



DRIVE. RISE. CELEBRATE.



ESAN Path to A70 Focus on Reward and Recognition



Drive. Rise. Celebrate.

Drive your business.

Rise with every step.

Celebrate everything you've become.

ESAN Path to A70 Focus on Reward and Recognition



Drive Better Rewards

- **Increased income** for New Platinum and new Founders Platinum
- **Stronger second time requalification** incentives for Platinum and Founders Platinum
- **More focus on monthly** instead of annual rewards

ESAN Path to A70 Focus on Reward and Recognition Performance Year 2026



Rise Through Purposeful Travel

- **Experience trip to Ada or Wuxi** for new Emeralds, new Founders Emeralds, new Diamonds and higher new levels including Global Award Recognition levels (GAR).

Also requalified Diamonds and above growing +6 FQs in the Core Plus Leadership Plus Incentive.
- **Master Leadership Development Program** (extra 2 nights after LTS Bangkok) supporting Path to Diamond leveraging Core Plus Leadership Plus incentive.

Target group: All Emeralds & Founders Emeralds growing +6 FQs in the Core Plus Leadership Plus Incentive.



CorePlus⁺



Master Leadership Development Program in Bangkok

When the journey seems to end, for some it's just the beginning: get ready to enjoy two unforgettable extra nights of learning and excitement after LTS.

Who's invited?

All ABOs below Diamond level in PY26 who:

Qualify for the Annual Emerald Bonus and the Leadership Plus Incentive⁺ with 6 or more FQ growth

On your A70 path, get the chance to connect with what makes us Amway.

Ada or Wuxi Business Experience Trip



Who's invited?

All ABOs who reach one of the following achievements in PY26:

- First time Emerald or Founders Emerald with Annual Emerald Bonus
- First time Diamond or above with Annual Diamond Bonus
- Diamond requalification or above with Annual Diamond Bonus and a Leadership Plus Incentive⁺ with 6 or more FQ growth

Kindly note that Amway is looking into either organising the trip to Ada/USA OR to Wuxi/China. The final destination will be communicated on time.



FAQs

Frequently Asked Questions
PERFORMANCE YEAR 2026

Master Leadership Development Program in Bangkok

(Leadership Training Seminar (LTS) PY26 Bangkok 2 nights extension for Emeralds and Founders Emeralds experience)

- When can I qualify for the experience at LTS PY26 Bangkok?**
In Performance Year 2026 (1 September 2025 to 31 August 2026).
- Do I need to qualify for a new Emerald Bonus Recipient (EBR)* in Performance Year 2026 (PY26)?**
No, you can be either new, requalified or comeback EBR, but it's essential that you achieve this by the end of PY26. In addition, you need to grow a minimum of 6 Frontline Qualifications (FQ) in the Core Plus+ Leadership Plus Incentive+ compared to PY25.
- What if I am an EBR and grow less than 6 FQs in PY26?**
In this case, you would not qualify for this experience.
- My highest level in PY26 is Diamond. Am I qualified for this program?**
No, this program is only for Emeralds and Founders Emeralds with Annual Emerald Bonus in PY26 that grow a minimum of 6 FQs in the Core Plus+ Leadership Plus Incentive+ compared to PY25.

* EBR is a Platinum who sponsors three or more In-market 27% legs (Personal or Partner), or European 27% legs, each of which qualified for at least six months of the PY. International legs outside of Europe do not count for Bonus eligibility, but count for the FY.

Ada/Wuxi Business Experience Trip

- Do I qualify for this trip if I requalify for Emerald in PY26?**
No, this trip incentive is exclusively available for:
- **new** Emeralds and Founders Emeralds with an Annual Emerald Bonus in PY26
- **new** Diamonds and above with an Annual Diamond Bonus** in PY26
- **requalified** Diamonds and above with an Annual Diamond Bonus who grow a minimum 6 FQs in Leadership Plus Incentive+ in PY26 compared to PY25
- Do I qualify for this trip if I qualify as a New Founders Diamond in PY26?**
Yes, if you will also qualify for the Annual Diamond Bonus in PY26.
- Do I qualify for this trip if I qualify for any of the new Global Award Recognition (GAR) levels (Executive Diamond and above) in PY26?**
Yes, if you will also qualify for the Annual Diamond Bonus in PY26.
- My highest level is Founders Emerald, but I didn't requalify for Founders Emerald in PY25. What do I need to do to qualify for the incentive?**
You will have to qualify as a new Diamond with an Annual Diamond Bonus in PY26.
- Do I qualify for this trip if I requalify for Diamond in PY26?**
Yes, if you will also grow a minimum of 6 FQs in the Leadership Plus Incentive+ in PY26 compared to PY25 and receive the Annual Diamond Bonus in PY26.

**Any all Diamond Bonus Recipient is a Platinum who sponsors six or more In-market 27% legs (Personal or Partner), or European 27% legs, each of which qualified for at least six months of the PY. International legs outside of Europe do not count for Bonus eligibility, but count for the FY.

Participants in the Leadership Training Seminar or any other incentive event requires fulfillment of the relevant qualification criteria and receipt of the written invitation from Denjoy before the event. Invitation to incentive events is at Denjoy's sole discretion and may be given where the Denjoy Business Center needs other criteria. For a comprehensive overview of our Terms and Conditions, please visit the Denjoy website.

ESAN Path to A70 Focus on Reward and Recognition



Celebrate with Enhanced Recognition

- Enhanced recognition for Bronze
- New recognition for Silver & Gold
- Achievers book (PY26 – PY27)
- Golden Achievers Book (PY28)
- Global Diamond Celebration in 2029

Drive. Rise. Celebrate. — Your journey to A70 starts now

Assets list

- A70 logo
- A70 video
- Business Experience Trips criteria and FAQs
- Styleguide – how to use the logo
- Virtual backgrounds for online meetings
- Whatsapp tile
- Web page banner
- Business news
- Visuals to be used within the campaign
- Elevator pitch
- CRM emails
- Storyline
- PPT template we can use in all presentations



Master Leadership Development Program in Bangkok

(Leadership Training Seminar (LTS) PY26 Bangkok 2 nights extension for Emeralds and Founders Emeralds experience)

1. **When can I qualify for the experience at LTS PY26 Bangkok?**
In Performance Year 2026 (1 September 2025 to 31 August 2026).
2. **Do I need to qualify for a new Emerald Bonus Recipient (EBR)* in Performance Year 2026 (PY26)?**
No, you can be either new, requalified or comeback EBR, but it's essential that you achieve this by the end of PY26. In addition, you need to grow a minimum of 6 Frontline Qualifications (FQ) in the Core Plus Leadership Plus Incentives compared to PY25.
3. **What if I am an EBR and grow less than 6 FQs in PY26?**
In this case, you would not qualify for this experience.
4. **My highest level in PY26 is Diamond. Am I qualified for this program?**
No, this program is only for Emeralds and Founders Emeralds with Annual Emerald Bonus in PY26 that grow a minimum of 6 FQs in the Core Plus Leadership Plus Incentives compared to PY25.

*EBR is a Recipient of Emerald Bonus who is a new Emerald Bonus Recipient in PY26, or a Recipient of Emerald Bonus who is a new Emerald Bonus Recipient in PY26, or a Recipient of Emerald Bonus who is a new Emerald Bonus Recipient in PY26.

Ada/Wuxi Business Experience Trip

1. **Do I qualify for this trip if I requalify for Emerald in PY26?**
No, this trip incentive is exclusively available for:
- new Emeralds and Founders Emeralds with an Annual Emerald Bonus in PY26
- new Diamonds and above with an Annual Diamond Bonus** in PY26
- requalified Diamonds and above with an Annual Diamond Bonus who grow a minimum of 6 FQs in the Leadership Plus Incentives in PY26 compared to PY25.
2. **Do I qualify for this trip if I qualify as a New Founders Diamond in PY26?**
Yes, if you will also qualify for the Annual Diamond Bonus in PY26.
3. **Do I qualify for this trip if I qualify for any of the new Global Award Recognition (GAR) levels (Executive Diamond and above) in PY26?**
Yes, if you will also qualify for the Annual Diamond Bonus in PY26.
4. **My highest level is Founders Emerald, but I didn't requalify for Founders Emerald in PY26. What do I need to do to qualify for the incentive?**
You will have to qualify as a new Diamond with an Annual Diamond Bonus in PY26.
5. **Do I qualify for this trip if I requalify for Diamond in PY26?**
Yes, if you will also grow a minimum of 6 FQs in the Leadership Plus Incentives in PY26 compared to PY25 and receive the Annual Diamond Bonus in PY26.

**Annual Diamond Bonus is a Diamond Bonus who is a new Diamond Bonus Recipient in PY26, or a Diamond Bonus Recipient in PY26, or a Diamond Bonus Recipient in PY26.

Participation in the Leadership Training Seminar or any other incentive is subject to the availability of the incentive and the number of the incentive is limited. The incentive is subject to the availability of the incentive and the number of the incentive is limited. The incentive is subject to the availability of the incentive and the number of the incentive is limited.

Core Plus⁺ PY26 assets



One-pager

- Explains all the incentives quickly and intuitively



Updated **Core Plus⁺ Experience** presentation (**NEW!** available also on the AA platform, replacing Core Plus⁺ courses)



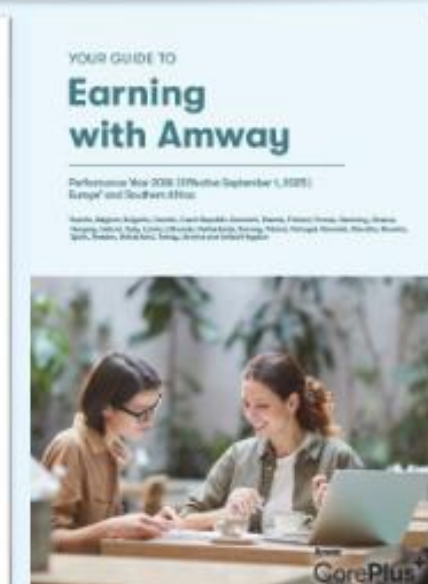
NEW! Updated **Earning with Amway** brochure

Available on the website in all languages.



Amway CorePlus ⁺ PERFORMANCE YEAR 2026	
Monthly Incentives	
Bronze Incentives*	From 9%
Performance Plus Incentive*	From Silver Producer
Annual Incentives	
Two-Time Cash Incentive*	From Gold Producer
Leadership Plus Incentive*	From Founders Platinum
Terms and Conditions	

Amway CorePlus ⁺ PERFORMANCE YEAR 2026	
Monthly Incentives	
Bronze Incentives*	From 9%
Performance Plus Incentive*	From Silver Producer
Annual Incentives	
Two-Time Cash Incentive*	From Gold Producer
Leadership Plus Incentive*	From Founders Platinum
Terms and Conditions	



ABO Income Simulator tool Update PY26

Switch seamlessly between PY25 and PY26 income simulations!



Desktop

New website: About Amway > Apps & Tools

Old website: Business Information > Apps & Tools

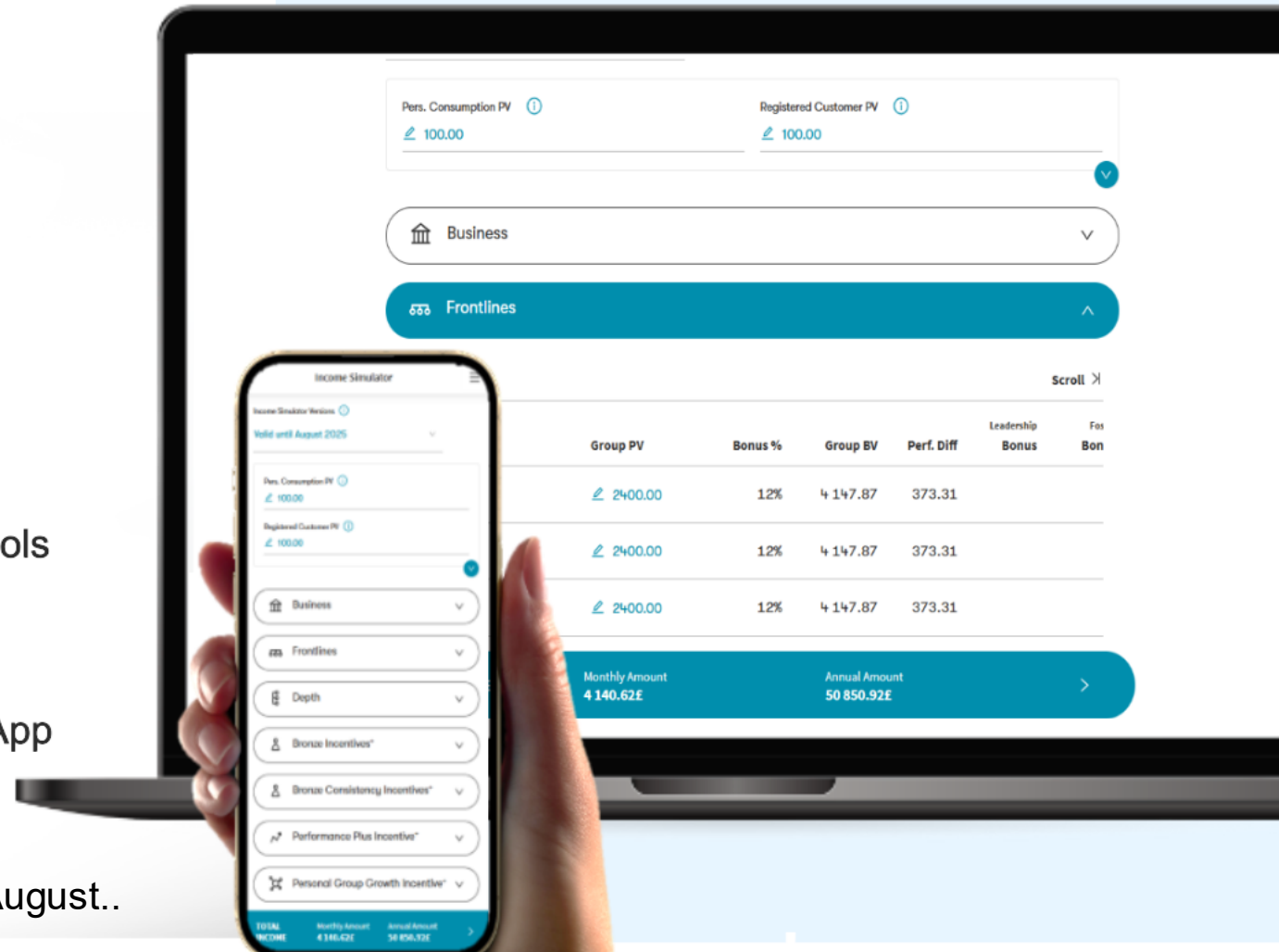


Mobile

Download latest version in **Amway Xperience** App

Over **7,500** downloads in last 12 months

Available on the website in **all languages** from 18th of August..



Global Award Recognition and Founders Achievement Award PY26 updated assets



Updated **Global Award Recognition** brochure

- Includes **PY26 enhancements** and **Two-Time Cash Awards**



Updated **Founders Achievement Award** brochure

Available on the website **in all languages**



ABOs can qualify for a Global Award Recognition by achieving, in the Performance Year:

- **The Founders Diamond level in at least one business.**
- **Width: A certain number of in-market legs with a Founders Platinum qualifier, all businesses considered. To qualify for Double Diamond or higher, one of the legs can be a Platinum one.**
- **Depth: A certain number of Qualification Credits.**



How to earn Qualification Credits

You accumulate Qualification Credits from each ABO in any of your businesses who, by the end of the Performance Year, reaches the following achievements:

Achievement	Qualification Credits
Platinum	0,5
Founders Platinum	1,0
Emerald Bonus	1,5
Diamond Bonus and Founders Platinum qualification	3,0
Founders Diamond and 6 in-market Founders Platinum legs	6,0



Only Multiple Businesses that reach the Founders Platinum level can give Qualification Credits.



Only Multiple Businesses that achieve the Emerald Bonus can give more than 1 Qualification Credit per leg.



Platinum and Founders Platinum combined give a maximum of 3 Qualification Credits per leg.



International legs don't give Qualification Credits.

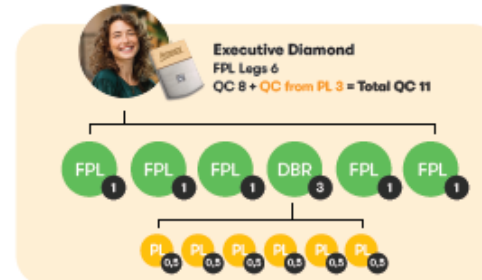
Starting from PY24, new Triple Diamond and new Founders Triple Diamond can experience the taste of the Founders Council along with ABOs at the Crown and higher.

The conditions here described are valid for the Performance Year 2026 and may be modified or revoked at Amway's discretion. For more information, check the GAR brochure available on the official Amway website.

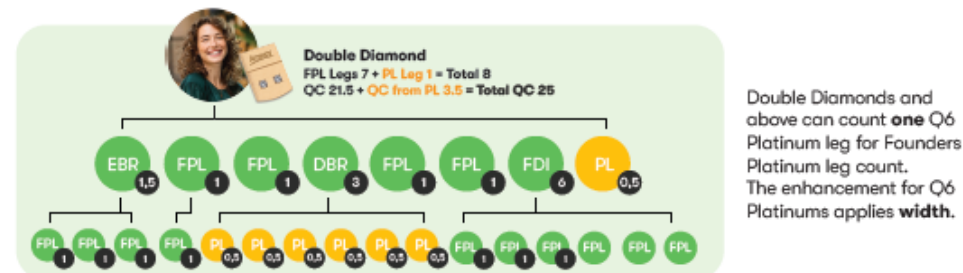
New in PY26 Examples

Example 1: Q6 Platinum qualifiers contributing to QC count.

Executive Diamonds and above can count Q6 Platinum & Founders Platinum (max. 3 QCs per leg). The enhancement for Q6 Platins applies for **depth**.



Example 2: Q6 Platinum leg in width to help qualify for Double Diamond and above.



Double Diamonds and above can count **one** Q6 Platinum leg for Founders Platinum leg count. The enhancement for Q6 Platins applies for **width**.

REWARDS – up to € 411,000

Two-Time Cash Awards Qualification Table:

GAR Level	First Year Cash Award	Second Year Cash Award
Executive Diamond	€ 38,500	€ 13,000
Founders Executive Diamond	€ 44,000	€ 15,000
Double Diamond	€ 55,000	€ 18,000
Founders Double Diamond	€ 77,000	€ 26,000
Triple Diamond	€ 99,000	€ 33,000
Founders Triple Diamond	€ 132,000	€ 44,000
Crown	€ 176,000	€ 59,000
Founders Crown	€ 220,000	€ 73,000
Crown Ambassador	€ 264,000	€ 88,000
Founders Crown Ambassador	€ 308,000	€ 103,000

The conditions here described are valid for the Performance Year 2026 and may be modified or revoked at Amway's discretion. For more information, check the GAR brochure available on the official Amway website.

Ignite PY26. Drive to A70



🚀 Join us for our exclusive Ignite PY26. Drive to A70 Virtual Event 🚀

Get ready to **embark on the A70 journey** and hear directly from the **Amway ESAN Leadership Team** about the **groundbreaking solutions, innovative programs,** and **powerful incentives** that will **transform your business.**

🌟 *Be the first to discover what's coming!*

🔥 *Don't miss your chance to lead the way!*

📱 *Scan the QR code on screen and secure your place – spots are limited!*

👉 *Mark your calendar – this is the event everyone will be talking about!*



Europe & Southern Africa, Zoom event on September 1, 2025, at 18:00 CET



Australia & New Zealand, Zoom event on September 1, 2025, at 19:00 AEST



DRIVE. RISE. CELEBRATE.

