive months, beginning the first month of qualification
- Maximum 12 payments
- Can be earned concurrently with the Bronze Foundation Incentive*

Bronze Builder Consistency Incentive*

Eligibility

- ABOs who achieve six (6) AND
- twelve (12) Bronze Builder Incentive+ payments in PY24

Payment

- One-Time payments, 5 500 ZAR for 6 and 11 000 ZAR for 12 payments. Only Bronze Builder qualified months within the ABO's 18-month timer is counted.

Performance Plus Incentive*

Qualification Requirements

- Each month:
 - Generate at least 10,001 Ruby PV
 - Generate 200 Personal PV or more
 - Have approved Qualified month (Silver Producer month)

Payment

- Earn a 2% multiplier based on total qualifying Ruby PV
- Paid monthly

Personal Group Growth Incentive* (PGGI)

Available monthly and annually as long as ABO qualifies; no limit to the number of payments.

Qualification Requirements

- Increase or maintain your total PRQs¹⁴ compared to the previous Performance Year (PY)
- Generate at least 2,400 Personal PV annually

¹⁴ Earn a PRQ every month you reach 10,000 Ruby PV or 4,000 Ruby PV with at least one 21% Leg

Payment

- Earn 20% monthly multiplier on your Performance Bonus in PRQs months as long as an ABO is on track to meet PRQ base. Paid monthly.

+1 to 2 PRQs	10%
+3 to 5 PRQs	20%
+6 and more PRQs	30%
Maintain 12 PRQs	5%

 (Maintain incentive is available for Founders Platinum up to Founders Emerald having 12 PRQs in Performance Year 2023)

Frontline Growth Incentive* (FGI)

Available every year an ABO qualifies; no limit to the number of payments.

Qualification Requirements

- Qualify Founders Platinum
- Increase or maintain your total Frontline Qs¹⁵ (FQ) each PY over the prior PY
- Generate minimum 2,400 Personal PV annually
- Generate 24,000 Ruby PY annually (excluding Diamonds and above)

¹⁵ Earn a FQ each month for every in-market leg who qualifies at 21% Performance Bonus level. Founders legs counts as 12 FQs no matter how they qualify.

Note that 12 FQs are counted for the Founders leg as indicated below:

- leg that has 12 Q months
- leg that has 10/11 Q months and total downline PV of min 144,000 Volume Equivalency
- leg that has ABO qualified as Founders Platinum with 10/11 Q months and min 120,000 Group PV

Payment

- Earn an annual multiplier on annual Leadership, Foster Leadership and Depth bonuses from Core Plan; multiplier determined by difference in FQs compared to prior PY:

Maintain FQs	15%
+1 to 2 FQs	40%
+3 to 5 FQs	50%
+6 and more FQs	60%
- Paid annually
- 550,000 ZAR payment cap

Two-Time Cash Incentive* (TTCI)

Available to new Gold Producer through Founders Diamond.

Qualification Requirements

- Grow and reach a new pin level, then requalify the second consecutive PY:
Achieve new Gold Producer, Platinum, Founders Platinum, Sapphire, Founders Sapphire, Emerald, Founders Emerald, Diamond or Founders Diamond
- Emerald 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 (September 2014 - August 2015).

Payment

- Earn a fixed payment for first-time pin achievement and subsequent second-year payment for consecutive requalification
- ABO can earn multiple payments for multiple qualifications during a Performance Year
- Second-year payments from a prior year qualification can be paid on top of new first-year payments for achieving higher qualifications
- Requalification payment is earned only if ABO achieves the same award level in second consecutive year

Founders Achievement Awards (FAA)

Contact your Sales/Account Manager with questions and/or log in to www.amway.co.za or MyBiz and search for FAA or FAA Brochure.

FAA discretionary incentives reward both domestic and international business development, and FAA payment amounts are determined by Core Plan monthly bonuses where FAA points are earned.

ABOs must be a DBR in at least one of their multiple businesses (MB) to be eligible to participate in the FAA programme. A global business (all MBs belonging to the same Global Business Owner) earns a single Global FAA payment.

FAA points

- 1.0 FAA point for each Founders Platinum (FPL) in a Leg with a maximum of 6 FPL points per leg.
- 1.5 FAA points for each Emerald Bonus Recipient (EBR) in the leg.
- 3.0 FAA points for each Diamond Bonus Recipient (DBR) in the leg.
- Maximum of 30 points per leg.

Refer to the FAA program brochure for more detailed information.

Two-Time Cash Award (TTCA)

Qualification Requirements

- 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.

Payment

- Earn a fixed payment for first-time pin achievement and subsequent second-year payment for consecutive requalification
- ABO can earn multiple payments for multiple qualifications during a Performance Year
- Second-year payments from a prior year qualification can be paid on top of new first-year payments for achieving higher qualifications
- Requalification payment is earned only if ABO achieves the same award level in second consecutive year

Global Award Recognition (GAR)

Contact your Sales/Account Manager with questions and/or log in to www.amway.co.za or MyBiz and search for GAR or GAR Brochure.

GAR rewards profitable and sustainable businesses while developing future leaders and putting people first.

ABOs must qualify as 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 is based on combined performance of #1 and #2 Multiple Businesses.

Depth is measured in Qualification Credits (QC) which are earned based on downline development: FPL (up to 3 QCs per leg) – 1 QC, EBR – 1.5 QCs, DBR – 3 QCs, FDBR – 6 QCs. EBR, DBR and FDBR must also be FPL to count. 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).

#1 and/or #2 Multiple Businesses must be FPL for a leg to contribute to one QC. For a FPL leg to contribute more than one QC the multiple business must be EBR in the local market.

Width is measured in FPL legs, which does not include international legs, a qualified international business, or legs without a FPL. FPL legs must be downline of a #1 and/or #2 Multiple Business.