



A PREVIEW TO
BUSINESS OWNERSHIP

WHAT DO YOU *REALLY* WANT?

More income for...



Financial Stability

Instead of having *just enough* for each month, what if you had a side income that created **margin** and helped **financially stabilize your future?**



WHAT COULD YOU DO WITH AN EXTRA...

\$250 A MONTH



\$800 A MONTH

\$2500 A MONTH



The average monthly Gross Income for "active" IBOs in the U.S. was \$207 in 2016.

Approximately 48% of IBOs in the U.S. were active.

Approximately 3,952 of active IBOs of record in North America achieved the illustrated level of success in the performance year ending in August 31, 2018.

SUPPLY CHAIN

How does this business model differ from other business models?

TRADITIONAL BUSINESS

SUPPLY CHAIN



NON-TRADITIONAL BUSINESS

SUPPLY CHAIN



LINKS YOU DIRECTLY TO MANUFACTURER

OPPORTUNITY TO RETAIL PRODUCTS TO CUSTOMERS

ADVANTAGES

WHAT PRODUCTS ARE AVAILABLE?

The products are well-known brands. You'll have the opportunity to save money on your purchases. That's just one benefit of ownership. Here are some of the brands available to you...

Apple Partner Stores	AT&T/Sprint
1800CONTACTS	BananaRepublic.com
Bass Pro Shops	Bestbuy.com
BuyBuyBaby.com	DisneyShopping.com
Gap.com	Homedepot.com
Office Depot	Pacific Sun Clothing
Petco	The North Face
Target	Nikestore.com
Bed Bath and Beyond	Under Armour
Vistaprint	1-800-Flowers.com

For a complete list of partner stores, visit www.amway.com.

List of partner stores as of 2019 is subject to change. May vary by market.

OUR PRIMARY MARKETS



**Health, Fitness,
and Energy**

\$1 Trillion Industry



Beauty and Skincare

*Women and Men | Teens to Seniors
10,000 turn 65 every day*



Consumables

Lifestyle Products

- > Home
- > Family
- > Business
- > Personal

EXCLUSIVE BRANDS/ HIGH MARGINS



Nutrilite™ is the **only** global vitamin and dietary supplement brand to grow, harvest, and process plants on their **own certified organic farms**.*



Artistry™ is among the world's **top ten, largest selling**, premium beauty brands.**



XS™Energy is the first **exclusively sugar-free energy drink** brand sold globally.***

ARTISTRY™

COOK™

SATINIQUE 

Amway home™ 

 NUTRILITE™

ATMOSPHERE
SKY™ 




eSpring™

glister®
BE BRIGHT. BE BRILLIANT.

*Source: Euromonitor International Limited: Based on a 2018 review of global Vitamin and Dietary supplement manufacturers; their ownership of the entire production process, from organic farm to manufacturing. Euromonitor does not accept or assume responsibility to any third party in respect to this claim.

**Source: Source Euromonitor International Limited; Beauty and Personal Care 2018 edition, as per premium skin care definitions; retail value sales, UBN, 2017 data.

***Source: Euromonitor International Limited, Euromonitor.com/amway-claims

THE OPPORTUNITY



60 YEARS OLD

Family owned

A+ Rating with Better Business Bureau

Over \$8 BILLION
in global sales*

100+ countries
and territories

**IBO Compensation
Plan**

800 Patents

Products + Services

Infrastructure



“Since 1959, Amway has *paid out more bonuses and cash incentives* to

its distributors worldwide than any other direct sales company in history.”**



*Year ending December 31, 2018

**Source: Euromonitor International Limited. Claim verification based on Euromonitor research and methodology for Amway Corporation conducted from May through June 2018. Euromonitor determined the highest possible total historical sales of the leading global and/or regional Amway competitors and eliminated those whose total sales are less than double that of Amway's own stated historical total bonuses paid out to distributors historically. Of the remaining companies, Euromonitor eliminated companies whose average share of bonuses and cash incentives paid out totals were less than 70% of Amway's stated historical total of bonuses. No companies remained after this stage. To the extent permissible, Euromonitor does not accept or assume responsibility to any third party in respect of this claim.

EDUCATION AND TEAM



The Education

- › Education Available Through N21 + Amway
- › Optional Professional Training Resources
- › Operating in Over 40 Countries & Over 20 Languages



The Team

- › Partnering
- › Teamwork
- › Coaching
- › Community

HOW DO YOU MAKE MONEY?

- › All products and services purchased by IBOs and clients are assigned a **POINT VALUE (PV)**.
- › Points are accumulated **monthly** and can result in cash bonuses.
- › **1 point equals about \$3.**

Performance Bonus Schedule

PV		BV
7500 points	=	25%
6000 points	=	23%
4000 points	=	21%
2500 points	=	18%
1500 points	=	15%
1000 points	=	12%
600 points	=	9%
300 points	=	6%
100 points	=	3%

©2019 Amway Corp. All rights reserved. Reproduced under license from Amway Corp. Unauthorized duplication is prohibited.

3 WAYS

to create points and
increase monthly income

ONE



Buy from
yourself

IBO
Discounts

Volume
Bonuses

TWO



Specialize
and
develop
clients

Retail
Margins

Volume
Bonuses

THREE



Refer
others and
build a
team

Volume
Bonuses

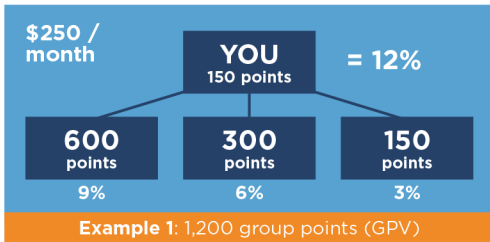
YOUR BUSINESS PLAN

- › Optional Personal Coaching Available
- › Skills and Training also available through Amway
- › Profitability Goals

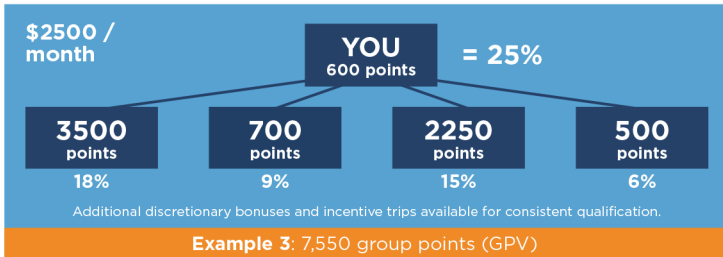
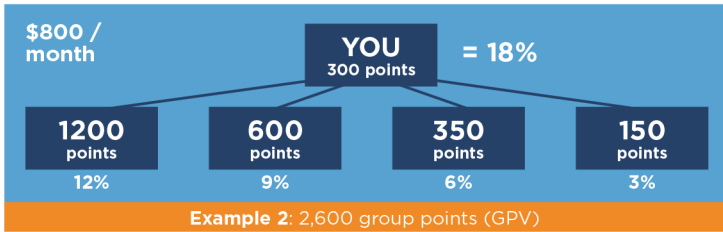


GROW YOUR TEAM

Retail profit included in income levels



Performance Bonus Schedule	
PV	BV
7500 p	= 25%
6000 p	= 23%
4000 p	= 21%
2500 p	= 18%
1500 p	= 15%
1000 p	= 12%
600 p	= 9%
300 p	= 6%
100 p	= 3%



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."

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 in "good standing" and those whose conduct demonstrates high ethical and business standards aligned with the goals and objectives of Amway and its related businesses.

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 2016 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 2016 were excluded.

Following are approximate percentages of IBOs in North America who achieved the illustrated levels of success in the performance year ending August 31, 2018: 395.2% (Platinum) and .0210% (Diamond)

For more details on qualifying for the GI Program and the requirements for good standing, see information on Amway.com or contact Amway Sales.

Example 3: Approximately 1.6301% IBOs in North America achieved the illustrated level of the performance in the year 2018. ©2019 Amway Corp. All rights reserved.

EXPAND YOUR TEAM

You help other teams reach the **25%** bonus level.

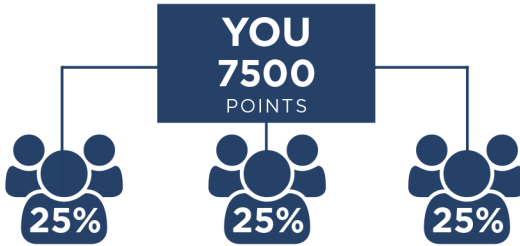


Figure 1



Figure 2

You can qualify for the 6% Leadership Bonus.

How many teams do you want at 25%?

Additional discretionary bonuses and incentive trips are available to those leaders with multiple 25% teams.

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."
Fig. 1: Approximately 0.3952% of active IBOs of record in North America achieved the illustrated level of success in the performance year ending August 31, 2018. Fig. 2: Approximately 0.012% of active IBOs of record in North America achieved the illustrated level of success in the performance year ending August 31, 2018. The average Leadership Bonus for North American IBOs of record was \$1,861 in the performance year ending August 31, 2018. ©2019 Amway Corp. All rights reserved.

THE NEXT STEP

1

Think about what you want from your new business. If you know why, we know how.

2

Register as an IBO.

3

Schedule a Starting Point session to activate your new business. Listen to optional Getting Started audios.

4

Place your first order with Amway.com and begin your business. Education is available through Seminars, CEP and other support material.

5

Meet the members of your team, and begin growing your business.



If you don't change direction, you'll end up where you're heading.

Jim Dornan, Founder of Network TwentyOne

For more information go to n21.com/abob and amway.com.



SKU#M321
CR#127785