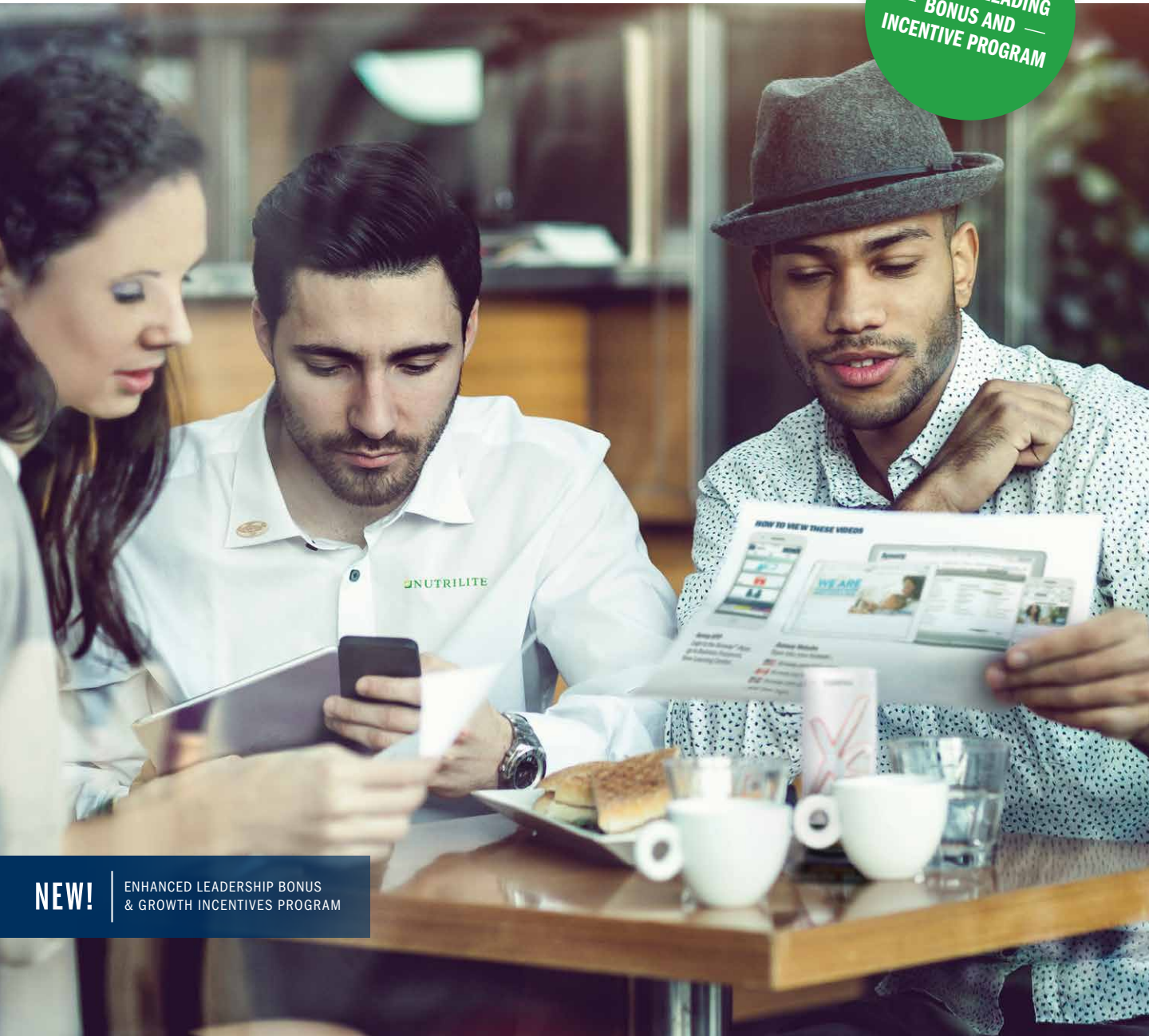


# MONEY AND REWARDS

IBO FISCAL YEAR 2018 | EFFECTIVE SEPTEMBER 1, 2017

INDUSTRY LEADING  
— BONUS AND —  
INCENTIVE PROGRAM



**NEW!**

ENHANCED LEADERSHIP BONUS  
& GROWTH INCENTIVES PROGRAM

**Amway**<sup>™</sup>

**YOUR GUIDE TO EARN MORE  
AMWAY COMPENSATION AND INCENTIVES**



SINCE 1959, AMWAY HAS PAID OUT MORE THAN

**\$55.9 BILLION<sup>USD</sup>**

IN BONUSES AND INCENTIVES TO ITS DISTRIBUTORS WORLDWIDE\* – MORE THAN ANY OTHER DIRECT SALES COMPANY IN HISTORY.†

#### ELIGIBILITY

To be eligible for bonuses and incentives, an Independent Business Owner (IBO) must be in compliance at all times with the Amway IBO Compensation Plan (the Plan) and the IBO Rules of Conduct. IBO conduct must demonstrate high ethical and business standards aligned with the goals and objectives of Amway and its related businesses. These standards require that:

- An IBO must have a signed Amway IBO Registration Agreement on file.
- An IBO's conduct must not negatively affect the reputation of Amway, its related businesses, or IBOs affiliated with Amway and its related entities.
- An IBO complies with the letter and spirit of the Rules of Conduct, laws, and regulations in any market the IBO has a presence, and demonstrates cultural sensitivity to given market conditions.
- An IBO does not defend or support the conduct of others who do not comply with this criteria.
- If applicable, an IBO must have a signed Silver Producer Acknowledgement (SPA) on file.

IBOs must also satisfy the Customer Volume Requirement (CVR) with Qualified Customer Point Value (QCPV). For further details, see rule 4.13 in the Business Reference Guide on Amway.com.

All earnings are subject to review and approval by Amway prior to being granted. See the Amway Business Reference Guide to learn more. IBO and Growth Incentives Program Fiscal Year is September 1, 2017 to August 31, 2018 (FY 2018).

#### The average monthly Gross Income for “active” IBOs in the U.S. was \$207.

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

IBOs were considered “active” in months in 2016 when they attempted to make a retail sale, or presented the Amway Independent Business Owner Compensation Plan (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. 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.

The 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.

Following are approximate percentages of IBOs in North America who achieved the illustrated levels of success in the IBO Fiscal Year ending August 31, 2016: New IBO Incentive 36.3695%, First Step Award 4.3107%, Balanced Sponsor Award 2.8588%, Mentor Award 1.1171%, Platinum first year 0.2353% and second year 0.0925%, Founders Platinum first year 0.1422% and second year 0.0813%, Emerald first year 0.0201% and second year 0.0041%, Founders Emerald first year 0.0092% and second year 0.0038%, Q12 Incentive 0.4683%, 7500 PV 1.6247%, 12,499 PV 0.1718%, 14,999 PV 0.1033%, 15,000 PV 0.1033%, 108,000 annual Personal Group (PG)/Ruby Volume 0.1607%, 36 Qs 0.0730%, 54 Qs 0.0147%, 72 Qs 0.0159%, 108 Qs 0.0029%, and 144 Qs 0.0022%.

For more details on qualifying for the GI Program and other requirements, see information on Amway.com or contact Amway Sales. Before registering as an IBO, individuals should read and understand the Amway™ Business Overview Brochure, which contains important information for those interested in becoming IBOs.

\*Source: Amway records.

†Source: Euromonitor International Limited, [www.euromonitor.com/amway-claims](http://www.euromonitor.com/amway-claims).

# AT-A-GLANCE

## AMWAY IBO COMPENSATION PLAN

	4	Retail Margin	Suggested 15% to 30%
	6	Performance Bonus	up to 25% BV
<b>NEW!</b>	10	Leadership Bonus – <b>50% INCREASE</b>	6% BV
	11	Depth Bonus	1% BV
	12	Ruby Bonus	2% BV
	11	Annual EBR/DBR/DIA+	0.25% BV

## DISCRETIONARY GROWTH INCENTIVES

	8	<b>Fast Track Incentive Program</b>	\$50 to \$200
<b>NEW!</b>	13	<b>Two-Time Cash Incentives</b>	<b>Year 1</b> <b>Year 2</b>
		Platinum	\$1,500      \$3,000
		Founders Platinum	\$2,500      \$5,000
		Emerald	\$7,500      \$15,000
		Founders Emerald	\$10,000      \$20,000
	12	<b>Q12 Incentive</b>	\$15,000
	12	<b>Platinum Plus and Platinum Elite Incentives</b>	
		Platinum Plus	2% BV
		Platinum Elite	4% BV
<b>NEW!</b>	13	<b>Emerald and Diamond Leadership Growth Incentives</b>	
		36 Qs	\$75,000
		54 Qs	\$100,000
		72 Qs	\$150,000
		108 Qs	\$200,000
		144 Qs	\$250,000

## **NEW!** 14 Founders Achievement Awards (FAA)

## 15 KNOW THE KEY CONCEPTS

## 20 DISCRETIONARY BUSINESS CONFERENCES AND TRIPS

New Platinum Conference, Achievers, Leadership Growth Forum, Executive Diamond Club/Diamond Club, Diamond Dreams, North American Growth Council, Global Founders Council

### Amway offers an industry-leading bonus and incentive program.

For official description of the Amway IBO Compensation Plan (the Plan), please refer to the Business Reference Guide. Fast Track Incentive Program, Growth Incentives Program, and Founders Achievement Awards are separate from and in addition to the Plan. These rewards are offered at the discretion of Amway for a limited time.



### AWARD PINS

- Silver Producer
- Gold Producer
- Platinum, Founders Platinum
- Ruby, Founders Ruby
- Sapphire, Founders Sapphire
- Emerald, Founders Emerald
- Diamond, Founders Diamond
- Executive Diamond, Founders Executive Diamond
- Double Diamond, Founders Double Diamond
- Triple Diamond, Founders Triple Diamond
- Crown, Founders Crown
- Crown Ambassador, Founders Crown Ambassador

Refer to page 19 for pin requirements.

**The average monthly Gross Income for “active” IBOs in the U.S. was \$207.**

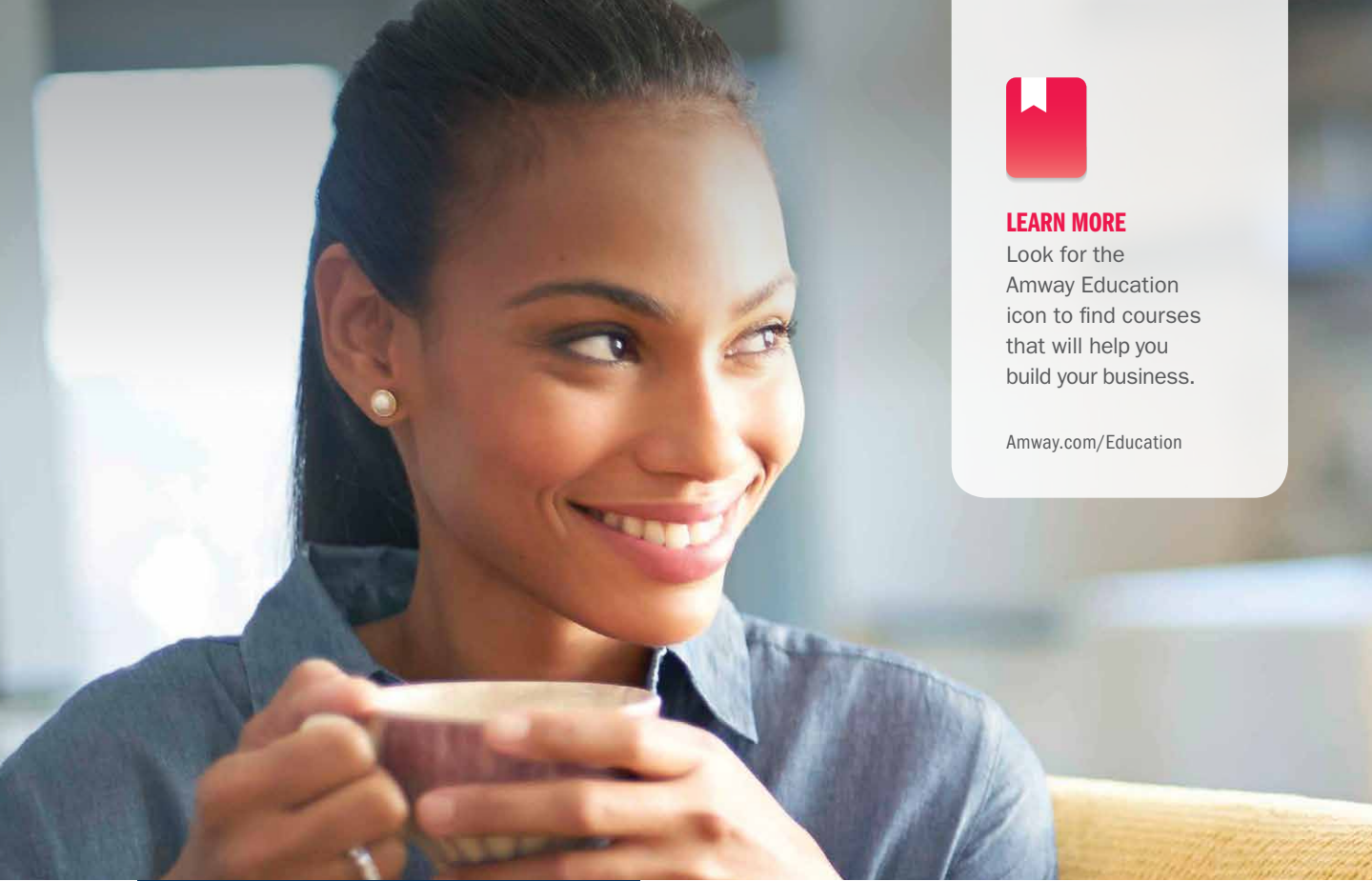
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### ACCREDITED BUSINESS

Amway is accredited by the Better Business Bureau with an A+ rating, and we have been a member of the Direct Selling Association since 1962.



### LEARN MORE

Look for the Amway Education icon to find courses that will help you build your business.

[Amway.com/Education](https://www.amway.com/education)

# THREE WAYS TO EARN

With an Amway business, you can earn income through retail margin on products you sell, bonuses through the Amway IBO Compensation Plan, and discretionary incentives through the Growth Incentives Program.



As an Amway business owner, you can offer more than 450 exclusive health, beauty, and home products. You may choose to focus on one quality brand or several. It's up to you!



LEARN MORE

\*Exclusions apply; for complete details, visit [Amway.com](https://www.amway.com) and search for: Satisfaction Guarantee.



### RETAIL MARGIN

You receive special IBO prices on all products. You choose the price you want to sell those products at to your customers. Then, you keep the difference. That's your retail margin – your income!

$$\begin{aligned}
 &\text{CUSTOMER PRICE} \\
 &- \text{YOUR PRICE} \\
 \hline
 &= \text{RETAIL MARGIN}
 \end{aligned}$$



### BONUSES

You earn Point Value (PV) on all the products you sell. When you begin sponsoring new IBOs, you will also earn points on the products they sell. As your business grows, and the businesses of the IBOs you sponsor grow, so does your potential for monthly cash bonuses.

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



### INCENTIVES

You can earn elective, discretionary Growth Incentives and rewards including 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.

$$\begin{aligned}
 &\text{ACCUMULATED POINTS} \\
 \hline
 &= \text{EXTRA CASH + TRIPS}
 \end{aligned}$$

Refer to the Business Reference Guide for further details.

# SELL PRODUCTS FOR RETAIL MARGIN

**It's the fastest way to make money – the more you sell, the more you earn.** Maybe you know a co-worker who could use an energy boost. Or a busy mom who craves convenience but needs the confidence of safe, natural solutions. Recommend Amway products to meet their needs, and you're on your way to earning retail income!

Every product has a Suggested Retail Price, but you decide how much to charge your customers. Friends, family, and people you know buy your Amway products. You keep the difference between their price and your cost. It's that simple.

## Some of our best sellers:

**Tip: Keep reporting beyond 50 PV Customer Sales!**

Reporting all customer sales is easy. It can help you manage your customer volume and plan when to follow up for another order!



**XS® Energy Drink Variety Pack**  
74-8178 (12 cans)



**Artistry Hydra-V® System**  
11-9881 (Oily)  
11-9882 (Combination/Normal)  
12-0227 (Dry)



**Nutralite® Concentrated Fruits and Vegetables**  
10-0648 (60 day supply)

<b>SUGGESTED RETAIL PRICE</b>	<b>\$28.80</b>	<b>\$91.00</b>	<b>\$48.60</b>
<b>– YOUR COST</b>	<b>\$24.46</b>	<b>\$68.80</b>	<b>\$31.61</b>
<b>= AVAILABLE RETAIL MARGIN</b>	<b>\$4.34</b>	<b>\$22.20</b>	<b>\$16.99</b>

Pricing subject to change. Refer to the Business Reference Guide for further details.

**Sell well with proven tools and techniques.** By logging in at Amway.com, IBOs can find powerful programs and education designed to help you sell more. Earn customer volume and retail margin to grow your business.



**Optional Product Starter Kit** includes some of the most popular products. Teach IBOs how to reach their goals by sampling, selling products, and building customer volume.

**\$99.99!**  
 \$245 SUGGESTED  
 RETAIL VALUE  
 40-1220



**Campaign Mini Catalog** brings together our newest and best-selling products as well as special promotions. Tab pages with recommendations and share with friends for simple sales!



**Switch, Share, Duplicate** shows how your income builds as you use and sell products. Available as a mobile app!



**4 Simple Steps** guides you through easy strategies to start sharing and selling Artistry® and Nutrilite® products. Visit the online Resource Center at Amway.com.



**DITTO®** allows you and your customers to schedule automatic, repeated delivery for products at an interval the buyer sets. It provides a great convenience to customers, and helps you sustain repeat business. Visit Amway.com/Shop/Ditto.



## Amway Education

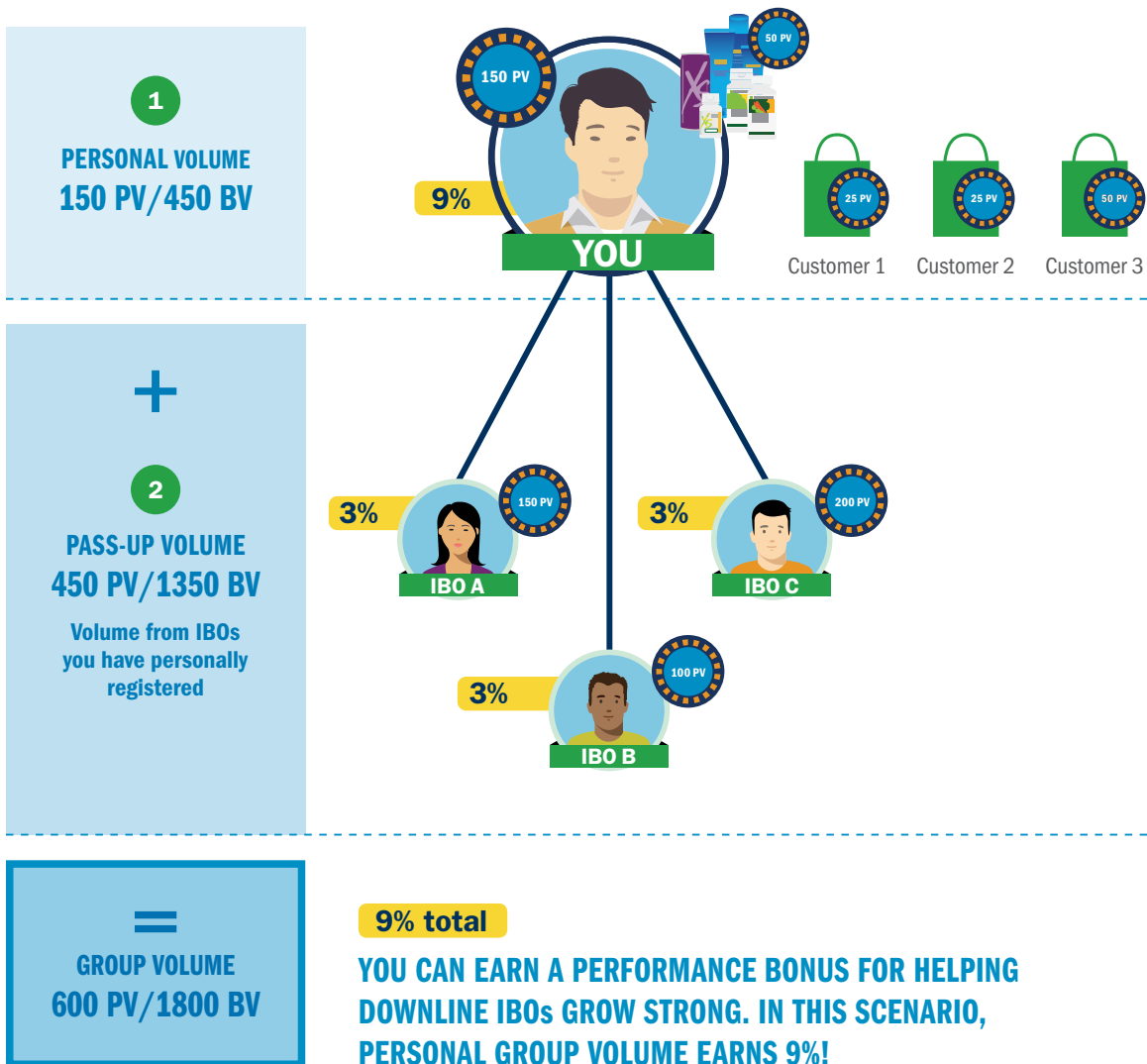
More than 80 free courses on MAKING MONEY, BUSINESS ESSENTIALS, SELLING, LEADERSHIP, and PRODUCTS.

[AMWAY.COM/EDUCATION](http://AMWAY.COM/EDUCATION)



# EARN A MONTHLY PERFORMANCE BONUS

With the Amway IBO Compensation Plan, it pays to build a balanced business. The more quality products you sell and help those who you sponsor to sell, the more you can earn.



Refer to page 15 and the Business Reference Guide for further details.



**You can earn two types of monthly bonuses:** your Personal Performance Bonus and a Differential Bonus on the volume of downline IBOs you sponsor.

**1 PERSONAL PERFORMANCE BONUS**  **LEARN MORE**

You earn a bonus from products purchased by you and your customers each month. In this example, you personally earn **150 Point Value (PV) and 450 Business Volume (BV)**.

Your monthly Personal Performance Bonus is paid using a percentage based on your total Group PV times your Personal BV.

<b>BV FOR 150 PERSONAL PV*</b>	<b>450 BV</b>
<b>x PERFORMANCE BONUS PERCENTAGE ON 600 GROUP PV</b>	<b>9%</b>
<b>= PERSONAL PERFORMANCE BONUS</b>	<b>\$40.50</b>

**PERFORMANCE BONUS SCHEDULE**

IF YOUR MONTHLY PV IS:	YOUR MONTHLY PERFORMANCE BONUS IS:
7500 OR MORE	25% of your BV
6000 – 7499.99	23% of your BV
4000 – 5999.99	21% of your BV
2500 – 3999.99	18% of your BV
1500 – 2499.99	15% of your BV
1000 – 1499.99	12% of your BV
600 – 999.99	9% of your BV
300 – 599.99	6% of your BV
100 – 299.99	3% of your BV

**2 DIFFERENTIAL BONUS**  **LEARN MORE**

You can also earn a Differential Bonus – it pays you the difference between your bonus percentage level and that of the IBOs you personally sponsor.

In this example, three downline IBOs purchase products and sell to customers totaling 450 PV. Your **Group PV is 600** (150 Personal PV plus 450 PV from downline IBOs you sponsor).

Based on your performance and that of downline IBOs, in this example you can earn:

<b>DIFFERENTIAL BONUS</b>	<b>\$81.00</b>
<b>+ PERSONAL PERFORMANCE BONUS</b>	<b>\$40.50</b>
<b>= TOTAL BONUS PAID TO YOU</b>	<b>\$121.50</b>

IBO	PV	BV*	DIFFERENTIAL BONUS	
A	150	450	9% - 3% = 6%	<b>\$27.00</b>
B	100	300	9% - 3% = 6%	<b>\$18.00</b>
C	200	600	9% - 3% = 6%	<b>\$36.00</b>
450 PV			<b>TOTAL</b>	<b>\$81.00</b>

\*Assumes 1:3 PV/BV ratio.

Refer to page 15 and the Business Reference Guide for further details.

# QUALIFY FOR YOUR FIRST INCENTIVES

Product sales can quickly add up to \$50, \$150, and \$200 awards! It's all part of the Fast Track Incentive Program.



at least  
**150 PV** =



**EARN \$50**

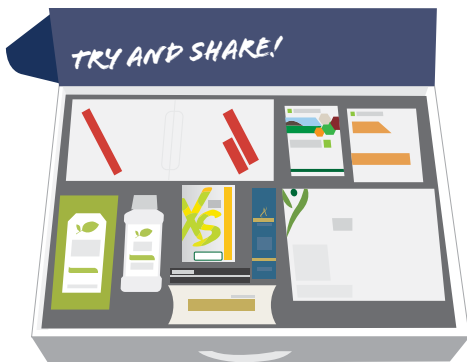
*New IBO Incentive Award is available up to three times in your first six months.*



✓ **At least 50 PV from Qualified Customer Volume**

Qualified Customer Volume refers to either customer orders placed directly with Amway or customer orders placed through an IBO and reported as a sale. Refer to the Business Reference Guide for further details.

Generate your "50/150" – that means you must generate 150 Personal PV in a month, with at least 50 PV coming from Qualified Customer Volume.



40-1220 – Product Starter Kit

**Tip:** The Optional **Product Starter Kit**, purchased at registration, can help to quickly build volume towards the Fast Track Incentive Program. Plus... you can earn retail margin and a Performance Bonus!

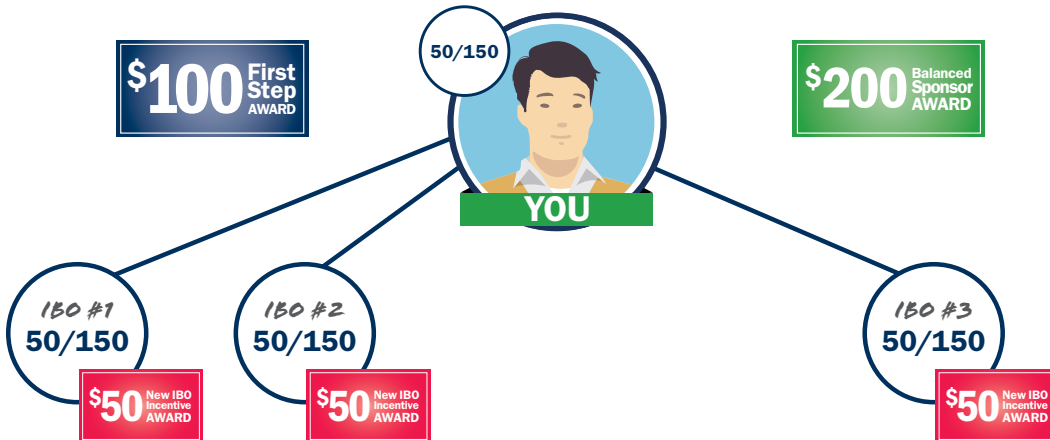
**Tip:** New IBOs have **six months** from their start date to earn the First Step and Balanced Sponsor Awards. For existing IBOs to earn these awards, they must complete requirements within the first six months of the IBO Fiscal Year (September 1 through February 28). Search "Fast Track" on Amway.com for details.

Refer to pages 15-16 for further details.

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

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

Following are approximate percentages of IBOs in North America who achieved the illustrated levels of success in the IBO Fiscal Year ending August 31, 2016: New IBO Incentive 36.3708%, \$150 (\$50 New IBO Incentive Award three times) 8.5416%, First Step Award 4.3107%, and \$200 Balanced Sponsor Award 2.8588%. Refer to inside front cover for further details.



**Get on the road to building a strong, sustainable business.** Earn even more money when IBOs you sponsor build their own balanced businesses. New IBOs can earn a \$50 New IBO Incentive Award in an earlier month or in the same month as earning the following awards.

**EARN \$100**

**First Step Award** is available once each year.

Support new IBOs so they can start strong.

1. Help an IBO you sponsor in each of two unique Legs earn the \$50 New IBO Incentive Award.
2. Generate your 50/150 PV in the same month that the second new IBO you sponsor earns the \$50 New IBO Incentive Award.

**EARN \$200**

**Balanced Sponsor Award** is available once each year.

Continue to sell, mentor, and sponsor as you grow your business.

1. Help an IBO you sponsor in a third unique Leg earn the \$50 New IBO Incentive Award.
2. Generate your 50/150 PV in the same month that the third new IBO you sponsor earns the \$50 New IBO Incentive Award.



**EXTRA INCENTIVE: EARN \$75**

**Mentor Award** is available unlimited times!

You'll receive \$75 each time you help an IBO that you personally sponsor earn the first \$200 Balanced Sponsor Award. You must generate your 50/150 PV in the same month that the Leg qualifies.

Refer to pages 15-16 for further details.

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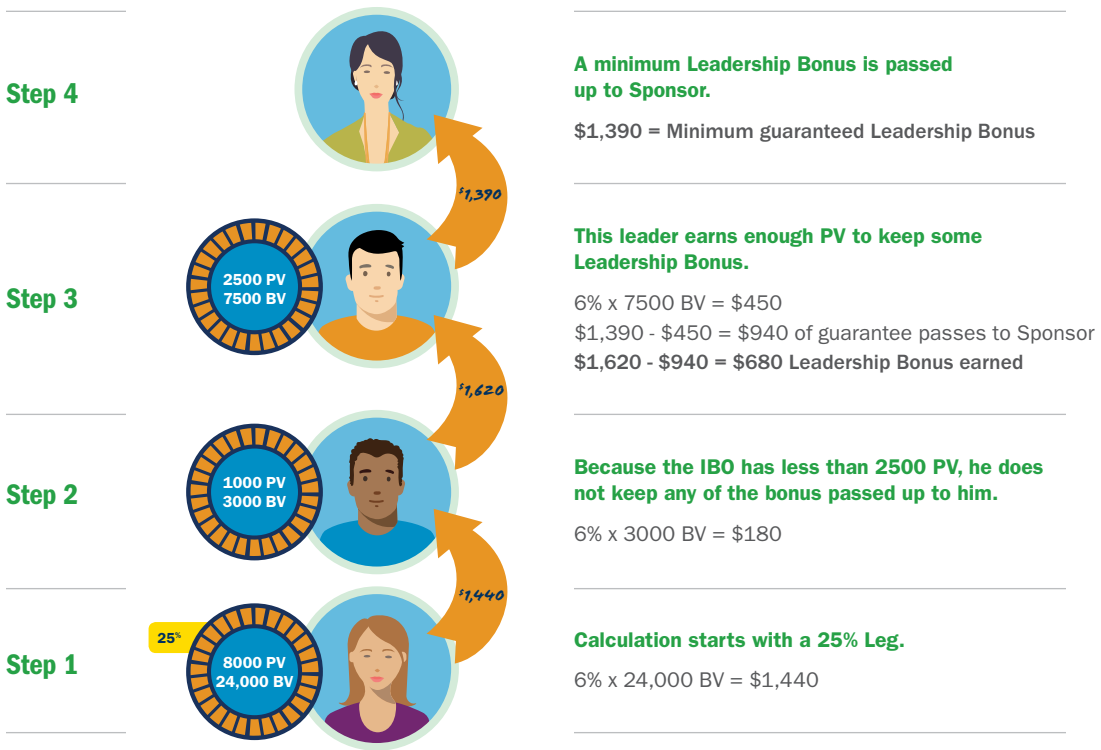
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# EARN MORE MONEY MORE OFTEN

**Leadership Bonus is now 50% more!** Starting September 1, 2017, the Leadership Bonus percentage of BV has increased from 4% to 6%.

Receive a monthly Leadership Bonus if you qualify at the 25% Performance Bonus level and generate additional award volume, as outlined in the Business Reference Guide. Leadership Bonuses are computed from the bottom up, are based on the performance of downline IBOs, and take into account how much of the bonus is rolled up to your Sponsor.



**Personal Group (PG)/Ruby Volume** includes your Personal Volume and Pass-Up Volume (non-25%) from non-Platinum Legs. It does not include Platinum PV whether qualified or not.

Refer to page 15 and the Business Reference Guide for further details.

**The average monthly Gross Income for “active” IBOs in the U.S. was \$207.**

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

Following are approximate percentages of IBOs in North America who achieved the illustrated levels of success in the IBO Fiscal Year ending August 31, 2016: Leadership Bonus 1.2845%, 8000 PV 0.8793%, and 10,000 PV 0.4419%. Refer to inside front cover for further details.

### Monthly Depth Bonus pays for developing downline leaders.



Earn a Depth Bonus of up to 1% of BV on qualified downline volume when you have three or more North American frontline Legs at 25% Performance Bonus level in the month and at least one of these frontline Legs also has one or more downline IBOs who qualify at 25%.

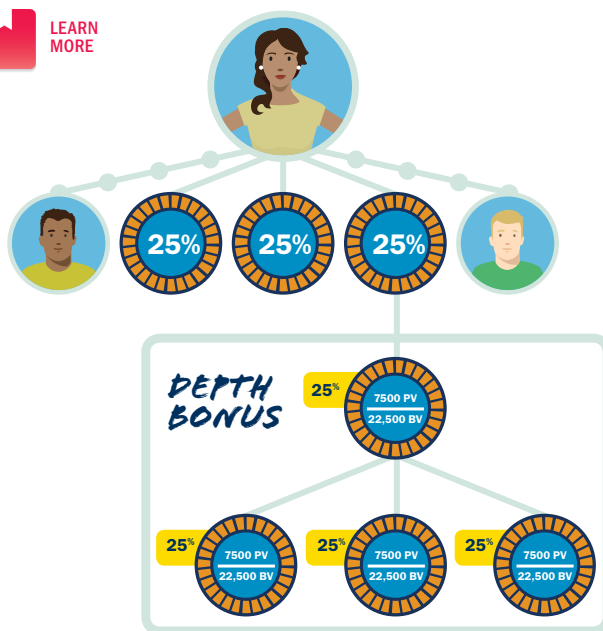
In this example, monthly Depth Bonus is based upon the four 25% downlines.

Each 25% Leg:

22,500 BV x 1% = \$225

**\$225 x 4 downline =**

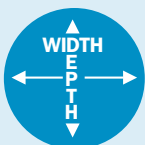
**\$900 Monthly Depth Bonus**



### Side Volume is the key to growing strong.

Side Volume is the amount of Personal Group (PG)/Ruby Volume outside any qualified 25% Legs. It includes your Personal Volume and Pass-Up Volume (non-25%) from non-Platinum legs. It does not include Platinum PV, whether qualified or not.

Side Volume not only helps you create new Legs – it is also an important factor in qualifying for Leadership and Ruby Bonuses, along with discretionary Growth Incentives including Q12, Platinum Plus/Elite, Two-Time Cash (second year), and Emerald and Diamond Leadership Growth. Maximize the Plan and optimize Growth Incentives with abundant Side Volume.



**Tip:** The most sustainable businesses balance width (the number of personally sponsored frontlines) and depth (the number of IBOs in the downline for each frontline).

### Annual Leader Bonuses

Each year, Amway rewards leaders for building volume with three annual bonuses. The total for each bonus is based on the total North American BV and/or qualified international volume for the year.



- Emerald Bonus
- Diamond Bonus
- Diamond Plus Bonus

Refer to the Business Reference Guide for further details.

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Following are approximate percentages of IBOs in North America who achieved the illustrated levels of success in the IBO Fiscal Year ending August 31, 2016: Monthly Depth Bonus 0.1581%, and 7500 PV 1.6247%. Refer to inside front cover for further details.

# INVEST IN THE BEST

The Growth Incentives Program<sup>†</sup> complements the Amway IBO Compensation Plan by encouraging IBOs to build sustainable businesses and help others succeed.



Set your sights on the next level with a Plan-profitable business.

## Q12 INCENTIVES

Qualify for twelve Q12 months and earn \$15,000 – year after year. IBOs receive this annual reward to grow beyond Platinum.

**Sustainable volume is the key to requalification.**



# = \$45,000

## Q12 MONTH

**Earn a Q12 each month:**

- 7500 Personal Group (PG)/Ruby PV, and/or
- 4000 Personal Group (PG)/Ruby PV over one or more First- or Second-Year Legs qualified in those months at 25%

Volume over First-Year and Second-Year Legs can be averaged. If you miss one or two Q12 months, you may still qualify for Q12 Incentive. Earn a minimum of 10 Q12 months and 108,000 Personal Group (PG)/Ruby PV annually.

## PLATINUM PLUS AND PLATINUM ELITE INCENTIVES

Boost your monthly bonuses with awards of 4% more beyond the Plan. IBO leaders receive monthly incentives as you develop and grow Side Volume beyond 7500 Personal Group (PG)/Ruby PV.

**Strengthen your business by building width.**

**Personal Group (PG)/Ruby PV Monthly Award**

10,000 to 12,499 PV <i>Platinum Plus</i>	➤	2% of BV
12,500 to 14,999 PV <i>Platinum Elite (+2%)</i>	➤	4% of BV
15,000 PV and above* <i>Ruby (+2%)</i>	➤	6% of BV

\*Includes Amway IBO Compensation Plan Ruby Bonus.

Must be a qualified Platinum or above to earn these incentives. At Sapphire and above, IBO cannot drop Qs from last IBO Fiscal Year.

**GROW BEYOND  
7500 PV  
TO MAKE MORE MONEY**



<sup>†</sup>You must meet the following baseline requirements for Growth Incentives Program awards: 1) average of 150 Personal PV each month; 2) average of 50 Qualified Customer PV each month; 3) signed Amway IBO Registration Agreement and Silver Producer Acknowledgement on file; 4) in compliance with IBO Rules of Conduct. Refer to inside front cover and pages 16-17 for further details.

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**Solid performance pays.**

As you grow a strong Amway North America business, you can achieve greater rewards by leading the way and helping downline IBOs qualify too.



**TWO-TIME CASH INCENTIVES**

New Platinum and Emerald IBOs qualify to earn special incentives. Requalify and grow in a second year to double your reward.

**Solidify new Legs to earn more.**

Level	First Year	DOUBLE!
		Second Year*
Platinum	\$1,500	\$3,000
Founders Platinum	\$2,500	\$5,000
Emerald	\$7,500	\$15,000
Founders Emerald	\$10,000	\$20,000

\*Requires Q12 months.

IBOs who had a previous qualification but failed to requalify may be eligible for a Comeback Incentive of the highest level earned in the first year a Comeback Incentive is achieved.

Refer to pages 16-17 for further details.

**EMERALD AND DIAMOND LEADERSHIP GROWTH INCENTIVES**

In-market Founders Emeralds and above get rewards at five key milestones.

**Build strong leaders downline to enhance your earnings.**



Participants must have been an IBO for three years. In addition, participants must qualify Q12. And, participants cannot drop Qs to be eligible. Three 12-month Legs required to participate. FAA allowed after 54 Qs if DBR.

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Following are approximate percentages of IBOs in North America who achieved the illustrated levels of success in the IBO Fiscal Year ending August 31, 2016: Platinum first year 0.2353% and second year 0.0925%, Founders Platinum first year 0.1422% and second year 0.0813%, Emerald first year 0.0201% and second year 0.0041%, Founders Emerald first year 0.0092% and second year 0.0038%, 36 Qs 0.0730%, 54 Qs 0.0147%, 72 Qs 0.0159%, 108 Qs 0.0029%, and 144 Qs 0.0022%. Refer to inside front cover for further details.



# ACHIEVE THE HIGHEST REWARD

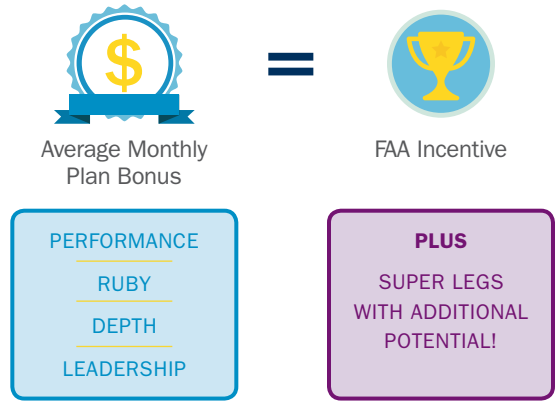
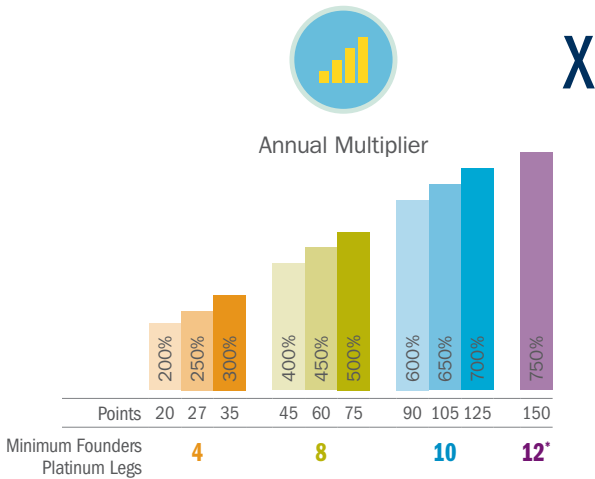
This special discretionary leadership incentive recognizes the highest levels of achievement with significant annual payouts. Mentor downline Founders Platinums, Emerald Bonus Recipients, and Diamond Bonus Recipients to build healthy businesses and earn this new Founders Achievement Award (FAA).

To qualify for FAA annual cash incentives, leaders must be a Diamond Bonus Recipient with a minimum of 20 new FAA points.

For each...	Points <sup>2</sup>
Founders Platinum <sup>1</sup>	1.0
Emerald Bonus Recipient	1.5
Diamond Bonus Recipient	3.0

<sup>1</sup>Maximum: 6.0 points per Leg  
<sup>2</sup>Maximum: 30 points per Leg

## Annual FAA Incentive

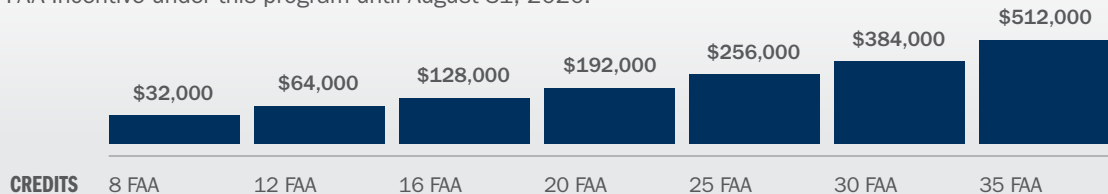


Refer to page 17 for further details, and contact your Amway Strategic Account Manager with questions. For more information on the FAA Program, log in to Amway.com and search FAA or Founders Achievement Awards.

**\*SUPER LEGS**  
 For 750% leaders who have two or more Legs at 30 points or higher, earn \$20,000 for each of two to five super Legs and earn \$40,000 for six or more super Legs.

### ORIGINAL FAA

To ensure a smooth transition, Amway will honor the original FAA program. If the following original FAA calculation earns you more, Amway will award the annual FAA Incentive under this program until August 31, 2020.



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

Approximately 48% of IBOs in the U.S. were “active.”  
 Following are approximate percentages of IBOs in North America who achieved the illustrated levels of success in the IBO Fiscal Year ending August 31, 2016: 8 FAA to 11 FAA 0.0105%, 12 FAA to 17 FAA 0.0022%, 18 FAA to 24 FAA 0.0022%, and 25 FAA+ 0.0000%. Refer to inside front cover for further details.



# KNOW THE KEY CONCEPTS

Please refer to the **Business Reference Guide** and **Amway Strategic Account Managers** for details. Use this section as a convenient guide.

## DEFINITIONS

### POINT VALUE (PV)

Point Value is a unit amount assigned to each product. The total PV associated with your group's monthly volume is tracked to determine your Performance Bonus bracket. The higher your PV, the higher percentage (up to 25%) used in calculating your bonus.

### BUSINESS VOLUME (BV)

Business Volume is a dollar figure assigned to each product. The total BV associated with your monthly volume is multiplied by the percent from the Performance Bonus Schedule to determine your gross Performance Bonus. See page 6 for an example.

### QUALIFIED CUSTOMER VOLUME (QCPV)

Qualified Customer Volume refers to either customer orders placed directly with Amway or customer orders placed through an IBO and reported as a sale. It is a good practice to report all customer sales, even if more than 50 PV.

### LEG

When an IBO registers individuals and helps them create groups, a "Leg" in the Line of Sponsorship (LOS) is formed. There are special criteria and qualification requirements regarding First- and Second-Year Platinum Legs to support sustainable business practices. First- or Second-Year status can be determined by looking at three years of the Leg's qualification:

TWO YEARS AGO	LAST YEAR	THIS YEAR
—	—	25% First-Year Leg
25% Leg	—	25% First-Year Leg
—	25% First-Year Leg	25% Second-Year Leg
25% First-Year Leg	25% Second-Year Leg	25% Leg

### PERSONAL GROUP (PG)/RUBY VOLUME

Personal Group Volume includes Personal PV/BV, Volume from Personal Group IBOs, and Pass-Up Volume from your non-qualified, non-25% Legs (Silver Producers) and Platinums.

Ruby Volume includes Personal PV/BV, Volume from Personal Group IBOs, and Pass-Up Volume from your non-qualified, non-25% Legs (Silver Producers). It does not include Qualifiers at 25% that month and does not include qualified Platinums no matter what percent they hit that month.

### AWARD VOLUME

Award Volume includes Personal PV/BV, Volume from Personal Group IBOs, and Pass-Up Volume from your non-qualified, non-25% Legs (Silver Producers) and Platinums. It does not include Qualifiers at 25% that month.

### SIDE VOLUME

The amount of Personal Group (PG)/Ruby Volume outside any qualified 25% Legs. Side Volume is key to creating new Legs.

- Width: The number of personally sponsored frontlines
- Depth: The number of IBOs in the downline for each frontline

### SILVER PRODUCER MONTH

Earn a Silver Producer month when you achieve one of the following or a combination of all three:

- 7500 Award PV, or
- 2500 Award PV over a qualified 25% Leg, or
- Two qualified 25% Legs in the same month.

### QUALIFIED MONTH (Q)

Earn an in-market frontline Q each month a frontline IBO achieves 25% bonus bracket (this is a qualified 25% Leg).

### Q12 MONTH

Earn a Q12 month each month when or if you achieve one or both of the following:

- 7500 Personal Group (PG)/Ruby Volume, and/or
- 4000 Personal Group (PG)/Ruby Volume over one or more First- or Second-Year Legs.

If you miss one or two Q12 months, you may still qualify for Q12 Incentives. Earn 10 or 11 qualifying Q12 months and 108,000 Personal Group (PG)/Ruby Volume annually to qualify. This is also known as Volume Equivalency (VE).

You can average Personal Group (PG)/Ruby Volume over one or more First- or Second-Year Legs. If your total Personal Group (PG)/Ruby Volume in the months you have a First- or Second-Year Leg is equal to or exceeds 4000 Personal Group (PG)/Ruby Volume times the number of months you have a First- or Second-Year Leg, you meet the volume averaging requirement to be awarded Q12 months for all the months with a First- or Second-Year Leg.

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

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

Following are approximate percentages of IBOs in North America who achieved the illustrated levels of success in the IBO Fiscal Year ending August 31, 2016: 7500 PV Award Volume 1.6247%, 7500 PV Personal Group (PG)/Ruby PV 1.4382%, and 108,000 PV Personal Group (PG)/Annual Ruby PV 0.1607%. Refer to inside front cover for further details.

## QUICK REFERENCE AND REQUIREMENTS

### **BASILINE REQUIREMENTS FOR FAST TRACK INCENTIVE PROGRAM, GROWTH INCENTIVES PROGRAM, AND FAA QUALIFICATIONS**

In addition to specific requirements of each program, the following baseline and general eligibility requirements must be met:

1. Generate an average of 50 Qualified Customer PV each month.
2. Average of 150 Personal PV each month.
3. Signed Amway IBO Registration Agreement and Silver Producer Acknowledgement (SPA), if applicable, on file.
4. In compliance with IBO Rules of Conduct.

#### **IBO FISCAL YEAR (FY)**

September 1 to August 31, also known as IBO Performance Year.

### **AMWAY IBO COMPENSATION PLAN/PLAN BONUSES**

Please refer to the Business Reference Guide for details.

### **FAST TRACK INCENTIVE PROGRAM**

New IBOs have six months from their start date to earn the New IBO Incentive Award, First Step Award, and Balanced Sponsor Award. For existing IBOs to earn First Step and Balanced Sponsor Awards, they must complete requirements within the first six months of the IBO Fiscal Year (September 1 through February 28). Newly sponsored Legs are required each year.

To qualify for the Fast Track Incentive Program, IBOs must meet baseline requirements.

#### **NEW IBO INCENTIVE AWARD: \$50**

Generate your “50/150” – that means you must generate 150 Personal PV in a month, with at least 50 PV coming from Qualified Customer Volume.

#### **FIRST STEP AWARD: \$100**

1. Help an IBO you sponsor in each of two unique Legs earn the \$50 New IBO Incentive Award.
2. Generate your 50/150 PV in the same month that your second new IBO earns the \$50 New IBO Incentive Award.
3. To qualify, all award recipients must still be active in the business, and new IBOs cannot have returned qualifying PV.

#### **BALANCED SPONSOR AWARD: \$200**

1. Help an IBO you sponsor in a third unique Leg earn the \$50 New IBO Incentive Award.
2. Generate your 50/150 PV in the same month that your third new IBO earns the \$50 New IBO Incentive Award.
3. To qualify, all award recipients must still be active in the business, and new IBOs cannot have returned qualifying PV.

#### **MENTOR AWARD: \$75**

You'll receive \$75 each time you help an IBO you personally sponsor earn their first \$200 Balanced Sponsor Award. You must generate your 50/150 PV in the same month as your Leg qualifies.

### **GROWTH INCENTIVES PROGRAM (GI)**

ANA Growth Incentives are available to IBOs from the U.S., Canada, Dominican Republic, Haiti, and offshore (Caribbean and Pacific Ocean) areas only. ANA Growth Incentives are based on North America business only. They are discretionary and available for a limited time. IBOs must be in good standing with Amway to qualify (see **IBO Rules of Conduct**).

#### **Q12 INCENTIVES**

##### **Eligibility**

- IBO must meet Growth Incentive baseline requirements, including SPA on file.

##### **Qualification requirements**

- IBO must qualify for twelve Q12 months each IBO Fiscal Year. Volume over First-Year and Second-Year Legs can be averaged, or
- IBO must achieve 10 or 11 qualifying Q12 months in a IBO Fiscal Year and 108,000 yearly total of Personal Group (PG)/Ruby PV.

### **PLATINUM PLUS AND PLATINUM ELITE INCENTIVES**

##### **Eligibility**

- IBO must be a qualified Platinum or above.
- IBO must accumulate at least 10,000 Personal Group (PG)/Ruby PV in a month.
- IBO must meet Growth Incentive baseline requirements, including SPA on file.

##### **Qualification requirements**

- The payment amount is based on the following:
  - Platinum Plus: with between 10,000 and 12,499.99 Personal Group (PG)/Ruby PV, an IBO can earn:
    - Sapphire and above IBOs earn 2% of their Personal Group (PG)/Ruby BV in the month, if the annualized average tracking frontline Qs are at least equal to the frontline Qs at the end of the prior IBO Fiscal Year.
    - Platinum IBOs earn 2% of their Personal Group (PG)/Ruby BV in the month.
  - Platinum Elite: with between 12,500 and 14,999.99 Personal Group (PG)/Ruby PV, an IBO can earn:
    - Sapphire and above IBOs earn 4% of their Personal Group (PG)/Ruby BV in the month, if the annualized average tracking frontline Qs are at least equal to the frontline Qs at the end of the prior IBO Fiscal Year.
    - Platinum IBOs earn 4% of their Personal Group (PG)/Ruby BV in the month.
  - Ruby: with 15,000 Personal Group (PG)/Ruby PV and above, IBOs will earn the Plan 2% Ruby Bonus, in addition to the 4% Platinum Elite Incentive earned.

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Following are approximate percentages of IBOs in North America who achieved the illustrated levels of success in the IBO Fiscal Year ending August 31, 2016: New IBO Incentive 36.3708%, First Step Award 4.3107%, Balanced Sponsor Award 2.8588%, Mentor Award 1.1171%, 108,000 PV Personal Group (PG)/Ruby PV 2.1134%, 10,000 Personal Group (PG)/Ruby PV 0.4419%, 12,499.99 Personal Group (PG)/Ruby PV 0.1718%, 14,499.99 Personal Group (PG)/Ruby PV 0.1036%, and 15,000 Personal Group (PG)/Ruby PV 0.1033%. Refer to inside front cover for further details.

**TWO-TIME CASH INCENTIVES**

## Eligibility

- All IBOs that have not previously achieved in-market Platinum, Founders Platinum, Emerald Bonus, and Founders Emerald Bonus. *Note: VE Legs with 10 or 11 Q12 months and 108,000 annual Total Downline PV are acceptable.*
- IBO can earn all four incentives and multiple incentives within the IBO Fiscal Year.
- IBOs must meet Growth Incentives baseline requirements, including SPA on file.

First time qualification requirements

- For Platinum: at least six qualified Silver Producer months within the IBO Fiscal Year, three of which must be consecutive.
- For Emerald: at least three groups which qualify at the 25% Performance Bonus level for at least six months of the IBO Fiscal Year.

Repeat qualifications

- IBOs must earn the same incentive in consecutive years.
- IBOs must generate six Q12 months for the Platinum and Emerald Incentives, and twelve Q12 months for the Founders Platinum and Founders Emerald Incentives.

**PLATINUM AND EMERALD COMEBACK INCENTIVES**

The Platinum and Emerald Comeback Incentives encourage IBOs that have had a previous qualification, but failed to requalify recently, a monetary incentive to rebuild and requalify their businesses.

## Eligibility

- IBOs can earn one Comeback Incentive between FY18 – FY20, the highest level earned in the first year a Comeback Incentive is achieved.
- There are no two time payments associated with the Comeback Incentive.

## Qualification requirements

- IBOs who previously achieved Platinum or Founders Platinum qualification before FY17, but have not requalified at that level since.
- IBOs who previously achieved Emerald Bonus or Founders Emerald Bonus qualification before FY15, but have not requalified at that level since.

**EMERALD AND DIAMOND LEADERSHIP GROWTH INCENTIVES**

The Emerald and Diamond Leadership Growth Incentives are for IBO Leaders, in-market Founders Emerald, or higher, who demonstrate continual growth in their business. IBOs can requalify as long as they grow or sustain Qs.

## Eligibility

- A minimum level of In-Market Founders Emerald is required (three in-market 12-month Legs). *Note: VE Legs with 10 or 11 months and 108,000 annual Total Downline PV are acceptable.*
- IBOs will only earn their highest Emerald and Diamond Leadership Growth Incentive per IBO Fiscal Year.
- IBOs must meet Growth Incentive baseline requirements, including SPA on file.
- IBO must be an ANA Amway IBO for at least three years to participate (three year tenure rule).

\*For all events in which ANA FAA points are an eligibility requirement, qualification based on the original FAA schedule applies.

## Qualification requirements

- A minimum of the equivalent of three Founders Platinum Legs.
- Must qualify Q12.
- Participants cannot drop Qs.
- Diamond Bonus (DBR) is required for payments at or above 54 Qs.
- FAA qualification is allowed after 54 Qs if IBO is a DBR. In event of a Q drop, holding or growing ANA FAA\* points will maintain eligibility for payment. Cannot drop below 54 Qs and cannot drop more than 5 Qs in current IBO Fiscal Year.

**FOUNDERS ACHIEVEMENT AWARDS (FAA)**

Contact your Amway Strategic Account Manager with questions and/or see Document of Record for complete program rules and details. For more information on the FAA Program, log in to [Amway.com](http://Amway.com) and search FAA or Founders Achievement Awards.

FAA rewards both domestic and international business development, and FAA payment amounts are determined by PV/BV ratio of the market where FAA points are earned.

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

**ANA IN-MARKET FAA POINTS**

Earn ANA in-market FAA points based on the highest level achieved in each Leg (maximum of 3 ANA FAA points per Leg):

- 1.0 ANA FAA points for each Founders Platinum Leg
- 1.5 ANA FAA points for each Leg with an Emerald Bonus Recipient (EBR)
- 3.0 ANA FAA points for each Leg with a Diamond Bonus Recipient (DBR)

This program will begin September 1, 2017, and run in tandem with the original FAA program for three years. During the transition period, Amway will pay each IBO the higher payment of the original FAA program or the new FAA program. Each qualification period spans a IBO Fiscal Year, beginning with FY18.

**The average monthly Gross Income for “active” IBOs in the U.S. was \$207.**

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

Following are approximate percentages of IBOs in North America who achieved the illustrated levels of success in the IBO Fiscal Year ending August 31, 2016: 108,000 Annual Total Downline PV 2.1134%. Refer to inside front cover for further details.

### EVENT QUALIFICATIONS

#### NEW PLATINUM CONFERENCE

IBOs who have met the following criteria are eligible to attend:

- First-time Qualified Platinums who have not previously attended.
- IBOs from the U.S., Canada, Dominican Republic, Haiti, and offshore (Caribbean and Pacific Ocean) areas are included.
- IBOs not able to attend the 1st NPC following their qualification are eligible to be invited to a 2nd conference.
- Have six Silver Producer months in the same IBO Fiscal Year as the first-time Platinum qualification.

#### ACHIEVERS

IBOs who have met the following criteria are eligible to attend:

- Qualified Founders Platinums that also earn a Q12 Cash Incentive, or
- Qualified Sapphires and above.
- IBOs from the U.S., Canada, Dominican Republic, Haiti, and offshore (Caribbean and Pacific Ocean) areas are included.

#### LEADERSHIP GROWTH FORUM\*

The Growth Forum is an annual event in conjunction with Achievers. It is designed to encourage sustainable growth prior to the corporate 60th anniversary (FY 2019).

Qualification requirements

Emeralds and above must meet the following criteria:

- First Time Emerald Bonus participants who have at least 18 ANA frontline Qs, or
- First Time Founders Emerald Bonus participants who have 36 ANA frontline Qs from their three in-market Legs all 12 months (VE can be used to count as 12 months), or
- Requalified Emerald Bonus participants with either:
  - 7500 Average YTD Personal Group (PG)/Ruby PV Side Volume, or
  - Six additional ANA frontline Qs with at least 2500 Average YTD Personal Group (PG)/Ruby PV Side Volume

Diamonds and above not already qualified for an invitation:

- Diamond Bonus participants with at least 0.5 ANA FAA\* growth, or
- First time Executive Diamonds with at least 54 ANA frontline Qs, or
- Qualified Founders Diamonds and above attaining at least 72 ANA frontline Qs, or
- All Legacy Diamond individuals, or
- All North America Growth Council qualifiers.

#### EXECUTIVE DIAMOND CLUB/DIAMOND CLUB\*

Qualified Diamonds are invited to Diamond Club. Qualified Executive Diamonds and above are invited to the added Executive Diamond Club days.

Qualification requirements

- A Qualified Diamond is defined as an IBO with approved Diamond qualification during the IBO Fiscal Year.
- A Qualified Executive Diamond or above is defined as an IBO with approved qualification between Executive Diamond and FCA 70 FAA during the IBO Fiscal Year.
- All award qualifications shall be in accordance with the requirements outlined in the Amway Business Reference Guide.
- IBOs from the U.S., Canada, Dominican Republic, Haiti, and offshore (Caribbean and Pacific Ocean) areas are included.
- A SPA is required for all IBOs attaining Platinum status after September 1, 2011.

#### DIAMOND DREAMS\*

IBOs can choose from four customizable destinations: Peter Island, New York, Sedona, and Jackson Hole. Qualified Diamonds and above will receive an invitation to choose one of these destinations after they achieve the qualification requirements. IBOs can earn a second trip with 14 or more ANA FAA\* points.

Qualification requirements

First invitation:

- First-time Diamonds with at least 36 ANA Qs.

Requalified Diamonds with less than 144 Qs or 12 ANA FAA\* points:

- Qualifying DBR with 54 ANA Qs including three in-market Founders Legs (36 of the 54 frontline Qs – VE counts as 12 Qs), and
- Growth requirement:
  - Add at least six additional ANA Qs, or
  - Add at least 0.5 ANA FAA\* points during the performance year and maintain Qs.

Requalified Diamonds with at least 144 Qs or 12 ANA FAA\* points:

- DBRs at 144 ANA Qs or 12 ANA FAA\* points automatically qualify for the trip even if there is a reduction in Qs or ANA FAA\* points.

#### Be Our Guest

Make the most of your trip with an Amway host. Simply request one when you begin planning your Diamond Dreams experience. To learn more, ask your Strategic Account Manager.

\*For all events in which ANA FAA points are an eligibility requirement, qualification based on the original FAA schedule applies.

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

Following are approximate percentages of IBOs in North America who achieved the illustrated levels of success in the IBO Fiscal Year ending August 31, 2016: New Platinum Conference 0.2385%, Achievers Invitational 0.6446%, Leadership Growth Forum 0.1390%, Executive Diamond Club 0.0179%, Diamond Club 0.0497%, and Diamond Dreams 0.0233%. Refer to inside front cover for further details.

**NORTH AMERICAN GROWTH COUNCIL\***

North American Growth Council invitations are extended to IBOs who achieve Diamond Bonus Recipient, are qualified for Executive Diamond Club, have at least three qualified in-market 12-month Legs, and attain one of the following:

- 84 in-market frontline Qs, or
- 10 in-market ANA FAA\* credits, or
- 72 or more in-market frontline Qs with at least six additional Qs over the prior year.

A Qualified Executive Diamond is defined as an IBO with approved Executive Diamond qualification during the IBO Fiscal Year. A Diamond Bonus recipient is an IBO with an approved Diamond Bonus record during the IBO Fiscal Year. All award qualifications shall be in accordance with the requirements outlined in the Amway Business Reference Guide. Invitations are 100% at Amway’s discretion.

*You can track your progress on Amway.com > Business Center > Business Reports > GI Program Tracking. See your Strategic Account Manager for details.*

**PIN LEVELS**

Achieve new Pin levels associated with greater rewards.

Get there by helping downline leaders qualify too. Sustainable businesses that continue to qualify and grow build both width and depth. It’s a winning combination of profitability and strength.

PIN LEVEL	REQUIREMENTS	
	QUALIFICATION	MONTHS WITHIN IBO FISCAL YEAR
Silver Producer	7500 PV	1 month
Gold Producer	7500 PV	3 months
Platinum	7500 PV	6 months
Founders Platinum	7500 PV	12 months
Ruby	15,000 PV	1 month
Founders Ruby	15,000 PV	12 months
Sapphire	2 25% Legs Plus 2500 PV	6 months
Founders Sapphire	2 25% Legs Plus 2500 PV	12 months
Emerald	3 25% Legs	6 months
Founders Emerald	3 25% Legs	12 months
Diamond	6 25% Legs	6 months
Founders Diamond	6 25% Legs or 8 FAA	12 months
Executive Diamond	9 25% Legs or 10 FAA	6 months
Founders Executive Diamond	9 25% Legs or 12 FAA	12 months
Double Diamond	12 25% Legs or 14 FAA	6 months
Founders Double Diamond	12 25% Legs or 16 FAA	12 months
Triple Diamond	15 25% Legs or 18 FAA	6 months
Founders Triple Diamond	15 25% Legs or 20 FAA	12 months
Crown	18 25% Legs or 22 FAA	6 months
Founders Crown	18 25% Legs or 25 FAA	12 months
Crown Ambassador	20 25% Legs or 27 FAA	6 months
Founders Crown Ambassador	20 25% Legs or 30 FAA	12 months

*To learn more, refer to your Amway Business Reference Guide by searching the online resource center located on Amway.com.*

\*For all events in which ANA FAA points are an eligibility requirement, qualification based on the original FAA schedule applies.

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

Following are approximate percentages of IBOs in North America who achieved the illustrated levels of success in the IBO Fiscal Year ending August 31, 2016: North American Growth Council 0.0131%, Gold Producer 1.6180%, 7500 PV 1.6247%, and 15,000 Ruby PV 0.1033%. Refer to inside front cover for further details.

# YOUR BUSINESS CAN REALLY TAKE YOU PLACES.

Exciting destinations, amazing experiences, important learning opportunities – invitations to exclusive conferences and trips are awarded at several achievement levels.



ADA, MICHIGAN IN 2018

### NEW PLATINUM CONFERENCE

Celebrate your first major milestone as a business owner, get an exclusive tour of Amway World Headquarters, and build your leadership strength with powerful opportunities and resources.

**GET THERE** by reaching Platinum for the first time and qualifying for at least six months in the IBO Fiscal Year.

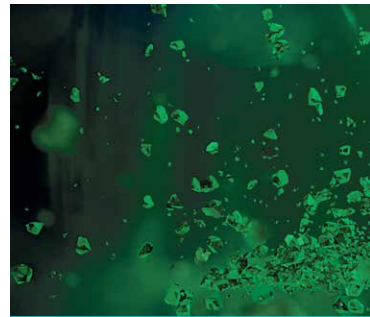


NASHVILLE, TENNESSEE IN 2018

### ACHIEVERS

Join thousands of leading Amway IBOs to celebrate, connect, and bring extraordinary value back to your group. Expect inspired business meetings and invaluable business-building tools, plus great entertainment and leisure!

**GET THERE** by qualifying as a Q12 Platinum, Sapphire, or above.



NASHVILLE, TENNESSEE IN 2018

### LEADERSHIP GROWTH FORUM

This full-day event adjacent to Achievers is designed to help IBOs who meet specific qualification criteria learn how to keep growing your business and reach Diamond in time for Amway's 60th Anniversary Celebration (A60). Make it to Vegas for A60 in May 2019!

**GET THERE** by meeting qualifications described on page 18.

IBOs must be in compliance at all times with the Amway IBO Compensation Plan, Quality Assurance Standards, and the IBO Rules of Conduct to keep their invitation to Amway incentive trips. Trip locations are subject to change. Available only to IBOs whose conduct demonstrates high ethical and business standards aligned with the goals and objectives of Amway and its related businesses. Refer to pages 18-19 for further details.

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

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

Following are approximate percentages of IBOs in North America who achieved the illustrated levels of success in the IBO Fiscal Year ending August 31, 2016: New Platinum Conference 0.2385%, Achievers Invitational 0.6446%, and Leadership Growth Forum 0.1390%. Refer to inside front cover for further details.



BIG ISLAND, HAWAII IN 2018

**EXECUTIVE DIAMOND CLUB/DIAMOND CLUB**

Executive Diamond Club and Diamond Club invite Amway IBOs to enjoy once-in-a-lifetime experiences, while collaborating with other leaders on business strategies in beautiful Hawaii!

**GET THERE** by qualifying as a Diamond or above.

**DIAMOND DREAMS**

beBOLD with exhilarating adventures, or unFOLD, relax, and recharge. Thrilling activities and personal luxury await on this completely customizable reward trip, created just for you.

**Choose from several exciting locations:**

- Peter Island, British Virgin Islands
- Sedona, Arizona
- New York City, New York
- Jackson Hole, Wyoming

**GET THERE** by meeting qualifications described on page 18.



PETER ISLAND, BRITISH VIRGIN ISLANDS IN 2018 AND MORE



SCOTLAND IN 2018

**NORTH AMERICAN GROWTH COUNCIL**

Aim to attend this premier event, where top North American Amway IBOs come together in partnership with Amway executives in some of the most awe-inspiring places in the world to celebrate and plan the future of the business.

**GET THERE** by meeting qualifications described on page 19.

**GLOBAL FOUNDERS COUNCIL**

Imagine a luxury excursion to a very special destination, alongside the world’s elite leaders. The Global Founders Council is a pinnacle Amway event that rewards and recognizes the highest achievers.

**GET THERE** by achieving 20 Founders Achievement Award (FAA) points in the original FAA schedule or Crown Ambassador qualification.

2017 location pictured: Vancouver, British Columbia, Canada



MEDITERRANEAN CRUISE IN 2018

Refer to pages 18-19 for further details.

**The average monthly Gross Income for “active” IBOs in the U.S. was \$207.**

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

Following are approximate percentages of IBOs in North America who achieved the illustrated levels of success in the IBO Fiscal Year ending August 31, 2016: Executive Diamond Club 0.0179%, Diamond Club 0.0497%, Diamond Dreams 0.0233%, North American Growth Council 0.0131%, and Global Founders Council 0.0019%. Refer to inside front cover for further details.

# REWARD YOURSELF

Amazing destinations are within reach when you grow and sustain your Amway™ business.

See pages 20-21 for exciting travel opportunities.

## VEGAS IS WAITING. WILL YOU BE THERE?

When May 2019\* arrives, we hope to welcome you in Las Vegas at the Mandalay Bay Resort®, a 43-story luxury hotel where you can experience the Shark Reef Aquarium at Mandalay Bay®\*\*, several entertainment venues, and 24 of the finest restaurants on the Las Vegas Strip. Start planning now to qualify for the largest ever global gathering of Amway's top leaders – for those qualifying Diamond and above!

\*Qualification during IBO Fiscal Year 2018  
(Beginning September 2017, Ends August 2018)

®Mandalay Bay® is a registered trademark of Mandalay Corp.

\*\*Shark Reef Aquarium at Mandalay Bay® is a registered trademark of Mandalay Resort Group.

Amway™

# A60

SIXTY YEAR ANNIVERSARY

2019

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

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

Following are approximate percentages of IBOs in North America who achieved the illustrated levels of success in the IBO Fiscal Year ending August 31, 2016: Diamond 0.0198%. Refer to inside front cover for further details.