

A man and a woman with curly hair are smiling and looking at a smartphone together. They are wearing light blue t-shirts. The image has a red and blue color gradient overlay.

**Amway**

# **SALES AND MARKETING PLAN**

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# SECTION 1

## INTRODUCTION TO THE SALES AND MARKETING PLAN

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Integral to the worldwide success of Amway, is its unique Sales and Marketing Plan. This Plan has withstood the test of time, in multiple currencies, cultures and climates around the globe. The Plan provides a simple and unique mechanism of achieving one's own goals while helping others achieve their own.

The AMWAY Sales and Marketing Plan offers you the flexibility that fits in with your lifestyle. We provide reward for effort by offering substantial bonuses, business seminars, commissions on product sales and a long-term, willable business opportunity to all ABOs.

"My business is really my business and my business can be anything I want it to be."



## **SECTION 2**

# HOW TO CALCULATE YOUR INCOME

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# HOW TO CALCULATE YOUR INCOME

The Amway Business Opportunity provides an opportunity to expand your business as far as you wish.

Note: If a term is used that is unfamiliar to you, please consult Section 2 of Rules of Conduct in this Business Handbook.

## INCOME FROM PRODUCT SALES

Firstly, you receive profit from your sale of Amway products to clients. The difference between your purchase cost and the retail price is your retail margin. If you follow Amway's suggested retail price, your retail margin will average 30% of your purchase price before VAT. The suggested retail margin may be higher or lower on individual Amway products.

## PERFORMANCE COMMISSION BASED ON PRODUCT PURCHASES

Secondly, you can receive a Performance Commission based on a monthly accumulation of points. All Amway Products are assigned two numbers: Point Value (PV) and Business Volume (BV). Point Value is a numerical quantity assigned to each product. Business Volume is a monetary amount assigned to each product. A product's BV may change due to periodic price adjustments.

The total Point Value (PV) of all the Amway products you and your Downline (whose Personal Volume is considered in calculating your Group Volume) purchase from Amway to support your independent business during a particular month, determines your Performance Commission Percentage for that month. This percentage multiplied by the total BV of all such products will be your gross Performance Commission Percentage for that month.

Performance Commissions earned by ABOs within your Downline (whose Personal Volume is considered in calculating your Group Volume) are deducted from your gross Performance Commission and are paid by Amway directly to your sponsored Amway Business Owners (ABOs). Your Performance Commission earnings are paid directly to you.

## HOW INCOME IS GENERATED UNDER THE AMWAY SALES AND MARKETING PLAN

You can earn income through:

- Retail Margin attached to all products sold;
- Performance Commission, based on the total volume of products sold to clients through your business;
- Leadership Commissions (as described later) paid to you for successfully assisting others within your eligible Downline to achieve the 21% Performance Commission level; and
- Higher Award Commissions, including annual commissions, cash awards from Growth Incentive Programme and discretionary commissions for retail and sponsoring performance at established levels.

## IMPORTANT

All of the examples provided in this section are intended to illustrate how to calculate Performance Commission and combine it with income from gross retail margins under the Amway Sales and Marketing Plan. They are not intended to suggest an average achievement under the Plan. The examples are based on assumptions that may or may not apply to your circumstances. Actual results will depend on a number of factors and will vary from person to person. For example, net income will be determined after subtracting any applicable taxes and costs of overhead, including business expenses, that you may have. Your net profit may differ greatly from the examples below and will depend on many factors, including how efficiently you are able to conduct your business activities. Further details of how commissions are calculated can be found in this section or by contacting Amway directly.

## HOW INCOME IS EARNED

Your Amway Business income is based on a monthly accumulation of points. All Amway products are assigned four sets of numbers: ABO Price (which is the price ABOs pay for the Amway products), Suggested Retail Price (which is the amount Amway suggests that clients pay for the same Amway Products purchased by the ABO), Point Value or 'PV' and Business Volume or 'BV'.

If your monthly Point Value is:	The Performance Commission generated is:
200 PV	3% of total BV
600 PV	6% of total BV
1 200 PV	9% of total BV
2 400 PV	12% of total BV
4 000 PV	15% of total BV
7 000 PV	18% of total BV
10 000 PV	21% of total BV

## THE PERFORMANCE COMMISSION SCHEDULE

Your Performance Commission Percentage for each month is determined by the total PV of Amway products that you order during that particular month. Your Performance Commission is then calculated by multiplying the appropriate Performance Commission Percentage by your BV for the month.

Performance Fee is not only based on your own PV/BV Volume, but also on the sales of products attributed to your Downline ABOs.

The following examples show how the Amway Sales and Marketing Plan functions. These are examples only. They are not intended to serve as any guarantee of income by Amway. Rather, they show the methodology used in calculating Performance Commissions in the Amway Sales and Marketing Plan.

The Performance Commission achieved by ABOs within your eligible Downline will be paid by Amway directly to them; the remaining difference in your group's total Performance Commission will be paid by Amway directly to you.

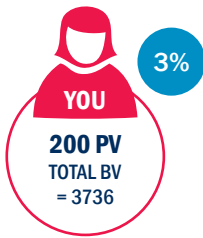
PLEASE NOTE: For ALL EXAMPLES the ratio between PV and BV in SA to be 1PV = 18.68 BV and the Retail Margin\*\* as 30% of the ABO Price before VAT.

*Your Retail Margin may be higher or lower on individual Amway Products, depending on the retail price at which you sell such product. The Retail Margin is calculated before payment of VAT. The most up-to-date data regarding Suggested Retail Prices for all Amway Products can be found in the current Product Brochure.*

# PERSONAL PERFORMANCE COMMISSION AND RETAIL COMMISSION

## EXAMPLE 1

Assuming that your monthly retail sales are equal to 200 PV\*, your immediate gross income would accumulate as follows:



### WHAT YOU WILL EARN

30% Retail Profit on 200PV  
(200PV or 3736 BV x 30%)  
= R1120.80

3% Personal Performance Commission  
(200PV or 3736 BV x 3%)  
= R112.08

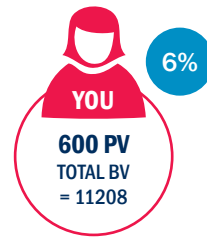
Your gross income per month  
= R1232.88

Your gross income per year  
= R14794.56

## EXAMPLE 2

Assuming that your monthly retail sales increased to 600 PV, your total monthly BV would be 11208 BV. So, your immediate gross income would rise accordingly:

Already your part-time Amway Business is beginning to offer a meaningful income, but there are ways to expand this even further.



### WHAT YOU WILL EARN

30% Retail Profit on 600PV  
(600PV or 11208 BV x 30%)  
= R3362.40

6% Personal Performance Commission  
(600PV or 11208 BV x 6%)  
= R672.48

Your gross income per month  
= R4034.88

Your gross income per year  
= R48418.56

\* Not everyone will have 200 points per month. Some ABOs will have more and some less. This figure is used to demonstrate the Amway Business Opportunity, not as a guarantee of income.

\*\* The Retail Margin varies with each product.

# DIFFERENTIAL COMMISSION

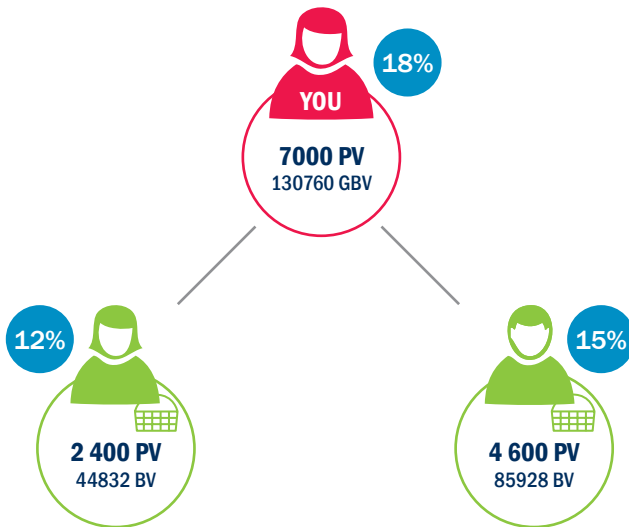
Differential Commission is earned based on calculating the difference in percentage levels reached between you and your frontline.

If you are at a higher percentage level than your frontline, you will earn this percentage difference between you and each of your frontline who is at a lower percentage level than you in that month.

Differential Commission can only be earned by an ABO who achieves a higher percentage level than that of their frontline in the same month.

Your income from Differential Commission ONLY would be as follows:

GPV      Group Point Volume or Group PV  
GBV      Group Business Volume or Group BV



## WHAT YOU WILL EARN

Differential Commission is calculated as follows

$18\% - 12\% = 6\%$  (You - A)  
 $6\% \times 2\,400\text{ PV or }44\,832\text{ BV}$   
 $= \text{R}2689.92$

$18\% - 15\% = 3\%$  (You - B)  
 $3\% \times 4\,600\text{ PV or }85\,928\text{ BV}$   
 $= \text{R}2\,577.84$

Your gross income in this month from  
Differential Commission ONLY:

$\text{R}2689.92$  (from ABO A)  
+  
 $\text{R}2\,577.84$  (from ABO B)  
 $= \text{R}5267.76$  Total Differential Commission



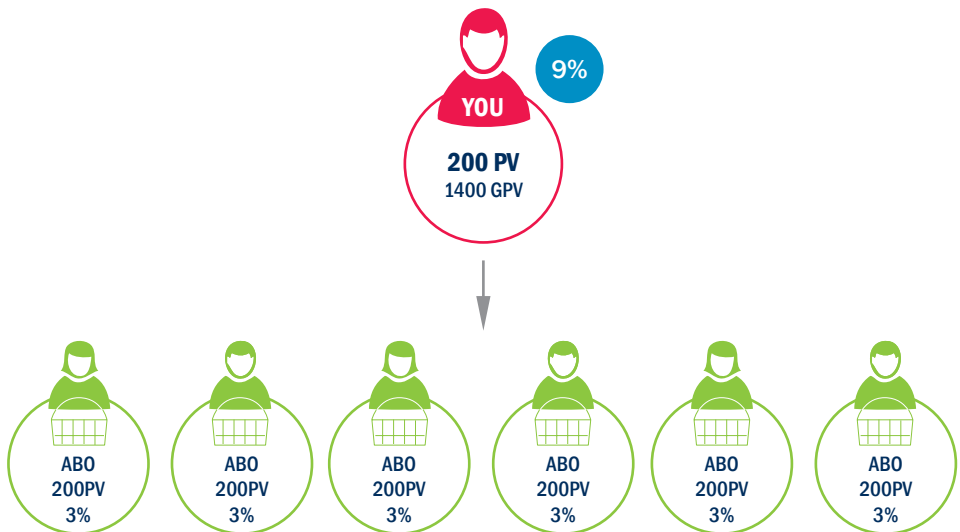
# GROWTH THROUGH DOWNLINE SALES

## EXAMPLE 3

Let's now assume that you sponsor six other ABOs\*, each of whom generates 200 PV in a month, while you, at the same time; personally retail 200 PV a month.

Your gross income would be as follows:

\* Not every ABO will sponsor other ABOs. Some will sponsor more and some less, depending on the time and effort expended on building the business.



### WHAT YOUR GROUP LOOKS LIKE

Your total monthly group  
GPV = 1 400

Your total monthly group  
BV = 26152

9% Personal Performance Commission  
 $200 \times 18.68 = 3736 \text{ BV} \times 9\% = \text{R}336.24$

Performance Commission paid out by Amway  
to your eligible downline ABOs:  
 $(200 \text{ PV or } 3736 \text{ BV} \times 3\% \times 6 \text{ ABOs})$   
= R672.48

### WHAT YOU WILL EARN

Personal Performance  
Commission  
= R336.24

30% Retail Profit on  
your 200 PV  
 $(200 \text{ PV or } 3736 \text{ BV} \times 30\%)$   
= R1 120.80

Differential Commission  
you keep  
 $(200 \text{ PV or } 3736 \times 6\% \times 6)$   
= R1344.96

Your gross income  
per month  
= R2 802

Your gross income  
per year  
= R33624

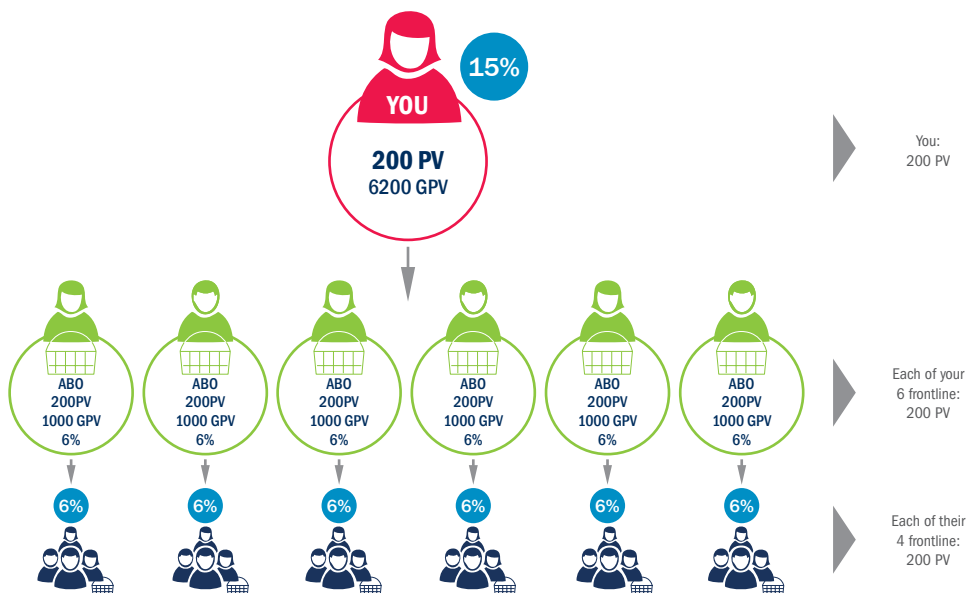
# GROWTH THROUGH REPLICATION OF YOUR SUCCESS

Your business grows as those that you have trained and motivated follow your example.

## EXAMPLE 4

Let's now assume that your six Frontline ABOs each sponsor four other ABOs; each of whom achieve 200 PV in the same month; while you at the same time personally retail 200 PV a month.

Your total Group Volume would be 6 200 PV and your gross income would be as follows:



## WHAT YOUR GROUP LOOKS LIKE

Your total monthly group PV  
= 6 200

Your total monthly group BV  
= 115816

15% Personal Performance  
Commission on 3736 BV  
= R560.40

Performance Commission paid out  
by Amway to your eligible downline ABOs:  
(1 000 PV or 18680 BV x 6% x 6 ABOs)  
= R6 724.80

## WHAT YOU WILL EARN

15% Personal Performance  
Commission = R560.40

30% Retail Profit on your 200 PV  
(200 PV or 3 736 BV x 30%)  
= R1 120.80

Differential Commission  
(1 000 PV or 18680 BV x 9% x 6)  
= R10087.20

Your gross income per month  
= R11768.40

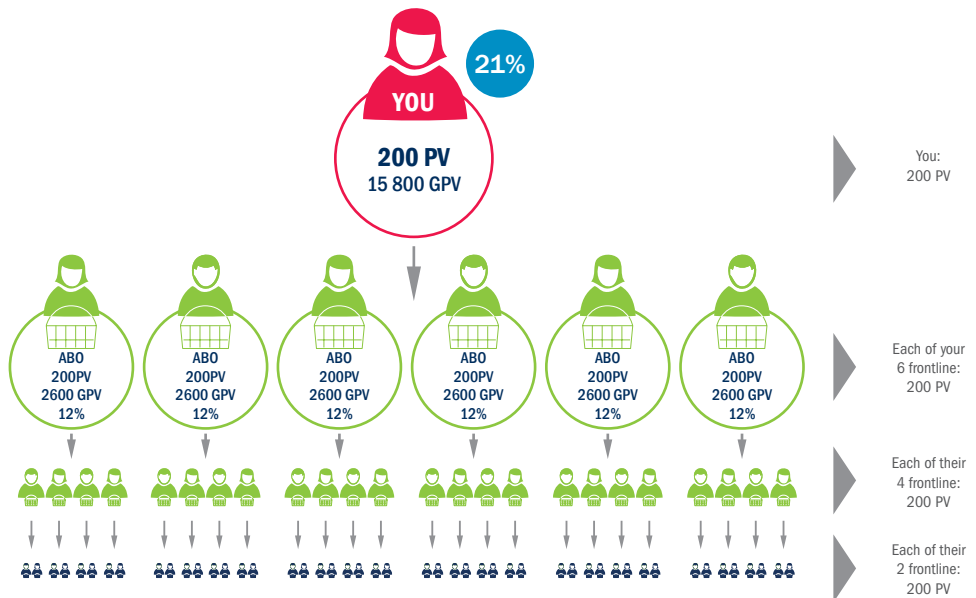
Your gross income per year  
= R141220.80

## GROWTH THROUGH REPLICATION OF YOUR SUCCESS

### EXAMPLE 5

If the four new ABOs in your group in turn each sponsor two new ABOs and everyone generates 200 PV per month, including yourself, the total for your Group Volume would be 15 800 PV.

Your gross income would be as follows:



## WHAT YOUR GROUP LOOKS LIKE

Your total monthly group PV  
= 15 800

Your total monthly group BV  
= 295144

21% Personal Performance  
Commission on 3736 BV  
= R784.56

Performance Commission paid out  
by Amway to your eligible downline ABOs:  
(2 600 PV or 48568 BV x 12% x 6 ABOs)  
**= R34 968.96**

## WHAT YOU WILL EARN

Personal Performance  
Commission you keep  
= R784.56

**30% Retail Profit on your 200 PV**  
(200 PV or 3 736 BV x 30%)  
**= R1 120.80**

**Differential Commission**  
**you keep**  
 (2 600 PV or 48568 BV x 9% x 6)  
**= R26 226.72**

Your gross income per month  
= R28 132.08

Your gross income per year  
= R337 584.96


# SILVER PRODUCER

The Silver Producer level can be achieved ONE OF THREE WAYS:

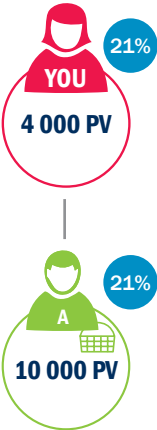


Denotes a Foster sponsored leg

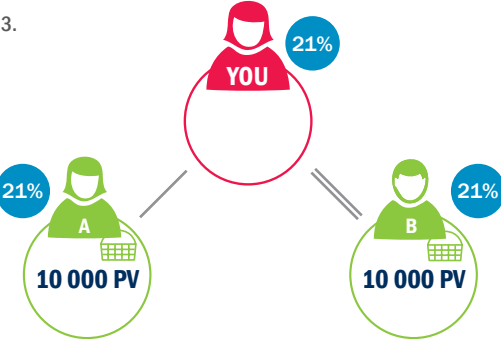
1.



Generate Award Volume of 10 000 (PV) in one month
2.



Personally, or Foster sponsor a 21% Leg and maintain Award Volume of 4 000 PV in the same month
3.




Personally, or Foster sponsor two or more 21% Legs in any one month


# 6% LEADERSHIP COMMISSION

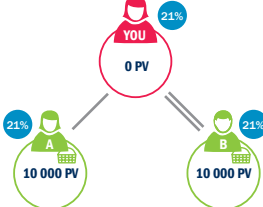
To be eligible to receive ALL of the 6% Leadership Commission you must, during the same month, Personally Sponsor at least one in-country 21% Leg and your Award PV must be at least 10 000 PV.


To be eligible to receive SOME of the 6% Leadership Commission you must, during the same month, personally Sponsor at least one in-country 21% Leg and generate a minimum of 4 000 Award PV, or Personally Sponsor at least two in-country 21% Legs in the same month.

ABO receives NONE of the Leadership Commission if they personally sponsor a 21% leg and their Award Volume is less than 4 000 PV.

1. 

ALL of the 6% Leadership Commission  
Personally Sponsor at least one in-country  
21% Leg Generate a minimum of 10 000 Award PV
2. 

SOME of the 6% Leadership Commission  
Personally Sponsor at least one in-country  
21% Leg Generate a minimum 4 000 Award PV
3. 

SOME of the 6% Leadership Commission  
Personally Sponsor at least two in-country  
21% Legs in the same month.
4. 

NONE of the 6% Leadership Commission  
Personally sponsor a 21% leg Award Volume  
is less than 4 000 PV.

# 4% FOSTER COMMISSION

To be eligible to receive ALL of the 4% Foster Commission you must, during the same month, Foster Sponsor at least one in-country 21% Leg and be at 21% Leadership Percentage level yourself.

To be eligible to receive SOME of the 4% Foster Commission you must Foster sponsor at least two in-country 21% Legs in the same month.

ABO receives NONE of the 4% Foster Commission if they foster sponsor a 21% leg and their Award Volume is less than 10 000 PV.

||

Denotes a Foster sponsored leg

1.

ALL of the 4% Foster Commission

Foster sponsor at least one in-country 21% Leg

Generate a minimum of 10 000 Award PV
2.

SOME of the 4% Foster Commission

Foster sponsor at least two in-country 21% Legs in the same month.
3.

NONE of the 4% Foster Commission

Foster sponsor a 21% leg

Award Volume is less than 10 000 PV.



## 2% INTERNATIONAL LEADERSHIP COMMISSION

To be eligible to receive ALL of the 2% International Leadership Commission you must, during the same month, spon-sor at least one International 21% Leg and be at 21% Leadership Volume Percentage level in your own country.

To be eligible to receive SOME of the 2% International Leadership Commission you must sponsor at least two International 21% Legs in the same month.

ABO receives NONE of the 2% International Leadership Commission if they internationally sponsor a 21% leg and they are not at the 21% Leadership Volume Percentage level in their own country.

*If you would like to know more about the possibilities of expanding your business internationally, please contact Amway.*



1.

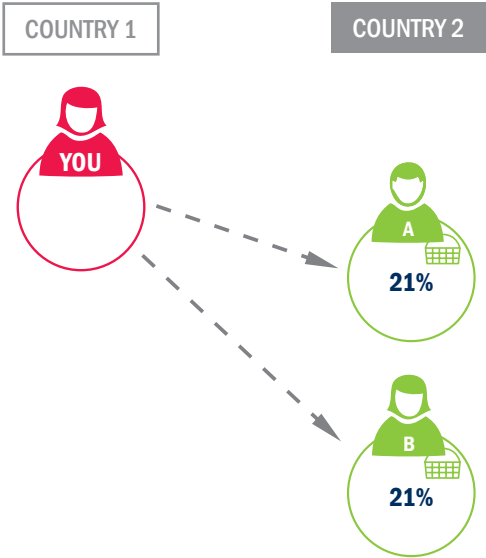


2.



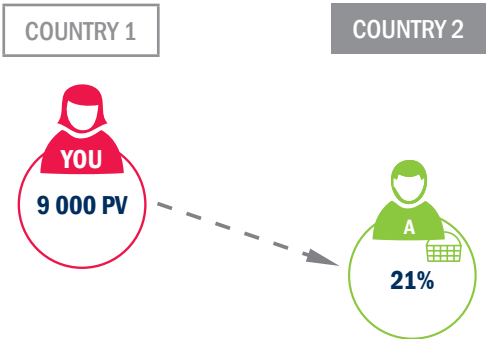
# 2% INTERNATIONAL LEADERSHIP COMMISSION

- OR -



SOME of the 2% International Leadership Commission  
Sponsor at least two International 21% Legs

3.



NONE of the 2% International Leadership Commission  
Internationally sponsor a 21% leg  
Not at 21% Leadership Volume Percentage level in own country.

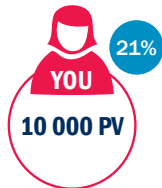
# GOLD PRODUCER

The Gold Producer level is awarded to ABOs who qualify at the Silver Producer level FOR ANY THREE MONTHS in the most recent 12-month period. To re-qualify as Gold Producer, you must qualify for a period of any three months within the fiscal year.



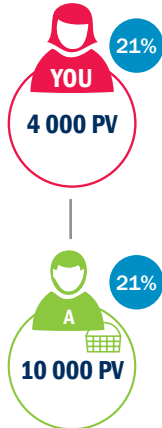
**Denotes a Foster sponsored leg**

1.



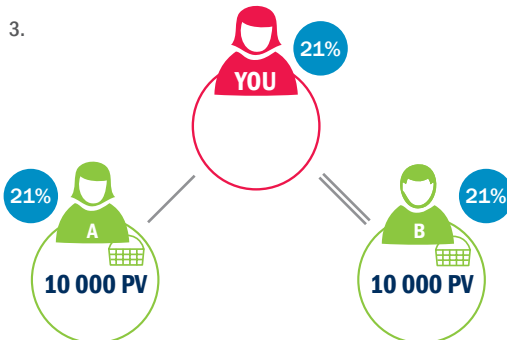
Generate Award Volume of 10 000 (PV) for 3 months

2.



Personally or Foster sponsor a 21% Leg and maintain Award Volume of 4 000 PV for 3 months

3.



Personally or Foster sponsor two or more 21% Legs for 3 months


# PLATINUM

Awarded by Amway to ABOs who maintain the Silver Producer level, as described above, FOR SIX MONTHS, THREE OF WHICH MUST BE CONSECUTIVE, within the most recent 12-month period. To re-qualify as a Platinum, you must qualify for a period of six months within the fiscal year.

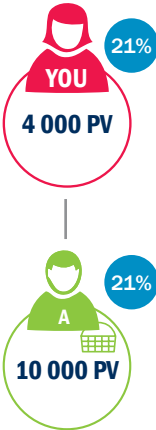


Denotes a Foster sponsored leg

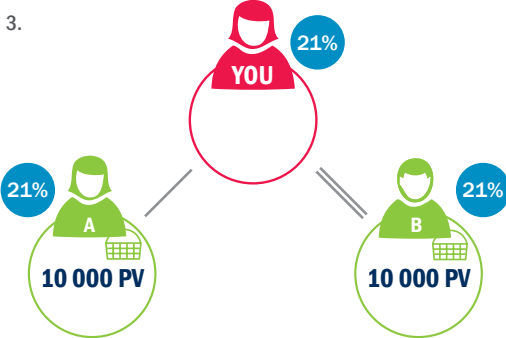
1.



Generate Award Volume of 10 000 (PV) for 6 months
2.



Personally, or Foster sponsor a 21% Leg and maintain Award Volume of 4 000 PV for 6 months
3.



Personally, or Foster sponsor two or more 21% Legs for 6 months

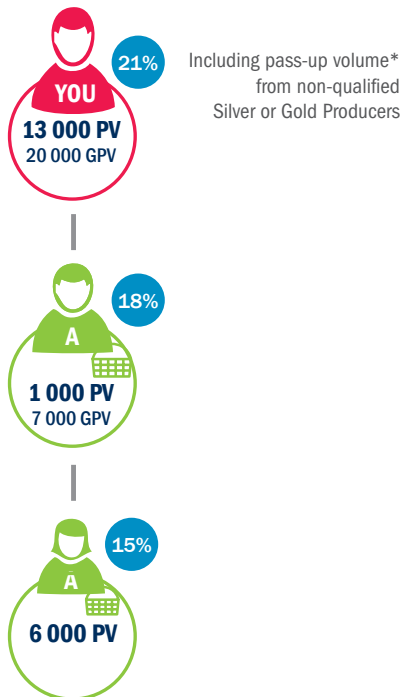
# RUBY

Ruby qualification is attained by the ABOs who generate 20 000 AWARD VOLUME PV DURING ONE MONTH, including pass-up volume\* from non-qualified Silver or Gold Producers, but excluding volume of non-qualifying downline Platinum ABOs and volume of a downline ABO qualifying at the 21% Performance Commission Percentage level. This volume is referred to as 'Ruby Volume'. For the commission you can qualify as an ABO but for the Pin you have to be Platinum.

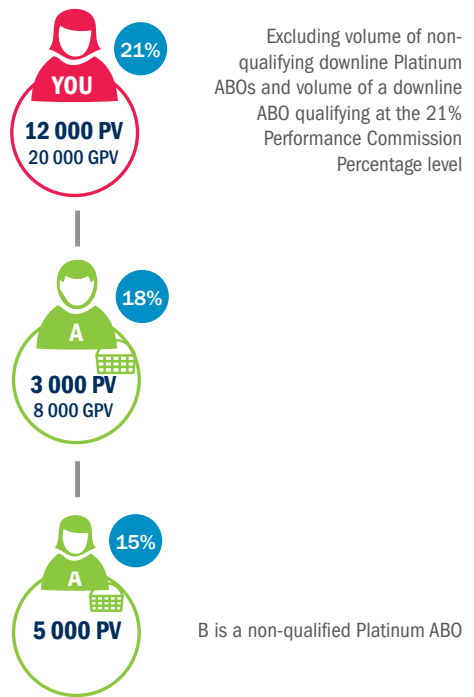
\* Pass-up volume is PV/BV generated by an ABO who has failed to qualify (non-qualified ABO) at the 21% performance commission level in any given month. This volume is passed up to the sponsoring ABO until such time as the non-qualified ABO's volume again reaches the 21% Performance Commission Percentage Level.

GPV Group Point Value or Group PV

## 1. QUALIFIED MONTH



## 2. NON-QUALIFIED MONTH



B is a non-qualified Platinum ABO

# SAPPHIRE

Awarded by Amway to a Platinum who maintains 4 000 PV Award Volume level for SIX MONTHS WITHIN A FISCAL YEAR, and sponsors two Personal or Foster legs both qualifying at the 21% Performance Commission Percentage level.

As an alternative, an ABO can have three Personal or Foster legs qualifying at the 21% Performance Commission Percentage level with no Award Volume requirements.



Denotes a Foster sponsored leg





# EMERALD

Emerald qualification is attained by Platinum ABOs who Personally, Foster or Internationally (or a combination thereof) sponsor three Legs, each qualifying at the 21% Performance level for SIX MONTHS DURING THE SAME FISCAL YEAR.

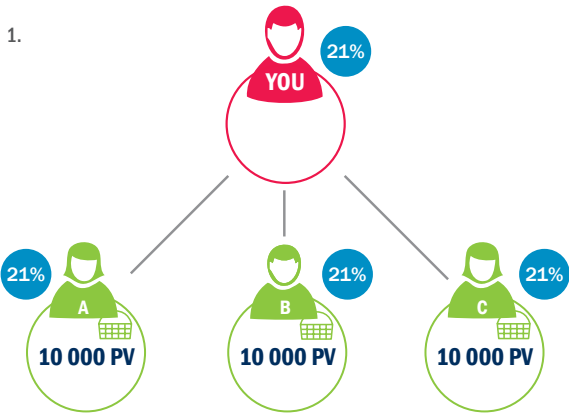
||

Denotes a Foster sponsored leg

|

Denotes an Internationally sponsored leg

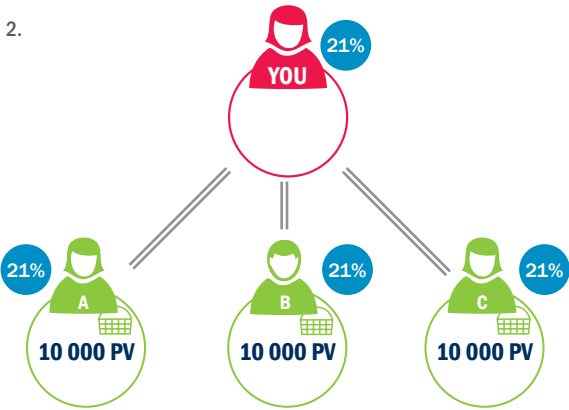
1.



Personally sponsor three 21% Legs for 6 months

Emerald Pin AND Commission

2.

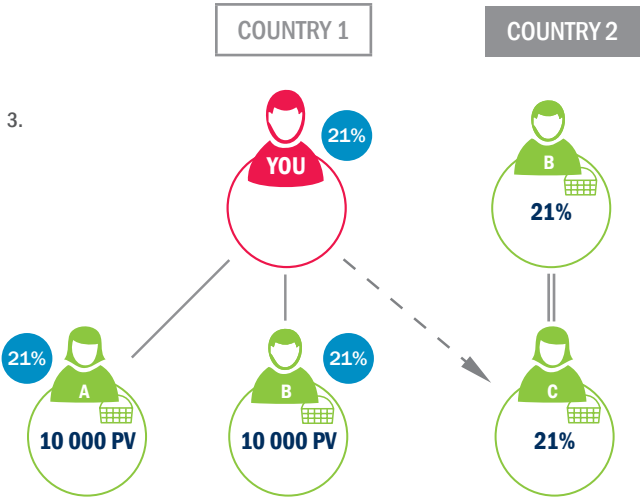


Foster sponsor three 21% Legs for 6 months

Emerald Pin AND Commission

# EMERALD (CONTINUED)

3.



Here the diagram shows how an internationally sponsored 21% Leg can be used towards a qualified Emerald Month.

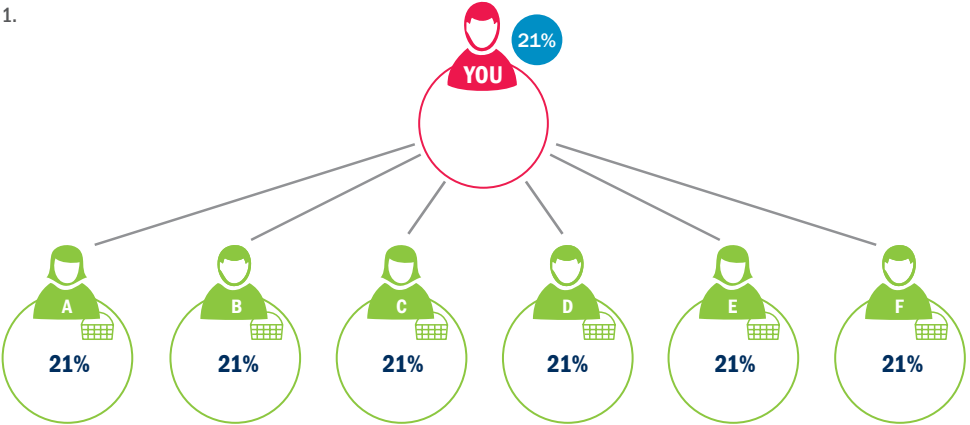
Emerald Pin ONLY

# DIAMOND

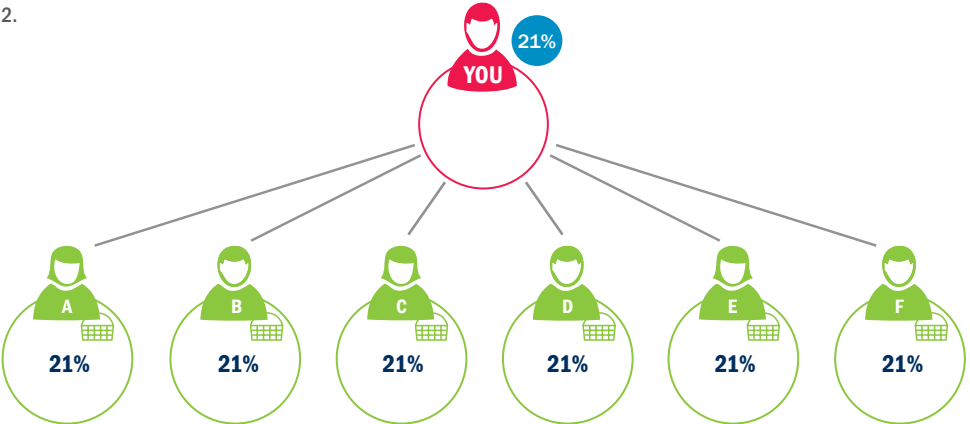
Diamond qualification is attained by Platinum ABOs who Personally, Foster or Internationally (or a combination thereof) sponsor six Legs, each qualifying at the 21% Performance Commission Level for SIX MONTHS DURING THE SAME FISCAL YEAR.

**Denotes a Foster sponsored leg**

**Denotes an Internationally sponsored leg**



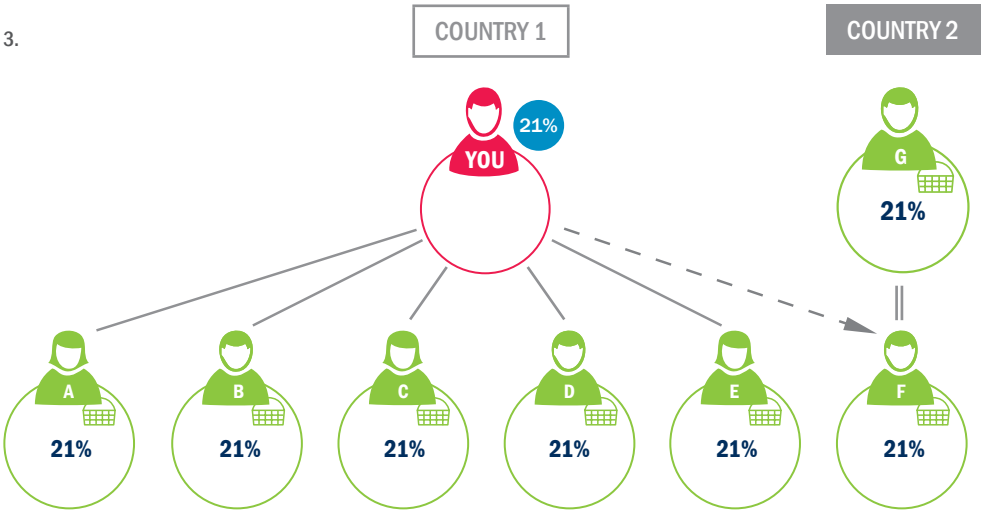
Personally sponsor six 21% Legs for 6 months  
Diamond Pin AND Commission



Foster sponsor six 21% Legs for 6 months  
Diamond Pin AND Commission

# DIAMOND (CONTINUED)

3.



Here the diagram shows how an internationally sponsored 21% Leg can be used towards a qualified Diamond Month.

Diamond Pin ONLY



## **SECTION 3**

# **RECOGNITION AND REWARDS**

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Recognition of ABO achievement is crucial in the Amway Business. This is carried out through Awards and Rewards. Award is to be understood as all recognition elements such as Pin, and Rewards participation in incentive trips.

To be recognised as a high achiever is a valid and understandable desire. As you begin to build a business of your own, Amway will acknowledge the commitment you make by rewarding you for outstanding effort.

Amway is proud of its network of successful ABOs and has developed a wide range of recognition awards. Additionally, as you achieve new levels of recognition, your income will also increase.

ABOs who are climbing the first steps of the ladder of Amway success and who comply with the criteria within the Amway Rules of Conduct are eligible to receive the following awards for both sponsoring and retailing.

Levels of Achievement

The following pin awards are earned on the basis of Personal Volume (PV) and Personal Group Volume (PGV).

3% recognition pin	for 200 Group PV in one month
66% recognition pin	for 600 Group PV in one month
9% recognition pin	for 1 200 Group PV in one month
12% recognition pin	for 2 400 Group PV in one month
15% recognition pin	for 4 000 Group PV in one month
18% recognition pin	for 7 000 Group PV in one month


























These pins are generally obtained by your Upline ABO and presented to you by him/her.

For further information about the basis for qualifications of these awards, please see your Upline or contact Amway.

Higher Awards - Recognition, Awards and Rewards

The following levels of Achievement are recognised by the Rewards listed on the following page as your business continues to grow. There are also Awards made by Amway when ABOs reach the following levels - these are listed in the following chart.



	1	2	3	4	5	6	7	8	9	10	11	12
Silver		■										
Gold		■		■								
Platinum		■		■								
Ruby		■		■								
Founders Platinum		■		■								
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		■			■	■	■	■	■	■	■	■
Founders Crown Ambassador 40		■			■	■	■	■	■	■	■	■
Founders Crown Ambassador 50		■			■	■	■	■	■	■	■	■
Founders Crown Ambassador 60		■			■	■	■	■	■	■	■	■

## Key to Awards Chart

1	Pin for level achieved
2	Recognition <a href="http://www.amway.co.za">www.amway.co.za</a>
3	A personal message of congratulations from Amway
4	Personal letter from a senior executive of Amway
5	Personal letter of congratulations from the Managing Director of Amway Southern Africa
6	On-line recognition in the market of qualification, as well as in all other markets where Amway operates
7	Personal letter of congratulations from the President of Amway
8	Personal letter of congratulations from the Managing Director of Amway Southern Africa
9	Personal call from the Regional Director
10	Display of the name on the VIP board at the Corporate Headquarters in Ada, Michigan and on the VIP board in the market of qualification
11	Invitation to the Diamond Invitational trip that is organised by Amway Southern Africa management annually for the most successful ABOs in Southern Africa
12	Invitational to the Founders Invitational trip that is organised by Corporate Headquarters annually for the top ABOs in Southern Africa

## FOUNDERS DIAMOND

Founders Diamond qualification is attained by Platinum ABOs who have six or more Legs, each of which qualifies at the 21% Performance Commission Percentage level for 12 months within the fiscal year

### Rewards:

- All commissions that an ABO at Diamond qualification level receives, subject to the same qualification criteria as Diamond achievers' rewards.

## DIAMOND PLUS BONUS

Diamond Plus Commission is an Annual Commission that can be achieved by Personally or Foster- Sponsoring seven or more Legs each qualifying at the 21% Performance Commission Percentage Level for at least six months during the same fiscal year.

## EXECUTIVE DIAMOND

Executive Diamond qualification is attained by Platinum ABOs who Personally, Foster, or Internationally- Sponsor nine Legs, each qualifying at the 21% Performance Commission Percentage level for six months during the same fiscal year.

### Rewards:

- Up to 21% Performance Commission during each month of qualification
- 6% Leadership Commission
- 4% Foster Commission
- 2% International Leadership Commission
- 2% Ruby Commission
- 1% Monthly Depth Commission
- Annual Emerald Bonus
- Annual Diamond Bonus
- Annual Diamond Plus Bonus (if qualified)
- Growth Incentive cash award

## FOUNDERS EXECUTIVE DIAMOND

Founders Executive Diamond qualification is attained by Platinum ABOs who have nine or more Legs, each of which qualifies at the 21% Performance Commission Percentage Level for 12 months within the business year.

### Rewards:

- All commissions that an ABO at Executive Diamond qualification level receives, subject to the same qualification criteria as Executive Diamond achievers' rewards.

## DOUBLE DIAMOND

Double Diamond qualification is attained by Platinum ABOs who Personally, Internationally or Foster-Sponsor twelve Legs, each qualifying at the 21% Performance Commission Percentage Level for six months during the same business year.

### Rewards:

- Up to 21% Performance Commission during each month of qualification
- 6% Leadership Commission
- 4% Foster Commission
- 2% International Leadership Commission
- 2% Ruby Commission
- 1% Monthly Depth Commission
- Annual Emerald Bonus
- Annual Diamond Bonus
- Annual Diamond Plus Bonus
- Growth Incentive cash award

## FOUNDERS DOUBLE DIAMOND

Founders Double Diamond qualification is attained by Platinum ABOs who have twelve or more Legs, each of which qualifies at the 21% Performance Commission Percentage Level for 12 months within the business year.

### Rewards:

- All commissions that an ABO at Double Diamond qualification level receives, subject to the same qualification criteria as Double Diamond achievers' rewards.
- Growth Incentive cash award for Founders Double Diamond.



## TRIPLE DIAMOND

Triple Diamond qualification is attained by Platinum ABOs who Personally, Internationally or Foster-Sponsor fifteen Legs, each qualifying at the 21% Performance Commission Percentage Level for six months during the same business year.

### Rewards:

- Up to 21% Performance Commission during each month of qualification
- 6% Leadership Commission
- 4% Foster Commission
- 2% International Leadership Commission
- 2% Ruby Commission
- 1% Monthly Depth Commission
- Annual Emerald Bonus
- Annual Diamond Bonus
- Annual Diamond Plus Bonus
- Growth Incentive cash award

## FOUNDERS TRIPLE DIAMOND

Founders Triple Diamond qualification is attained by Platinum ABOs who have fifteen or more Legs, each of which qualifies at the 21% Performance Commission Percentage Level for 12 months within the business year.

### Rewards:

- All commissions that an ABO at Triple Diamond qualification level receives, subject to the same qualification criteria as Triple Diamond achievers' rewards
- Growth Incentive cash award for Founders Triple Diamond.

## CROWN

Crown qualification is attained by Platinum ABOs who Personally, Internationally or Foster-Sponsor eighteen Legs, each qualifying at the 21% Performance Commission Percentage Level for six months during the same business year.

### Rewards:

- Up to 21% Performance Commission during each month of qualification
- 6% Leadership Commission
- 4% Foster Commission
- 2% International Leadership Commission
- 2% Ruby Commission
- 1% Monthly Depth Commission
- Annual Emerald Bonus
- Annual Diamond Bonus
- Annual Diamond Plus Bonus
- Growth Incentive cash award

## FOUNDERS CROWN

Founders Crown qualification is attained by Platinum ABOs who have eighteen or more Legs, each of which qualifies at the 21% Performance Commission Percentage Level for 12 months within the business year

### Rewards:

- All commissions that an ABO at Crown qualification level receives are subject to the same qualification criteria as Crown achievers' rewards
- Growth Incentive cash award for Founders Crown.



## CROWN AMBASSADOR

Crown Ambassador qualification is attained by Platinum ABOs who Personally, Internationally or Foster- Sponsor twenty Legs, each qualifying at the 21% Performance Commission Percentage Level for six months during the same business year. You can also qualify as Crown Ambassador with 27 FAA points.

### Rewards:

- Up to 21% Performance Commission during each month of qualification
- 6% Leadership Commission
- 4% Foster Commission
- 2% International Commission
- 2% Ruby Commission
- 1% Monthly Depth Commission
- Annual Emerald Bonus
- Annual Diamond Bonus
- Annual Diamond Plus Bonus
- Growth Incentive cash award

## FOUNDERS CROWN AMBASSADOR

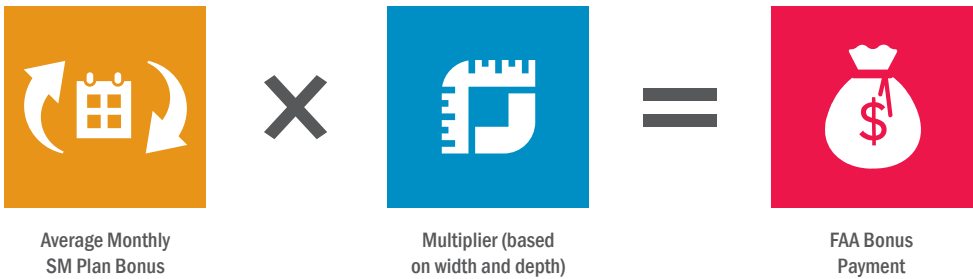
Founders Crown Ambassador qualification is attained by Platinum ABOs who have twenty or more Legs, each of which qualifies at the 21% Performance Commission Percentage Level for 12 months within the business year.

### Rewards:

- All commissions that an ABO at Crown Ambassador qualification level receives are subject to the same qualification criteria as Crown Ambassador achievers' rewards.
- Growth Incentive cash award for Founders Crown Ambassador.

# THE NEW FAA BONUS PROGRAMME AT A GLANCE

## STRENGTHENING THE CONNECTION BETWEEN FAA & SM PLAN



Monthly SM Plan Bonus

PERFORMANCE

RUBY

DEPTH

LEADERSHIP

### How To Qualify



\*DBR = Diamond Bonus Recipient

Multiplier Table

Min Founders Platinum Leg	Points	Multiplier Percentage
12	150	750%
10	125	700%
	105	650%
	90	600%
8	75	500%
	60	450%
	45	400%
4	35	300%
	27	250%
	20	200%

### Super Legs Bonus

A Super Leg is a Founders Platinum leg with 30+ points

#### + SUPER LEGS

This bonus rewards ABOs who earn the highest multiplier (750%) and have two or more legs at 30 points

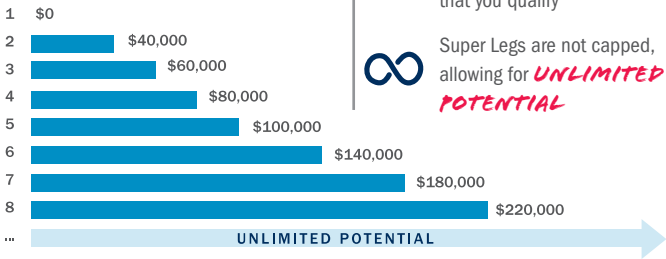
The better you **BUILD**, the more you can **EARN**



Paid annually for **EACH AND EVERY YEAR** that you qualify



Super Legs are not capped, allowing for **UNLIMITED POTENTIAL**



\*\*Super Leg Bonus will be paid in local currency using August 2018 exchange rate.



# THINGS TO KNOW

## PARTICIPATION REQUIREMENTS

In order to participate in the New FAA Bonus Programme in PY!2017/18 ABOs must:

- Be in good standing
- Be a DBR\* in at least one market (#1 or #2 business, Marketing Advisor. ISD\*\*\* businesses do not count)
- Have minimum four (4) in-market Founders Platinum (FPL) legs in total under their #1 and/or #2 businesses
- Earn minimum 20 FAA points in total under their #1 and/or #2 businesses.

## OTHER RELEVANT FACTS

Amway is committed to supporting ABOs through a three (3) year transition period from Performance Year 2017/18 to 2019/20. During this time, ABOs will receive one FAA payment, either New or Original FAA bonus, whichever is higher. From PY!2020/21 there will only be the New FAA Programme to qualify for.

For further support, MyBiz provides a New FAA Bonus Simulator for all Platinums and above, as well as a Tracking Tool for DBRs to help view personal performance within the New FAA Bonus Programme.

\*DBR = Diamond Bonus Recipient

\*\*EBR = Emerald Bonus Recipient

\*\*\*ISD = Internationally Sponsored Designee (valid for Vietnam and Indonesia)

# THINGS TO KNOW

## BONUS CALCULATION

New FAA Bonus Payment = Average Monthly SM Plan Bonus x Multiplier



### AVERAGE MONTHLY SM PLAN BONUS CALCULATION

The average monthly SM Plan Bonus calculation is based on the twelve (12) month Performance Year. As an uncapped opportunity, there is unlimited potential for financial success and stability.

All monthly SM Plan income is included in the average monthly SM Plan bonus calculation (including #1, #2 businesses, and Marketing Advisor). Monthly SM Plan bonuses are:

• Performance	• Foster Leadership
• Ruby	• International Leadership
• Leadership	
• Monthly	

The following are not included in the average monthly SM Plan bonus calculation:

- Growth Incentive Programme (GIP) and Annual SM Plan bonuses
- ISD\*\*\* businesses do not count for income

If you have multiple businesses, they do not have to be qualified FPL for bonus to count toward the calculation total.

*Note: Bonus from #2 businesses will be converted into home market currency each month for the purpose of calculation*

### SUPER LEGS CALCULATION

A Super Leg is defined as a FPL leg that contributes 30 points toward their FAA point total. If a business has qualified for the maximum multiplier, they are also eligible to receive a Super Leg bonus.

The bonus calculation is based on the number of Super Legs an ABO has built. There is no bonus paid for one Super Leg, but beginning with two Super Legs, each is worth \$20,000 USD. Beginning with the 6th Super Leg, the bonus increases per leg to \$40,000 USD - and there is no cap on earning potential.

*Note: The Super Leg bonus is not Profitability index adjusted and is worth the same amount no matter where the Super Leg exists.*

*For ABO use only. Not for use with prospects. All elements of the programme are subject to change, and the programme itself remains an element of discretionary compensation, available only to ABOs in good standing and paid at Amway's sole discretion.*

*ABOs qualifying as EBR and DBR with European legs are treated in the same way as Core EBR & DBR qualifiers.*



### MULTIPLIER CALCULATION

The multiplier calculation is determined based on FPL legs (width) and points (depth). FPL legs and New FAA points are counted in total across all multiple businesses (#1 and #2). Both requirements must be satisfied to advance up the multiplier schedule. The maximum multiplier that can be achieved is 750% and is reached when a business has a minimum of 12 FPL legs and a minimum of 150 points.

*Note: In addition to multiple businesses, ISDs\*\*\*, and Marketing Advisors can contribute toward both FPL legs and New FAA points.*

#### FOUNDERS PLATINUM LEGS

In order for a leg to be counted as a FPL leg, there must be a FPL qualifier in the leg. The following do not contribute toward FPL leg total:

- Multiple business qualification
- Q12 legs without a FPL qualifier
- Internationally sponsored legs

*Note: Volume Equivalency FPL qualification is counted equally as FPL qualification.*

#### POINTS

Points are calculated based on the number of leaders within each qualified FPL leg. To earn any "new FAA" points down a FPL leg, the #1/#2 business must be a FPL. Points are additive within each FPL leg, which have maximum contributions: a maximum of six (6) points can be contributed by FPL qualifiers within a FPL leg; a maximum of 30 points can be contributed by a single FPL leg.

Points are awarded based on the following values per qualifier:

- 1.0 for FPL
- 1.5 for EBR\*\*
- 3.0 for DBR\*

*Note: EBR and DBR must also be FPL to count*

There is no maximum to the number of points that EBRs\*\* or DBRs\* can contribute within a FPL leg, up to the 30 allowed points. In order for a FPL leg to contribute more than 1 point, the multiple business must be EBR\*\*. If not, the FPL leg is capped at 1 point regardless of the number of qualifiers in the leg.

## **Opportunities for Development**

During the year, Amway hosts various meetings for ABOs at different achievement levels. The meetings and seminars below, sponsored by Amway, provide excellent opportunities to learn more in-depth skills, to share common experiences, and to generate resolutions to challenges by interacting with Amway staff and other ABOs from around the world. Please note that all meetings and seminars are by invitation only.

### **New PLATINUM FORUM**

The New Platinum Forum is a 2-day seminar that offers those ABOs who achieve the Platinum level for the first time the opportunity not only to meet with the management of Amway, but also to meet other newly qualified Platinum ABOs. During the two days, ABOs will attend informative and motivational business sessions and a fabulous New Platinum Banquet.

### **ACHIEVERS**

This Leadership Seminar is a 5-day business event held annually at fabulous foreign locations. It offers a tremendous reward to all participants for their business-building efforts.

The event provides the ideal venue to both relax and work together with fellow leaders. These seminars provide a great opportunity for leading ABOs to help map the development of their Amway Business in Southern Africa to learn more about how other successful leaders operate, and to receive additional information from Amway.

### **DIAMOND Business Partner Conference**

The Diamond Forum is an unforgettable and unique trip organised annually. This is open to qualified Diamond ABOs and above. All participants can expect four days of business discussions in luxurious surroundings.

### **FOUNDERS Conference**

When ABOs qualify for the exclusive Founders Invitational, they are given special treatment all the way. Together with the top leaders of Southern Africa, every year participants have the opportunity to discuss the future success of their Amway Business. This is open to qualified Executive Diamond ABOs and Above.



**A World of Opportunity**

Amway South Africa (Pty) Ltd

No 12 Friesland Drive  
Longmeadow Business Estate South  
Longmeadow, Johannesburg 1620

Tel: +27(0)11 201 4400 · Fax: +27(0)11 201 4401/2

Helpdesk: 0800 203 772

[www.amway.co.za](http://www.amway.co.za)

[www.facebook.com/amwaysouthafrica](https://www.facebook.com/amwaysouthafrica)

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