AMWAY BUSINESS OVERVIEW

DO WHAT YOU LOVE.

Amway™

BE YOUR OWN BOSS

More freedom. More flexibility. An Amway independent business offers you a path filled with possibilities, all on your terms. It's a low-cost, low-risk way to start your own business regardless of your professional background, life experience or education. You supply the passion and hard work, we'll provide the training, support, inspiration and rewards ... be in business for yourself but not by yourself.

GET TO KNOW AMWAY

Launched in 1959, our family-owned company built a successful business model on the power of relationships. Now, we are a global community with more than three million people building their own business in over 100 countries and territories.

LOW-COST OPPORTUNITY TO START YOUR OWN BUSINESS WITH A **100% MONEY-BACK GUARANTEE IN YOUR FIRST 90 DAYS**†

$58.6B USD

IN BONUSES AND INCENTIVES HAVE BEEN PAID TO AMWAY IBOs WORLDWIDE SINCE 1959*, MORE THAN ANY OTHER DIRECT SALES COMPANY IN HISTORY.**

#1 NUTRILITE™ IS THE WORLD'S NUMBER ONE SELLING VITAMINS AND DIETARY SUPPLEMENTS BRAND**

100% SATISFACTION GUARANTEE ON PRODUCTS FOR 180 DAYS††

THE ARTISTRY™ BRAND IS A **GLOBAL LEADER** IN PREMIUM BEAUTY

AMWAY.COM
AMWAY.CA

START YOUR BUSINESS TODAY.

*Source: Amway records.
**Euromonitor International Limited, www.euromonitor.com/amway-claims.
†On your business registration fee and training materials and services purchased and returned through an Approved Provider.
††Exclusions apply; for complete details, visit Amway.com or Amway.ca in Canada and search for: Satisfaction Guarantee.

HERE TO HELP

With the **Independent Business Owners Association International (IBOAI)®† Board**, you have support every step of the way. This trade association, composed of Independent Business Owners elected by IBOs, consults with Amway on various facets of the business so we can make positive changes that benefit all IBOs.

You can find additional support from Amway-accredited Approved Providers. Approved Providers are authorized by Amway to provide IBOs with support such as conferences, literature, webinars, mentoring and more!

EXCLUSIVE SAVINGS AND SPECIAL OFFERS

As an IBO, you can take advantage of exclusive discounts and special PV/BV offers when you do business with any of Amway's 40+ Partner Stores, including:

THE HOME DEPOT

Bank of America (U.S. only)

mbna (Canada only)

†IBOAI® is a registered trademark of Independent Business Owners Association International.

OVER 350 HIGH-QUALITY, EXCLUSIVE PRODUCTS

PREMIUM. PROVEN. GUARANTEED.

Amway™ brands are something special. Our exclusive products, developed using years of advanced research from our Amway scientists and engineers, are backed by the AMWAY**PROMISE**™.* They're the favorites for millions worldwide, helping Amway become a global leader in the categories of Health, Beauty and Home for over 50 years. You can count on their uncompromising quality and proven results when building your business.

*Exclusions apply; for complete details, visit Amway.com or Amway.ca and search: AMWAY**PROMISE**.

AMWAY
PROMISE™
Amway
home
MULTI-PURPOSE
CLEANER
NUTRILITE
Daily
24 Essential Vitamins and
Minerals, with Exclusive
Plant Concentrates
GLUTEN-FREE
DIETARY SUPPLEMENT
1 TABLET, 1X A DAY
180 Tablets
25% FRUIT JUICE
JUICE IT!
SPARKLING JUICED ENERGY
PINK GRAPEFRUIT
WITH OTHER NATURAL FLAVORS
8.4 fl oz (250 mL)
Energy Drink
NARANJA BLAST
"ORANGE"
12 fl oz (355 mL)

3 WAYS TO MAKE MONEY

The concept is simple. As an Independent Business Owner (IBO), you'll enjoy Amway™ high-quality products in your everyday life, sell them to others and build upon those relationships to help others start their own businesses.

1. RETAIL MARGIN

Buy the products at a special IBO price, sell them to customers at a price you determine – you keep the difference (the retail margin)!

CUSTOMER PRICE
\- YOUR PRICE
= RETAIL MARGIN

2. BONUSES

Earn performance points on products sold and, as your business grows, earn points from products sold by IBOs you sponsor.

YOUR POINTS
\+ DOWNLINE IBOs' POINTS
= BONUSES

3. INCENTIVES

Elective Growth Incentives and rewards include Fast Track Incentive Program awards for new IBOs, rewards for key achievements in extraordinary growth and helping others succeed, trips and one-time cash awards.

ACCUMULATED POINTS
= EXTRA CASH + TRIPS

HOW MUCH CAN YOU EARN?

That's up to you. Your earnings depend on your effort and productivity. Here are a few examples of very successful Amway Independent Business Owners (IBOs) in North America in 2017:

ANNUAL COMPENSATION[1]:	AVERAGE INCOME (USD)	HIGHEST INCOME (USD)
Q12 PLATINUM[2]	$57,072	$162,008
FOUNDERS EMERALD[3]	$118,038	$782,603
FOUNDERS DIAMOND[4]	$547,946	$2,785,657

The average monthly Gross Income for "active" IBOs was USD $207 (in the U.S.)/CAD $186 (in Canada).

Approximately 48% of IBOs in the U.S., and 52% of IBOs in Canada, were "active."

IBOs were considered "active" in months in 2017 when they attempted to make a retail sale, or presented the Amway IBO Compensation Plan, or received bonus money, or attended an Amway or IBO meeting. If someone sustained that level of activity every month for a whole year, their annualized Gross Income would be $2,484 (U.S.)/$2,232 (Canada). Of course, not every IBO chooses to be active every month. "Gross Income" means the amount received from retail sales, minus the cost of goods sold, plus monthly bonuses and cash incentives. It excludes all annual bonuses and cash incentives, and all non-cash awards, which may be significant. There may also be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation. For the purposes of the calculation in Canada, individuals who were IBOs for less than the entire year in 2017 were excluded.

The Amway Independent Business Owner Compensation Plan (IBO Compensation Plan) offers monthly and annual bonuses that IBOs can earn in accordance with their contract with Amway. IBOs also may qualify for the AMWAY™ Growth Incentives Program (GI Program), a collection of discretionary programs separate from the IBO Compensation Plan and that can vary from year to year. IBO eligibility for the GI Program is at Amway's discretion. The GI Program is available only to IBOs whose conduct demonstrates high ethical and business standards aligned with the goals and objectives of Amway and its related businesses.

[1] Includes compensation from Amway IBO Compensation Plan and GI Program during 2017.
[2] Approximately 0.39% of IBOs in North America achieved at least Q12 Platinum status (but not Sapphire or higher) in the calendar year ended December 31, 2017.
[3] Approximately 0.11% of IBOs in North America achieved at least Founders Emerald status (but not Founders Diamond or higher) in the calendar year ended December 31, 2017.
[4] Approximately 0.03% of IBOs in North America achieved Founders Diamond or higher in the calendar year ended December 31, 2017.
For more details on qualifying for the GI Program and other requirements, see information on Amway.com/Amway.ca or contact Amway Sales.

LET'S GET STARTED

1. Go to **Amway.com/start-a-business** in the U.S. or **Amway.ca/start-a-business** in Canada to register as an Independent Business Owner (be sure to have your IBO sponsor with you or their IBO number). Your business registration fee – and all training materials and services purchased through an Approved Provider – comes with a 100% money-back guarantee in your first 90 days of business.

2. In a few days, your Starter Kit will arrive. In the meantime, check out the Amway™ website and free-to-IBOs Amway™ Education to start learning all about Amway™ products, and the support and resources available to you.

3. After your Starter Kit arrives, arrange a time with your IBO sponsor to set your goals and create a personalized plan.

STAY IN TOUCH

Contact me to start your own Amway independent business, to find out more about Amway or to purchase products. Visit the Amway™ website or call **800-253-6500** in the U.S. or **800-265-5470** in Canada.

Your Amway Independent Business Owner:

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Phone: _____ Email: _____

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Amway™