

SOUTHERN AFRICA

Better Product Portfolio: Helping people live better, healthier lives

June 2022

Amway



“Amway is a successful renewing company because it keeps the best of the past, but changes with the times.”

Jay Van Andel
Amway Co-Founder



Health and wellness
is a megatrend

And a global mega
opportunity
for your business



UNPRECEDENTED GROWTH
IN THE HEALTH & WELLNESS SECTOR

\$202 billion industry*

in our regions, and it's growing fast.

The pandemic has accelerated this growth –

57% of consumers**

are now more conscious about
their immune system.

The buying power of healthy lifestyle seekers
with a passion for self-care, combined with the
buying power of mothers who intently focus on
kids and family will grow this category

even further.

*Euromonitor, 2021

** Mintel Consumer data - DE, IT, FR, ES, 2020



A huge potential of 32 mm people in SA



Accelerated target groups focusing on **emerging middle consumer and young families**, while at the same time **maintaining current affluent 40+ consumers (17mm people)**

The nutrition market in SA in general will accelerate at a CAGR of more than

+5.2%

From 2020 to 2025, the vitamin and dietary supplement market in SA is expected to grow by

+36.6%

VDS (+36.6% CAGR), Home Care (+2.6% CAGR) and Beauty (+1.4% CAGR) will drive the market growth in Southern Africa

**A rewarding business
that delivers a life of
purpose and achievement**

**Our Amway story starts
with making a positive
impact on people, and
the world**



Updated brand architecture

 **NUTRILITE™**

 Amway
home

 XS

ARTISTRY STUDIO™
Skincare

glister

G&H

SATINIQUE 

GLOW

Nutrilite is our hero.

We will strengthen the brand with a new story, new launches and new restages.

We will revamp Personal Care and Home Care

Skincare portfolio will focus on Artistry Studio Skincare

We will simplify XS and make it more appealing

Possible more simplification to come for durables from 2025 onwards

A portfolio connected by a green thread of sustainability



**Building brands that
make a difference in
people's lives**





Nutriline is core to our strategy

Set apart by the exceptional and total control we have over the seed-to-supplement process. Nutrilite products are full of powerful nutrients, grown on farms we own, and developed through our expertise in botanical and health science. This unique mastery is the foundation of the trust we cultivate.

We will accelerate growth by:

Strengthening its lineup targeting high-growth potential audiences, like 40+ healthy lifestyle seekers, women, kids, and millennials.

Launching holistic solution programs to deliver against unmet customer needs.

Innovating how we launch initiatives with new formats, Instagenic packaging, leveraging events, digital tools and professional experts.





We will accelerate your profitable growth through Nutrilite

Our goals include:

- ✓ Reaching **52% Nutrilite mix in SA** by 2024
- ✓ **9 Nutrilite launches** and relaunches in 2021-2023
- ✓ **4 times more** than in 2020



A new brand story and compelling proposition

Making it easier to learn, recommend and teach:

- ✔ From food supplement to complementary medicine
- ✔ Needs based selling framework
- ✔ Updated logo, graphics and packaging
- ✔ New launches evolving to solutions





Complementary Medicine to boost your business

Shift from food supplement focus to more holistic and expert health and wellness solutions means big things for your business:

- **Easier conversations.** More resources mean you're more informed. Plus, it's a great door opener, especially for new ABOs.
- **Access to experts.** Have a question? Reach out to Amway pharmacists for technical information so you can sell with confidence.
- **Upgraded brand claims.** A new slant on old claims give you an innovative way to promote health and wellness.
- **Confident customers.** Your customers will feel better, safer and trust you and your products more.





Maintain optimized presence within Market

Over the next three years we will:

- ✔ **Remove low performing outlier products**
- ✔ **Enable focus on core offering of XS Sports Nutrition products, that can also support local Health Point Program**
- ✔ **Tracking XS Power Drink performance and growth rates through 2024 to determine XS Power Drink portfolio.**



ARTISTRY STUDIO

Millennial inspired skincare

Effective, natural ingredients based and clean skincare line to fit their busy and on the go lifestyle. Designed in experiential forms and packaging.

- ✔ New ingredient technology Zen+Energy complex
- ✔ Simple, Multi-tasking, Fun
- ✔ Affordable, entry to beauty masstige price point



Skin Care Future Portfolio

Exploring alternative options trying to close the anti-ageing gap



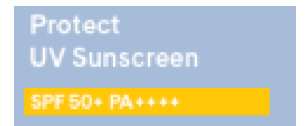


Modernize G&H

G&H means Goodness & Health. It means the goodness of nature and powerful plant-based ingredients that put family health first. One brand, one story: to effectively and sustainably nourish your body with earth's very best botanicals. The ultimate body care routine.

- ✔ Plant-based formulas, including Nutrilite™ ingredients
- ✔ New products - foot cream, sunscreen SPF 50, lip balm
- ✔ New, distinct botanical fragrances

WITH PLANT-BASED GOODNESS





Renovate Glister

Only Glister can leverage more than 130 years of combined expertise in oral care and nutritional science to bring an improved healthy oral care. Because a healthy body starts with a healthy mouth.

- ✔ 3 step holistic oral care system
- ✔ Plant based goodness combined with dentistry science
- ✔ Family approved for generations – safe, gentle, effective



WITH  **PLANT-BASED GOODNESS**



NEW





Holistic set of GTM initiatives, tools and experiences to make your sponsoring and customer recruitment activity easier

We are made for this moment.

It's who we are –
past, present and future

Our reputation: Nutrilite is the world's number one selling vitamins and dietary supplements brand.*

Our advantage: Focus on plant-based food supplements enriched with vitamins and minerals.

Our strength: Sustainably grown plants from our own farms or NutriCert™ certified partner farms, with trusted quality as we trace from seed to product.

* Source: Euromonitor International Limited; Vitamins and Dietary Supplements category, % retail value share, 2020 data



We are already
on our way



LAUNCH DATE
2021

Better Product Portfolio

GLOW Skin Care Range

- Easy 3 step solution to your daily skin care – Glow Face Wash, Day Cream & Night Cream
- The Glow Skin Care Range leaves you with visibly glowing skin in just 4 weeks**
- Enriched with vitamin A, E, and natural ingredients like lotus root extract
- Exclusive to Amway Southern African market



***System Claim: System includes the products Glow Day Cream SPF 15, Glow Night Cream and Glow Face Wash*

Glow
DAILY SKIN CARE RANGE

Better Product Portfolio

Nutriline™ Balance Within™

6 billion lactic acid bacteria from two scientifically well-documented strains in one small stick pack.

The fast-melting powder also contains vitamin B6 & B9 that contribute to the normal functioning of your immune system and to a positive mood*.

* **Vitamin B6 and folic acid (vitamin B9) contribute to the normal function of the immune system and normal psychological function..



**LAUNCH DATE
2021**



NUTRILITE™

Balance Within™
Immunity Support**
CONTAINS BIFIDOBACTERIUM LACTIS, LACTOBACILLUS ACIDOPHILUS,
**VITAMIN B6 AND **FOLIC ACID

1 STICK PACK, 1X A DAY **30 Stick Packs**

Significant simplification

Investing in our future means focusing on products with the highest growth potential.



Discontinue 260 SKUs

underperforming and low profitable items from colors make-up, personal care, XS and durables to be discontinued by 2025



Remaining 100+ SKUs accounting for 90% of the revenues



Strengthen the overall portfolio with a lot of Innovations and restages and specifically on Nutrilite™ portfolio with 10+ launches to grow Nutrilite share from 34% to 52%

Get ready!

2022 product launches will
strengthen our position and
take us further

LAUNCH DATE
4 May 2022

Better Product Portfolio

iCook™ Electric Kettle

Touch-control variable temperature kettle features a cool-touch exterior with interior surfaces made of food-grade stainless steel. Prepare your perfect teas, coffee and warm drinking water with pre-set temperatures.



Better Product Portfolio

LAUNCH DATE
Q4 2022 –
Q1 2023

Nutrilite™ Lemon Balm Plus (i.e. Less Stress, More Yes)

Feel more relaxed – any time, any place – with a blend of iodine, folic acid, vitamin B2 and magnesium.



* The image is for illustration purpose only, in Southern Africa products will be launch under Nutrilite brand name

Better Product Portfolio

Nutriline™ Elderberry Plus (i.e. Immuno gummy)

Support your immune system any time you need to – a mouthwatering gummies in a blend Vitamin C, Zinc and Elderberry Extract to contribute to the normal functioning of the immune system and help support the body's natural defenses

LAUNCH DATE
Q4 2022 –
Q1 2023



* The image is for illustration purpose only, in Southern Africa products will be launch under Nutrilite brand name

Better Product Portfolio

XS™ 20th Anniversary

XS has been fueling adventures for 20 years, and Amway is celebrating with exciting new products and events!



LAUNCH DATE
Q3 2022



LAUNCH DATE
Late 2022

Better Product Portfolio

XS™ Magnesium Sticks

Help reduce tiredness and fatigue with these convenient and delicious powders. Just pour them on your tongue, **no water needed!**



LAUNCH
2023



Better Product Portfolio

Nutrilite™ Blender

A healthy life starts with a healthy routine. This new blender is perfect for smoothies and protein drinks that fuel your active days.

Promote the Wellness Program!

Customers are incentivized to follow a wellness program based on Nutrilite products. Launching in select markets in 2023. More details to come!



All markets excl. TR and Scandi

Better Product Portfolio

Nutriline™ Vision Plus

A formula that provides you with essential nutrients to help maintain normal vision.*

* Vitamin A and Zinc contribute to the maintenance of normal vision.

** Lead Markets, ANZ TBC

LAUNCH
Q1 2023



All markets except CH and DK

LAUNCH DATE
March 2023



Better Product Portfolio

Nutrilite™ Zinc + selenium

Double benefit to support the immune system plus hair and skin*. Nutrilite branded with the inclusion of acerola cherry from NutriCert certified farms.

**Zinc and selenium contribute to the normal function of the immune system and the maintenance of normal hair.
Zinc also contributes to the maintenance of normal skin.*

All markets except CH and DK

Better Product Portfolio

LAUNCH DATE
2023

Nutriline™ Milk Thistle

Help your liver preserve the good and filter the bad.

This special formula contains milk thistle extract to maintain the health of this important organ.

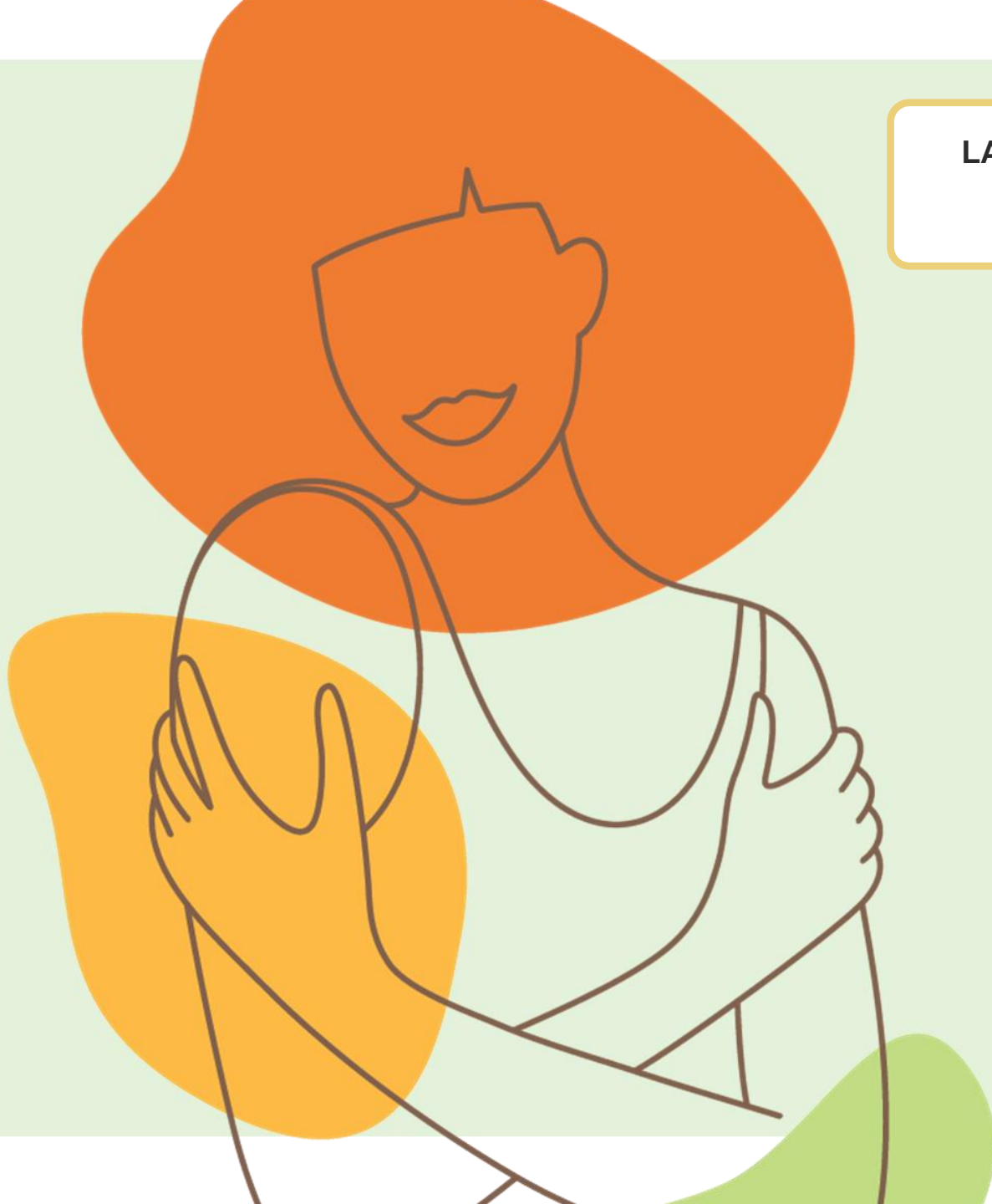


LAUNCH DATE
2023



WELLBEING

Find your path to healthier,
happier life!



And in 2023 there is more to come





We're committed to make your future more profitable and sustainable for long term

Together, we can help people live better, healthier lives.



GTM initiatives planned for this year

April 2022

No price increase on Nutrilite and XS products

July – December 2022

Additional 10% discount on selected Nutrilite*
products for 6 months*

September 2022

Commercial innovation of Nutrilite All Plant Protein

Late 2022

Teaser campaign Nutrilite – Transition to Complementary
Medicine *(Full campaign to be launched next year)*

*10% discount with reduced PVBV - Nutrilite All Plant Protein, Omega -3, Concentrated Fruit & vegetables, Glucosamine, CLA, Garlic & Chewable Kids Multivitamin / Nutrilite Balance within.

Engaging your teams

Community support and partnership building is key

7 June: Diamonds

.....
Late June: Silvers+

.....
Early July: All ABOs

Your partnership means everything



Better together.

A legacy of partnership.

We will work collaboratively with you to make this transition successful and profitable now and for the future of our business, based on our principles:

Partnership

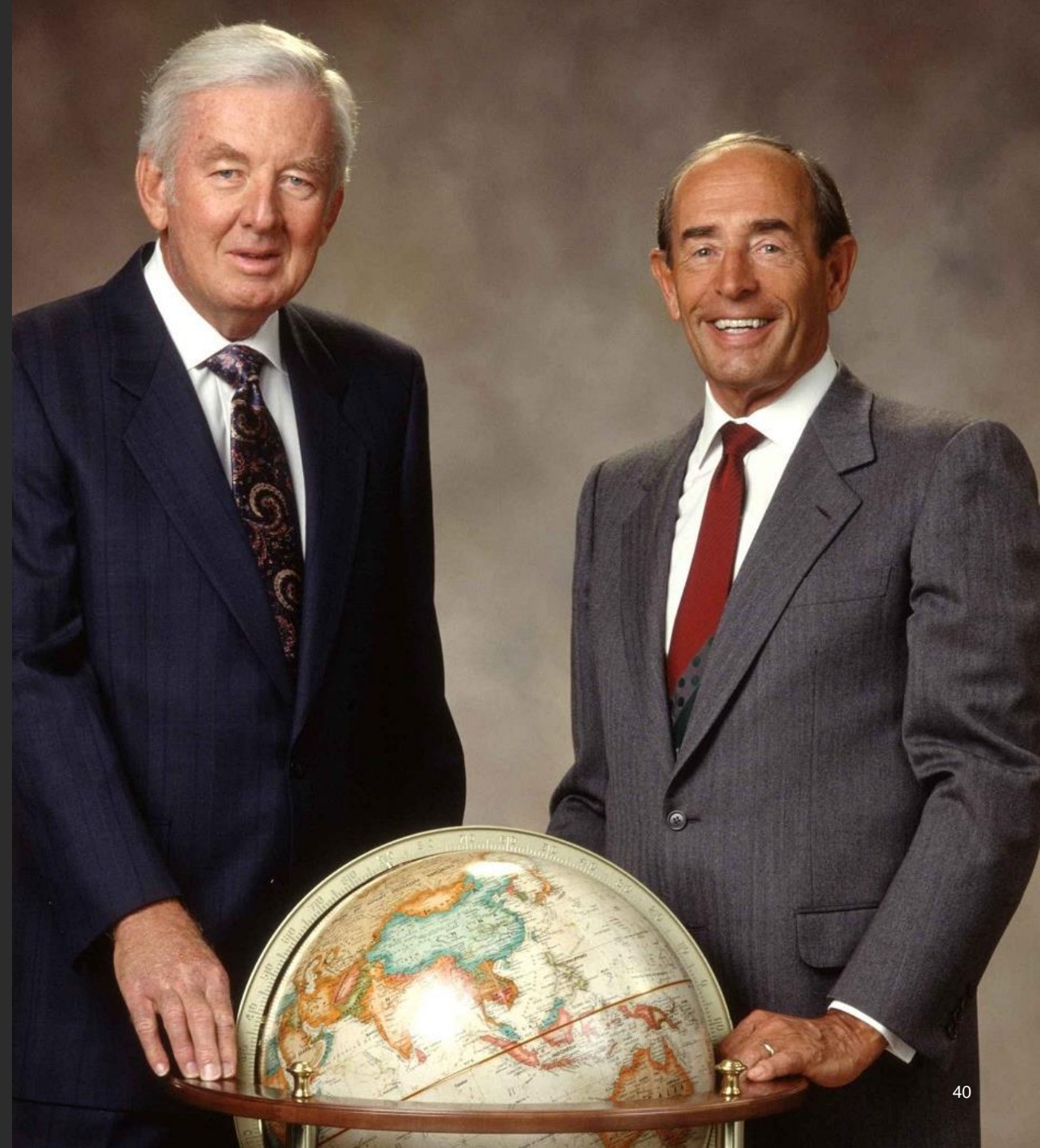
Achievement

Integrity

Personal responsibility

Personal worth

Free enterprise



Amway