Build Your Knowledge, Build Your Business

NEW ONLINE EDUCATION
Learn when you want, where you want with simple, engaging, short videos for mobile, tablet, or computer.

VIDEO COURSES
COVER THREE KEY IBO TOPICS:

- Making Money
- Selling
- Business Essentials

Get the info you need to start strong and grow a healthy business with popular courses like:

- Retail Margin
- PV/BV
- Fast Track Incentive Program

VISIT THE AMWAY WEBSITE AND BUILD YOUR KNOWLEDGE NOW.
Looking to earn a little extra? Want to make even more?

Your Amway™ business, plus hard work, offers more money faster, more rewards, and more opportunity to grow. Turn the page to get started!

Exclusive products.
You sell unique, high-quality products from exclusive Amway™ brands, including Nutrilite® supplements, Artistry® skincare, XS® Energy Drinks, and Legacy of Clean® home care.

Low startup cost.
Start your business today!

100% money-back guarantee.
It's the low-risk way to try business ownership. Amway’s guarantee covers your business registration fee and training materials/services purchased and returned through your Approved Provider during your first 90 days in the business.

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.

AMWAY QUICK FACTS: DID YOU KNOW?

SINCE 1959, AMWAY HAS PAID OUT MORE THAN $50.3 BILLION IN Bonuses and incentives

to its distributors worldwide,* more than any other direct sales company in history.†

100% SATISFACTION GUARANTEE
on products for 180 days.**

$9.5 BILLION in global sales.**
Retail Margin
Available retail margin is the difference between suggested retail price and your IBO cost. As an Independent Business Owner, you determine the price you charge, and when you sell products to customers above your cost, you keep the retail margin.

IBO Compensation Plan
To recognize and reward your hard work and achievements, Amway offers an attractive bonus system. You generate points on products sold. Bonuses are based on the points generated by you and the IBOs you sponsor. Bonuses, award pins, and additional recognition for business building are designed to encourage your growth and performance.

Available Retail Margin................................. 4

How You Earn Bonuses
Point Value and Business Volume (PV/BV).......... 4
Business Building Performance Bonuses.............. 5
Qualification.................................................... 9
Pin Level Achievement Bonuses....................... 10

To be eligible for bonuses and awards, an Independent Business Owner (IBO) must be in compliance at all times with the Amway IBO Compensation 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, 2016 to August 31, 2017 (FY 2017).
Growth Incentives Program and Founders Achievement Awards (FAA) in FY 2017

The Growth Incentives Program and FAA are used to reward key achievements in the growth of your business and helping others succeed. These rewards include monthly awards, one-time cash awards, annual growth awards, and exclusive trips.

Fast Track Incentive Program, Growth Incentives Program, and Founders Achievement Awards are separate from and in addition to your Amway IBO Compensation Plan income. These awards are offered at the discretion of Amway for a limited time.

Growth Incentives range from $50 to $400,000! FAA cash awards can exceed $500,000!

**FAST TRACK INCENTIVE PROGRAM**

- $50 New IBO Incentive Award
- $100 First Step Award
- $200 Balanced Sponsor Award
- $1,000 Program Plus Award
- $75 Mentor Award

**GROWTH INCENTIVES PROGRAM AND FAA**

- Two-Time Cash Awards
- Business Conferences
- Platinum Plus Awards
- Q12 Awards
- Leader Development Awards
- Founders Achievement Awards

Approximately 53% of IBOs in the U.S., and 49% of IBOs in Canada, were “active.”

IBOs were considered “active” in months in 2013 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 $2,196 (U.S.)/$2,472 (Canada). Of course, not every IBO chooses to be active every month. “Gross Income” means the amount received from retail sales, minus the cost of goods sold, plus monthly bonuses and cash incentives. It excludes all annual bonuses and cash incentives, and all non-cash awards, which may be significant. There may also be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation. For the purposes of the calculation in Canada, individuals who were IBOs for less than the entire year in 2013 were excluded.

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, 2015: New IBO Incentive Award (33.0932%); First Step Award (4.5465%); Balanced Sponsor Award (3.13%); Program Plus Award (0.5611%); Mentor Award (1.23%); 144Q and above (0.001%); 21 FAA and above (0.002%).

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.
Start Selling Right Away

1. Selling Amway™ products is the fastest way to earn income. Every product has a Suggested Retail Price, but you decide how much to charge your customers. Customers buy your products. You keep the difference between their price and your cost. It’s that simple.

Here’s a breakdown of some of our best-selling products and how they boost your bottom line results. All are featured in the optional Product Starter Kit.

<table>
<thead>
<tr>
<th>Nutrilite® Double X® Vitamin/Mineral/Phytonutrient (31 day supply)</th>
<th>Artistry Youth Xtend® Serum Concentrate (6-8 week supply)</th>
<th>XS® Energy Drink Cranberry-Grape Blast (12 cans)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Suggested Retail Price</td>
<td>$94.50</td>
<td>$119.05</td>
</tr>
<tr>
<td>- Your Cost</td>
<td>$61.42</td>
<td>$77.38</td>
</tr>
<tr>
<td>= Available Retail Margin</td>
<td>(35%) $33.08</td>
<td>(35%) $41.67</td>
</tr>
<tr>
<td>PV/BV earned</td>
<td>21.73/68.36</td>
<td>29.60/92.86</td>
</tr>
</tbody>
</table>

Point Value and Business Volume (PV/BV)

Your income from the IBO Compensation Plan and Growth Incentives Program is driven by product purchases, which are tracked using two sets of numbers:

**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** is a dollar figure assigned to each product. The total BV associated with your monthly purchases is multiplied by the percent from Performance Bonus Schedule to determine your gross performance bonus. See page 5 for example.

The average monthly Gross Income for “active” IBOs was USD $183 (in the U.S.)/CAD $206 (in Canada).

Approximately 53% of IBOs in the U.S., and 49% of IBOs in Canada, were “active.”
Personal Performance Bonus

Let’s say you reach 150 Personal PV from product purchased by you and your customers in a given month. That same month, your three downline IBOs also build their businesses. In this example, your group PV is 600 (150 personal, plus 450 from downline IBOs you personally sponsor). You earn a 9% Performance Bonus on your personal 150 PV with 450 BV.* An IBO must meet the Customer Volume Requirement, including 50 PV from qualified customers, to earn a Performance and a Differential Bonus.

450 Personal BV x 9% Performance Bonus

\[ \text{= $40.50 Personal Performance Bonus} \]

Your Differential Bonus

You can also earn a Differential Bonus, which is the difference between your bonus level and that of the IBOs you personally sponsor. In this example, based on the performance of downline IBOs you sponsor, you will earn:

<table>
<thead>
<tr>
<th>IBO</th>
<th>GROUP PV</th>
<th>GROUP BV*</th>
<th>DIFFERENTIAL BONUS</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>150</td>
<td>450</td>
<td>9% - 3% = 6%</td>
</tr>
<tr>
<td>B</td>
<td>150</td>
<td>450</td>
<td>9% - 3% = 6%</td>
</tr>
<tr>
<td>C</td>
<td>150</td>
<td>450</td>
<td>9% - 3% = 6%</td>
</tr>
</tbody>
</table>

Total Differential Bonus $81.00

Personal Performance Bonus +$40.50

Total Bonus Paid To You = $121.50

The more points, the greater your earnings potential!

*Assumes 1:3 PV/BV ratio.

Performance Bonus Schedule

<table>
<thead>
<tr>
<th>If your monthly PV is:</th>
<th>Your monthly Performance Bonus is:</th>
</tr>
</thead>
<tbody>
<tr>
<td>7500 or more</td>
<td>25% of your BV</td>
</tr>
<tr>
<td>6000 - 7499.99</td>
<td>23% of your BV</td>
</tr>
<tr>
<td>4000 - 5999.99</td>
<td>21% of your BV</td>
</tr>
<tr>
<td>2500 - 3999.99</td>
<td>18% of your BV</td>
</tr>
<tr>
<td>1500 - 2499.99</td>
<td>15% of your BV</td>
</tr>
<tr>
<td>1000 - 1499.99</td>
<td>12% of your BV</td>
</tr>
<tr>
<td>600 - 999.99</td>
<td>9% of your BV</td>
</tr>
<tr>
<td>300 - 599.99</td>
<td>6% of your BV</td>
</tr>
<tr>
<td>100 - 299.99</td>
<td>3% of your BV</td>
</tr>
</tbody>
</table>

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Growth Incentives Program applies to IBO Fiscal Year 2017

New IBO Incentive Award

$50

Earn Your First Incentive

FAST TRACK INCENTIVE PROGRAM

Earn $50 up to 3 times in your first 6 months!

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. See page 2 for details. You must also have a signed Amway IBO Registration Agreement on file.

Purchasing a sales kit like the optional Product Starter Kit (40-1220) is a great way to start building the volume required to earn your first $50 New IBO Incentive Award. It is also a great way to learn about the products and start introducing them to customers. Search “Fast Track” at Amway.com for additional kit options.

Plus …
qualify for a Performance Bonus!

3% Bonus with $50 Award
6% Bonus with $100 Award
9% Bonus with $200 Award

See page 5 for details.
Healthy Amway™ businesses balance selling, sponsoring, and using products. The Fast Track Incentive Program puts you on the road to success – and it puts money in your pocket!

### Earn $100

After earning a $50 New IBO Incentive Award (at least once), sponsor two new IBOs in two unique legs.* Help someone in each leg earn the $50 New IBO Incentive Award. ($50 award earners can be anywhere in depth as long as they are in unique legs.) Personally generate your “50/150” in the same month that the second new IBO earns their $50 New IBO Incentive Award. Available once each year.

### Earn $200

Sponsor a third new IBO in a third unique leg. Help an IBO in this third leg earn the $50 New IBO Incentive Award. ($50 award earner can be anywhere in depth as long as they are in a third unique leg.) Generate your “50/150” in the same month that the third new IBO earns their $50 New IBO Incentive Award. Available once each year.

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 fiscal year (September 1 through February 28). Newly sponsored legs are required each year.

The average monthly Gross Income for “active” IBOs was USD $183 (in the U.S.)/CAD $206 (in Canada).

*Refer to the definition of a leg on page 9.
5. Qualify for even more Fast Track Incentive Program awards as you help IBOs in your organization grow.

**Earn $1,000 Program Plus Award**
Encourage and teach IBOs how to earn the $200 Balanced Sponsor Award. Help downline IBOs in three unique legs earn the $200 Balanced Sponsor Award. They do not have to be personally sponsored. Generate your 50/150 in the same month that the earner of the third $200 Balanced Sponsor Award earns their award. Available once each year for new legs sponsored during the year.

**Earn $75**
Earn $75 each time you help an IBO you personally sponsored earn their first $200 Balanced Sponsor Award. Available unlimited times! You must generate your 50/150 in the same month the leg qualifies.

**Plus ... qualify for a Performance Bonus!**
15% Bonus with $1,000 Award
See page 5 for details.

Existing IBOs have 12 months starting every September 1 to earn $1,000.
New IBOs have 12 months from registration to earn this Program Plus Award.

The average monthly Gross Income for “active” IBOs was USD $183 (in the U.S.)/CAD $206 (in Canada).

Approximately 53% of IBOs in the U.S., and 49% of IBOs in Canada, 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, 2015: Balanced Sponsor Award (3.13%); Program Plus Award (0.5611%); Mentor Award (1.23%); 7500PV (1.4%). Refer to page 3 for further details.
6. How much do you want to earn? You can set your goals high – grow to 7500 PV and qualify each month.

As you build your business, set your sights on the top 25% Performance Bonus by building a 7500 PV qualifying leg.

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

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.

You can earn the Monthly Leadership Bonus of up to 4% of downline qualifying legs. Also earn the Monthly Depth Bonus of up to 1% on downline qualifying legs.

When an IBO registers individuals and helps them create groups, a “leg” in the Line of Sponsorship (LOS) is formed. A New Leg is an in-market (Amway North America) leg qualified for the month at 25% that did not have a Platinum in it during the last fiscal year. A Second-Year Leg is an in-market leg qualified for the month at 25% that did not have a Platinum in it two fiscal years ago.
As you grow your Amway™ North America business, you can achieve new Pin levels associated with greater rewards. Get there by helping downline leaders qualify too. You must meet the following requirements: 1) average of 150 Personal PV each month; 2) average 50 Qualified Customer PV each month; 3) signed Amway IBO Registration Agreement and Silver Producer acknowledgement on file.

### PIN LEVEL REQUIREMENTS

<table>
<thead>
<tr>
<th>PIN LEVEL</th>
<th>QUALIFICATION</th>
<th>MONTHS WITHIN FISCAL YEAR</th>
</tr>
</thead>
<tbody>
<tr>
<td>Silver Producer</td>
<td>7500 PV</td>
<td>1 month</td>
</tr>
<tr>
<td>Gold Producer</td>
<td>7500 PV</td>
<td>3 months</td>
</tr>
<tr>
<td>Platinum*</td>
<td>7500 PV</td>
<td>6 months</td>
</tr>
<tr>
<td>Founders Platinum</td>
<td>7500 PV</td>
<td>12 months</td>
</tr>
<tr>
<td>Ruby</td>
<td>15000 PV</td>
<td>1 month</td>
</tr>
<tr>
<td>Founders Ruby</td>
<td>15000 PV</td>
<td>12 months</td>
</tr>
<tr>
<td>Sapphire</td>
<td>2 25% Legs Plus 2500 PV</td>
<td>6 months</td>
</tr>
<tr>
<td>Founders Sapphire</td>
<td>2 25% Legs Plus 2500 PV</td>
<td>12 months</td>
</tr>
<tr>
<td>Emerald</td>
<td>3 25% Legs</td>
<td>12 months</td>
</tr>
<tr>
<td>Founders Emerald</td>
<td>3 25% Legs</td>
<td>12 months</td>
</tr>
<tr>
<td>Diamond</td>
<td>6 25% Legs</td>
<td>6 months</td>
</tr>
<tr>
<td>Founders Diamond</td>
<td>6 25% Legs or 8 FAA</td>
<td>12 months</td>
</tr>
<tr>
<td>Executive Diamond</td>
<td>9 25% Legs or 10 FAA</td>
<td>6 months</td>
</tr>
<tr>
<td>Founders Exec Diamond</td>
<td>9 25% Legs or 12 FAA</td>
<td>12 months</td>
</tr>
<tr>
<td>Double Diamond</td>
<td>12 25% Legs or 14 FAA</td>
<td>6 months</td>
</tr>
<tr>
<td>Founders Double Diamond</td>
<td>12 25% Legs or 16 FAA</td>
<td>12 months</td>
</tr>
<tr>
<td>Triple Diamond</td>
<td>15 25% Legs or 18 FAA</td>
<td>6 months</td>
</tr>
<tr>
<td>Founders Triple Diamond</td>
<td>15 25% Legs or 20 FAA</td>
<td>12 months</td>
</tr>
<tr>
<td>Crown</td>
<td>18 25% Legs or 22 FAA</td>
<td>6 months</td>
</tr>
<tr>
<td>Founders Crown</td>
<td>18 25% Legs or 25 FAQ</td>
<td>12 months</td>
</tr>
<tr>
<td>Crown Ambassador</td>
<td>20 25% Legs or 27 FAQ</td>
<td>6 months</td>
</tr>
<tr>
<td>Founders Crown Ambassador</td>
<td>20 25% Legs or 30 FAQ</td>
<td>12 months</td>
</tr>
</tbody>
</table>

### GROWTH INCENTIVES

<table>
<thead>
<tr>
<th>TWO-TIME CASH AWARDS</th>
<th>First Year</th>
<th>Second Year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Silver Producer</td>
<td>$2,000</td>
<td>$1,000</td>
</tr>
<tr>
<td>Gold Producer</td>
<td>$3,000</td>
<td>$1,500</td>
</tr>
<tr>
<td>Platinum*</td>
<td>$5,000</td>
<td>$2,500</td>
</tr>
<tr>
<td>Founders Platinum</td>
<td>$7,500</td>
<td>$3,750</td>
</tr>
<tr>
<td>Ruby</td>
<td>$10,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>Founders Ruby</td>
<td>$15,000</td>
<td>$7,500</td>
</tr>
<tr>
<td>Sapphire</td>
<td>$20,000</td>
<td>$10,000</td>
</tr>
<tr>
<td>Founders Sapphire</td>
<td>$30,000</td>
<td>$15,000</td>
</tr>
<tr>
<td>Emerald</td>
<td>$40,000</td>
<td>$20,000</td>
</tr>
</tbody>
</table>

*In FY 2017, Platinums who did not qualify in FY 2016 are eligible for a $3,000 Comeback Platinum Cash Award.

The average monthly Gross Income for “active” IBOs was USD $183 (in the U.S.)/CAD $206 (in Canada). Approximately 53% of IBOs in the U.S., and 49% of IBOs in Canada, 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, 2015: Gold (0.11%); Platinum (0.3359%); Founders Platinum (0.6548%); Sapphire (0.0395%); Founders Sapphire (0.0401%); Emerald (0.0413%); Founders Emerald (0.0730%); Diamond (0.0163%); Founders Diamond and above (0.0099%). Refer to page 3 for further details.
Amazing destinations await. Your Amway™ business can take you places. Don’t miss out!
Celebrate your success in style

Set your goals to qualify for Amway business conferences. Invitations are awarded at several achievement levels.

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.

NEXT STOP Ada, Michigan
GET THERE by reaching Platinum for the very first time and by qualifying for six months in a fiscal year. New Platinums receive two invitations to choose from for this one-time conference. Attend as soon as possible to get the most impact on your business!

ACHIEVERS INVITATIONAL
Join thousands of leading Amway Independent Business Owners at an exciting destination 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!

NEXT STOP San Diego in 2017
GET THERE by qualifying as a Q12 Platinum, a Sapphire, or above.

The average monthly Gross Income for “active” IBOs was USD $183 (in the U.S.)/CAD $206 (in Canada).

Approximately 53% of IBOs in the U.S., and 49% of IBOs in Canada, 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, 2015: New Platinum Conference (0.2%); Achievers Invitational (0.6%); Executive Diamond/Diamond Club (0.04%); Diamond Dreams (0.02%); N.A. Growth Council (0.01%); Global Founders Council (0.002%). Refer to page 3 for further details.
DIAMOND DREAMS – NEW!
Dreams come true! This reward trip offers the ultimate in personal fulfillment: business or pleasure, comfort or adventure, challenge or leisure, family fun or a romantic escape, or a little of everything. For the first time, qualified IBOs can choose from several exciting locations, and a new baseline reset means more chances for growing businesses to earn a Diamond Dreams experience! See details on page 14.

NEXT STOP Peter Island, British Virgin Islands, and introducing new, additional locations: Jackson Hole, Wyoming; Sedona, Arizona; and New York City!
GET THERE by meeting qualifications described on page 14.

NORTH AMERICAN GROWTH COUNCIL
Aim to attend this premier event, where top North American Amway Independent Business Owners come together in partnership with Amway executives in some of the most awe-inspiring places in the world to celebrate and shape the future of the business.

NEXT STOP Scotland in 2017
GET THERE by meeting qualifications described on page 14.

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.

NEXT STOP Vancouver, British Columbia, Canada 2017
GET THERE by achieving 20 Founders Achievement Award (FAA) points or Crown Ambassador qualification.
DIAMOND DREAMS QUALIFICATIONS, CRITERIA, AND NEW PROGRAM CHANGES

The Diamond Dreams program is more exciting than ever. It’s the ultimate exclusive recognition event that rewards IBOs with an unforgettable experience they’ve only imagined. Now, in addition to the ultra-luxurious Peter Island, there are three new, completely customizable destinations: New York, Sedona, and Jackson Hole.

Whether you’re aspiring toward your first Diamond Dreams or some time has passed since you last attended, these new criteria are designed to make your very special reward achievable.

Qualified Diamonds and above will receive an invitation to choose one of these destinations after they achieve the qualification requirements.

An exciting new change resets IBO baselines annually to give IBOs more chances to qualify for a can’t-miss Diamond Dreams luxury experience. See details below.

1st invitation:
First-time Diamonds with at least 36 North American frontline Qs* will receive an invitation to Diamond Dreams.

Subsequent invitations:
Qualifying Diamond Bonus Recipients (DBRs) with 54 North American frontline Qs*; either six or more new North American Qs* or 0.5 new ANA FAA points during the performance year will receive an invitation to Diamond Dreams.

Baselines will be reset to 2016 performance year. Baseline Qs* and ANA FAA** points will also be reset annually to reflect actual performance achieved during the year.

IBOs who finish the year with fewer frontline Qs* than the baseline will not earn an invitation, regardless of their North American FAA** points performance.

DBRs at 144 North American Frontline Qs* or 12 North American FAA points** automatically qualify for the trip, and requalifying DBRs with 14 or more North American FAA points** earn two invitations.

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 Diamond Dreams representative.

Note:
Because Diamond Dreams now offers a choice of four locations, we are phasing out the cash-out option. The program begins with the September 1, 2016–August 31, 2017 IBO qualification year. Trips to the new locations will begin after September 2017, when qualification is final.

NORTH AMERICAN GROWTH COUNCIL QUALIFICATIONS

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 FAA credits, or**
- A minimum of 72 in-market frontline Qs with at least six additional frontline Qs† in the year of qualification.

* 25% month from a frontline IBO
** 1 point for a North American 12 month Platinum leg. 1.5 points for a North American Emerald Bonus Recipient leg. 3 points for a North American Diamond Bonus Recipient leg.
†Must exceed 2016 baseline.

You can track your progress on Amway.com > Business Center > Business Reports > GI Program Tracking.

See your National Account Manager for details.
Rewarding Your Exceptional Growth

8. With your Amway™ business, there are so many ways to grow and earn incentive awards.

PLATINUM PLUS AWARDS
You can earn monthly awards as you develop and grow your business beyond 7,500 Personal Group Ruby PV.

<table>
<thead>
<tr>
<th>Target</th>
<th>Monthly Award</th>
</tr>
</thead>
<tbody>
<tr>
<td>PG/Ruby PV</td>
<td></td>
</tr>
<tr>
<td>Below Sapphire</td>
<td>Maintain front line Qs from previous year</td>
</tr>
<tr>
<td>10,000 to 12,499</td>
<td>2%</td>
</tr>
<tr>
<td>12,500 to 14,999</td>
<td>4%</td>
</tr>
<tr>
<td>15,000 or more*</td>
<td>6%</td>
</tr>
</tbody>
</table>

Example: 6 Q12 Months in baseline, grow to 11 Q12 Months and earn $5,000

Q12 AWARDS
Performance pays. Earn these annual awards as you expand beyond Platinum to Q12.

<table>
<thead>
<tr>
<th>Target</th>
<th>Annual Award</th>
</tr>
</thead>
<tbody>
<tr>
<td>12 Q12 Months</td>
<td>$15,000</td>
</tr>
<tr>
<td>12 Q12 Months + 6 Additional Frontline Qs</td>
<td>$20,000</td>
</tr>
<tr>
<td>12 Q12 Months + 12 Additional Frontline Qs</td>
<td>$25,000</td>
</tr>
<tr>
<td>12 Q12 Months + 18 Additional Frontline Qs</td>
<td>$30,000</td>
</tr>
</tbody>
</table>

Volume over first-year and second-year legs can be averaged.
To qualify for all GI Monthly and Annual Cash Awards, the following baseline requirements must be met: 1) average of 150 Personal PV each month; 2) average 50 Qualified Customer PV each month; 3) signed Amway IBO Registration Agreement and Silver Producer acknowledgement on file; 4) complete at least 6 training credits during the fiscal year.

Q7 TO Q11 AWARDS
Earn additional awards as you grow beyond your FY2014 baseline Q12 months. Earn $1,000 the first time you reach 7 to 11 Q12 months.

<table>
<thead>
<tr>
<th>Target</th>
<th>Monthly Award</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q12 Months 7 to 11</td>
<td>$1,000 each month ($5,000 maximum)</td>
</tr>
</tbody>
</table>

Example: 6 Q12 Months in baseline, grow to 11 Q12 Months and earn $5,000

The average monthly Gross Income for “active” IBOs was USD $183 (in the U.S.)/CAD $206 (in Canada).

Approximately 53% of IBOs in the U.S., and 49% of IBOs in Canada, 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, 2015: Diamond Dreams (0.02%); N.A. Growth Council (0.01%); 10,000 – 12,499PV/mo. (0.14%); 12,500 – 14,999PV/mo. (0.08%); 15,000 + PV/mo. (0.10%); Q12 (0.4553%); Q12 + 6 new Qs (0.0534%); Q12 + 12 new Qs (0.0238%); Q12 + 18 new Qs (0.0118%). Refer to page 3 for further details.
**GROWTH INCENTIVES PROGRAM**

Think **Big!**

Earn **Big!**

9. Founders in-market Emerald and above enhance earnings year after year as you help downline IBOs grow.

**LEADER DEVELOPMENT AWARDS**

<table>
<thead>
<tr>
<th>Q or North America FAA Level</th>
<th>Target</th>
<th>Grow Each Year</th>
<th>Solidification Year 2</th>
<th>Solidification Year 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>36 Qs</td>
<td>+6 Qs</td>
<td>$40,000</td>
<td>$30,000</td>
<td>$20,000</td>
</tr>
<tr>
<td>48 Qs</td>
<td>+6 Qs</td>
<td>$60,000</td>
<td>$45,000</td>
<td>$30,000</td>
</tr>
<tr>
<td>54 Qs</td>
<td>+6 Qs</td>
<td>$80,000</td>
<td>$60,000</td>
<td>$40,000</td>
</tr>
<tr>
<td>60 Qs</td>
<td>+6 Qs</td>
<td>$100,000</td>
<td>$75,000</td>
<td>$50,000</td>
</tr>
<tr>
<td>72 Qs or 8 FAA</td>
<td>+6 Qs</td>
<td>$150,000</td>
<td>$112,500</td>
<td>$75,000</td>
</tr>
<tr>
<td>84 Qs or 10 FAA</td>
<td>+6 Qs</td>
<td>$175,000</td>
<td>$131,250</td>
<td>$87,500</td>
</tr>
<tr>
<td>96 Qs or 12 FAA</td>
<td>+6 Qs</td>
<td>$200,000</td>
<td>$150,000</td>
<td>$100,000</td>
</tr>
<tr>
<td>108 Qs or 14 FAA</td>
<td>+6 Qs</td>
<td>$250,000</td>
<td>$187,500</td>
<td>$125,000</td>
</tr>
<tr>
<td>120 Qs or 16 FAA</td>
<td>+6 Qs</td>
<td>$300,000</td>
<td>$225,000</td>
<td>$150,000</td>
</tr>
<tr>
<td>132 Qs or 18 FAA</td>
<td>+6 Qs</td>
<td>$350,000</td>
<td>$262,500</td>
<td>$175,000</td>
</tr>
<tr>
<td>144 Qs or 20 FAA</td>
<td>+6 Qs</td>
<td>$400,000</td>
<td>$300,000</td>
<td>$200,000</td>
</tr>
</tbody>
</table>

**GROWTH PAYS!**

1) Increase frontline Qs by at least 6 additional Qs over prior year, or
2) At a minimum of 60 frontline Qs increase ANA FAA points by at least 0.5 points over prior year, or
3) At a minimum of 60 frontline Qs maintain 7,500 Personal Group/Ruby PV for all 12 months of the fiscal year (90,000 annually)

For 2017, Q targets are based on fiscal year 2016 baseline results. Three 25% legs are required for all levels; Diamond Bonus Recipient (DBR) required at 54 Qs or more.

*For growth of 12 or more additional Qs, only 300 Ruby PV side volume required. 2500 Ruby PV is required when using North America FAA qualification. Side volume is based on Ruby PV as defined on page 9.

† You must meet the following baseline requirements: 1) average of 150 Personal PV each month; 2) average 50 Qualified Customer PV each month; 3) signed Amway IBO Registration Agreement and Silver Producer acknowledgement on file; 4) complete at least 6 training credits during the fiscal year.
Imagine the Possibilities

Amway Independent Business Owners with extraordinary business development and high ethical standards earn credits toward additional discretionary cash awards.

FAA ANNUAL AWARDS

To qualify, be a Diamond Bonus Recipient with a minimum of eight Founders Achievement Awards (FAA) credits. Contact your National Account Representative for more information.

<table>
<thead>
<tr>
<th>FAA ANNUAL CASH AWARDS</th>
<th>FAA CREDIT CALCULATION</th>
<th>Domestic Leg</th>
<th>Credits</th>
<th>International Leg</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>$ in U.S. Dollars</td>
<td>12-month leg</td>
<td>1.0</td>
<td>12-month legs</td>
<td>1.0</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Emerald Bonus leg</td>
<td>1.5</td>
<td>Emerald Bonus legs</td>
<td>1.5</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Diamond Bonus leg</td>
<td>3.0</td>
<td>Diamond Bonus legs</td>
<td>3.0-6.0</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Other 12-month leg</td>
<td>0.5</td>
<td>Other 12-month leg</td>
<td>0.5</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$512,000</td>
<td>$384,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$256,000</td>
<td>$192,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$128,000</td>
<td>$64,000</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$32,000</td>
<td></td>
</tr>
</tbody>
</table>

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.

The amounts shown here are based on earning all your FAA credits in North America. If any credits are earned in other markets, your actual payment amount may be different. The payment schedule for the market generating the FAA credits will be used to determine your actual payment.

IBOs who earn more than 35 FAA credits have the opportunity to earn even greater FAA Annual Cash Awards as well as One-Time Cash Awards. Contact your National Account Representative for more information.

The average monthly Gross Income for “active” IBOs was USD $183 (in the U.S.)/CAD $206 (in Canada).

Approximately 53% of IBOs in the U.S., and 49% of IBOs in Canada, 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, 2015: 36Qs (0.034%); 42-54Qs (0.024%); 60Qs and above (0.024%); 8-11 FAA (0.013%); 12-20 FAA (0.004%); 21FAA and above (0.002%). Refer to page 3 for further details.
Reward Yourself

Amazing destinations, rich rewards – it’s all within reach when you grow your Amway™ business.

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Your Way to Make Money | page 2
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Amway™