



DISCRETIONARY

Growth Incentives

PERFORMANCE YEAR 2023 | PROGRAM OVERVIEW

Amway

For existing IBOs ONLY. Not for use with prospects. CR#142609



Better business, better rewards

Performance Year 2023 has *new opportunities to earn and achieve* – including Bronze incentives and pin for growing business builders.

From IBOs just getting started to the most experienced Leaders, anyone can have a healthy, sustainable business. **Make more money** with discretionary Growth Incentives on your way!

Baseline Requirements

for Discretionary Growth Incentives and Non-cash Awards (trips)

1

At least 150
Personal PV

2

At least 60%
Personal VCS

NEW
FOR
PY23!



PY23 Growth Incentives Program

Early Incentives

Customer Sales Incentive

Bronze Foundation Incentive ◀ **NEW!**

Bronze Builder Incentive ◀ **NEW!**



PLUS Bronze Pin!

DISCONTINUED

Fast Track Incentive Program

Leader Incentives

Performance Plus & Performance Elite Incentives ◀ **NEW!**
available below Platinum

Two-Time Cash Incentives ◀ **NEW!**
rewards for Diamonds

Q12 & Q12 Plus Annual Incentives ◀ **NEW!**
earnings level

Emerald & Diamond Leadership Growth Incentives

ADDITIONAL REWARDS

No changes

Founders Achievement Awards

Emerald Profit Sharing

GAR Two Time Cash Awards

What's Changed

- BV uplift on VCS discontinued
PV uplift remains
- Fast Track Incentive Program discontinued
Ends August 31, 2022
- VCS enhancements discontinued
Q12 Annual Incentives and Emerald & Diamond Leadership Growth Incentives
- Monthly incentives paid on 15th of the month
Previously 20th



Help New IBOs Start Strong

Earlier earnings and recognition!



Customer Sales Incentive

Make more money selling

Bronze Foundation Incentive

Build a team that sells

Bronze Builder Incentive

*Grow a balanced business
leading with sales*

Customer Sales Incentive (CSI)

IBOs at or below 9% Performance Bonus level can earn up to 10% on BV of all Verified Customer Sales.

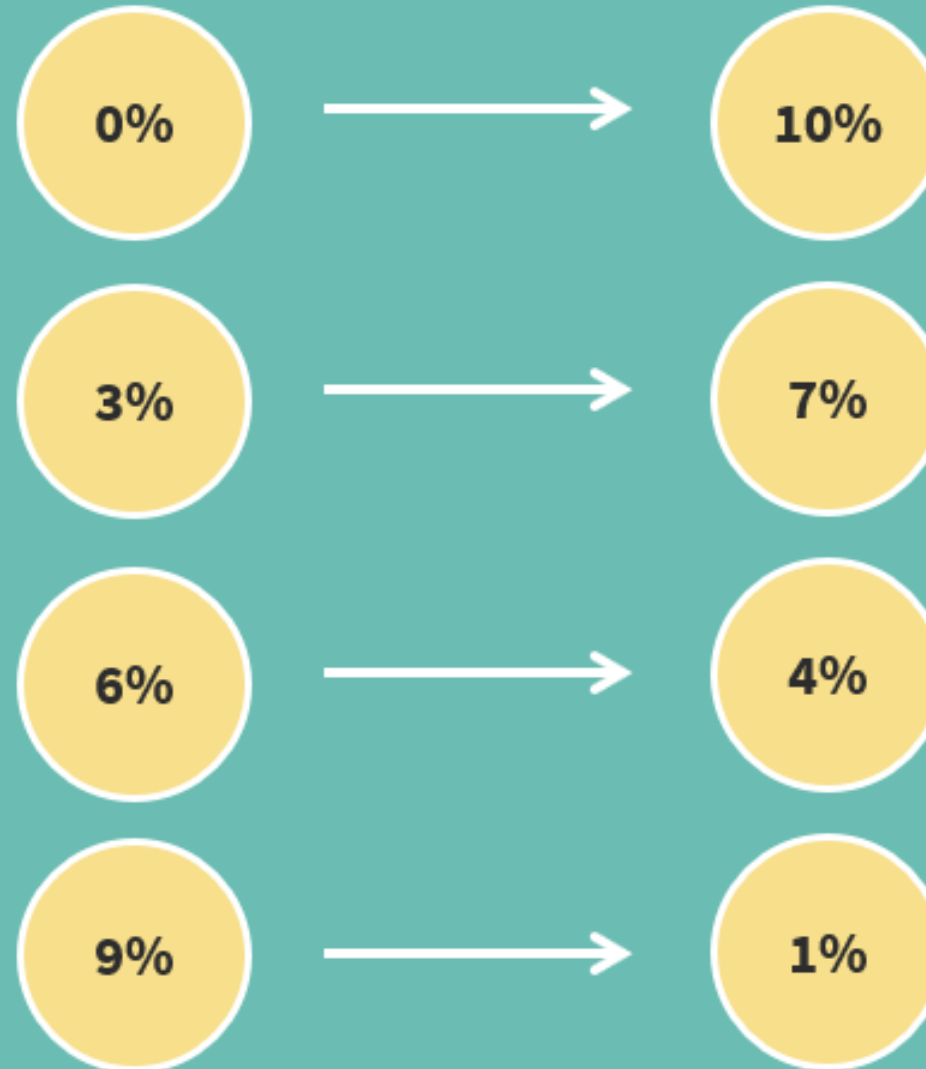
Combined with 10% retail margin, that's at least 20% on every VCS!

Up to \$75 USD per month may be earned through CSI.

No baselines required for Customer Sales Incentive.

IF MONTHLY PERFORMANCE BONUS IS:

CUSTOMER SALES INCENTIVE IS:



**TOTAL REWARD
=10% of BV**

NEW!

Bronze Foundation Incentive

Help three or more people start their own Amway™ business and sell products.

IN THE MONTH:

- Achieve 9% Performance Bonus or higher **AND**
- Have at least three personally or foster sponsored Legs, each achieving a minimum 3% Performance Bonus **AND**
- Meet monthly baseline requirements

To be eligible for this incentive, IBO must have been at or below 12% Performance Bonus in prior Performance Year.

How it's calculated

30% **x** **PERFORMANCE BONUS**
MULTIPLIER

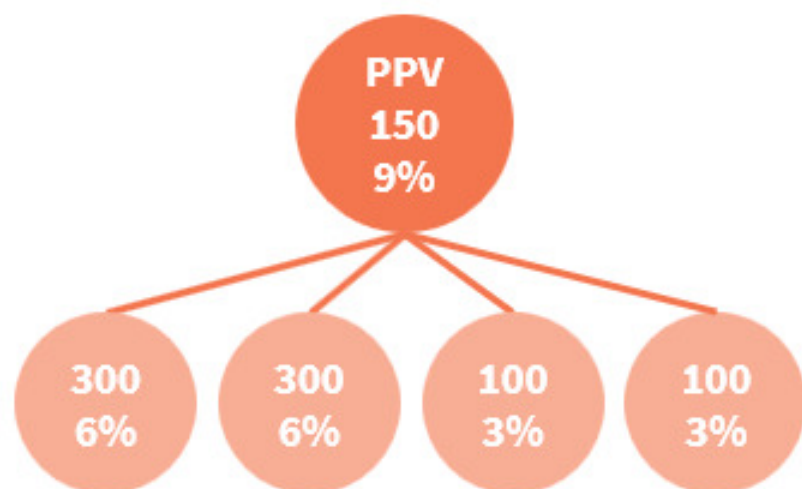


Earn this incentive up to 12 times within 18 consecutive months

Beginning the first month an IBO earns a Bronze Foundation Incentive. Maximum of 12 payments.

EXAMPLE

Bronze Foundation Incentive



950 Group PV, 9% Performance Bonus

PV/BV ratio = 1:3

Total Performance Bonus = \$130.50

Incentive calculation: $\$130.50 \times 30\% = \39.15

Total Monthly Income = \$169.65

(Performance Bonus + Incentive)

	Y1												Y2					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
PERFORMANCE BONUS %	3%	6%	12%	9%	9%	9%	12%	15%	12%	6%	12%	15%	12%	15%	15%	12%	12%	15%
LEGS	N	N	N	N	Y	Y	Y	Y	Y	N	Y	Y	Y	Y	Y	Y	Y	Y
ELIGIBILITY (9% & UP)					✓	✓	✓	✓	✓		✓	✓	✓	✓	✓	✓	✓	

For the calendar year 2021, the average income from Amway for all U.S. registered IBOs at the Founders Platinum level and below was \$766 before expenses. See www.amway.com/income-disclosure for details. Earnings depend on many factors, including: customer base, business experience, effort, dedication, and quality and performance of an IBO's sales team.

Following are the approximate percentages of U.S. registered IBOs who achieved the illustrated results in the calendar year 2021: Bronze Foundation Incentive results not yet available.

Bronze Builder Incentive



Bronze Pin
awarded at first month
incentive is earned

NEW!

Help three or more people start their own Amway business and sell products.

IN THE MONTH:

- Achieve 18% Performance Bonus or higher **AND**
- Have at least three personally or foster sponsored Legs, each achieving a minimum 6% Performance Bonus **AND**
- Meet monthly baseline requirements

To be eligible for this incentive, an IBO's highest qualification September 2019 or after, prior to their first Bronze Builder month, must be below Gold Producer.

How it's calculated

40% **x** **PERFORMANCE**
MULTIPLIER **BONUS**

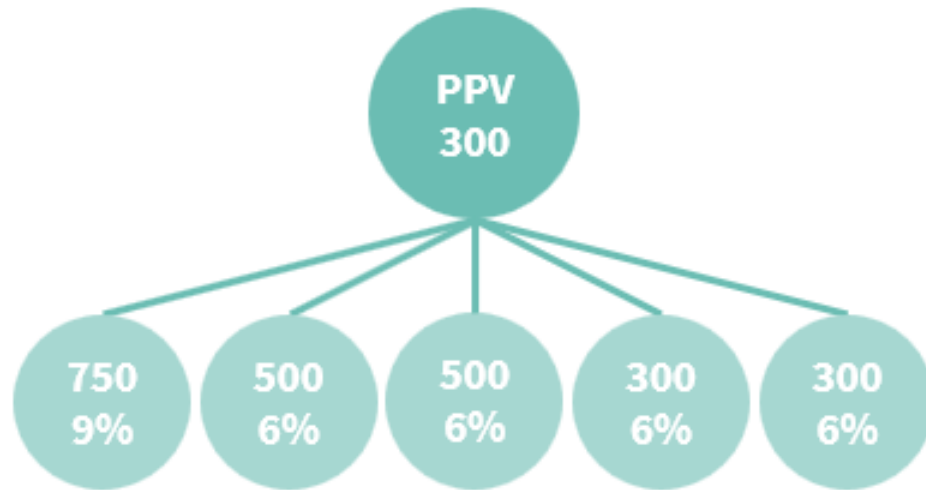


**Earn this incentive up
to 12 times within 18
consecutive months**

Beginning the first month an IBO earns a Bronze Builder Incentive. Maximum of 12 payments.

EXAMPLE

Bronze Builder Incentive



2,650 Group PV, 18% Performance Bonus
 PV/BV ratio = 1:3
 Total Performance Bonus = \$940.50

Incentive calculation: \$940.50 x 40% = \$376.20

Total Monthly Income = \$1,316.70
 (Performance Bonus + Incentive)

	Y1												Y2					
	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
PERFORMANCE BONUS %	12%	18%	21%	18%	18%	18%	18%	21%	18%	18%	21%	18%	21%	21%	23%	23%	23%	25%
LEGS	N	N	N	Y	Y	Y	Y	Y	N	Y	Y	N	Y	Y	Y	Y	N	Y
ELIGIBILITY (18% & UP)				✓	✓	✓	✓	✓		✓	✓		✓	✓	✓	✓		✓

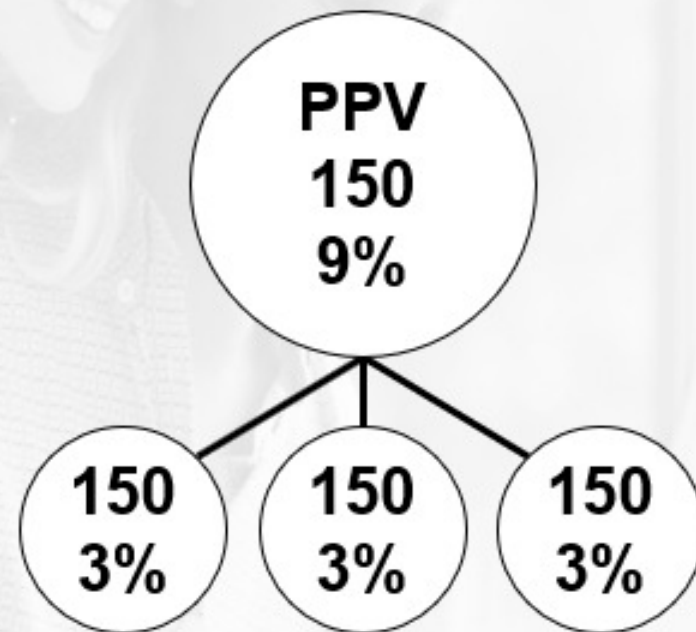
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BRONZE INCENTIVES

Bronze Foundation

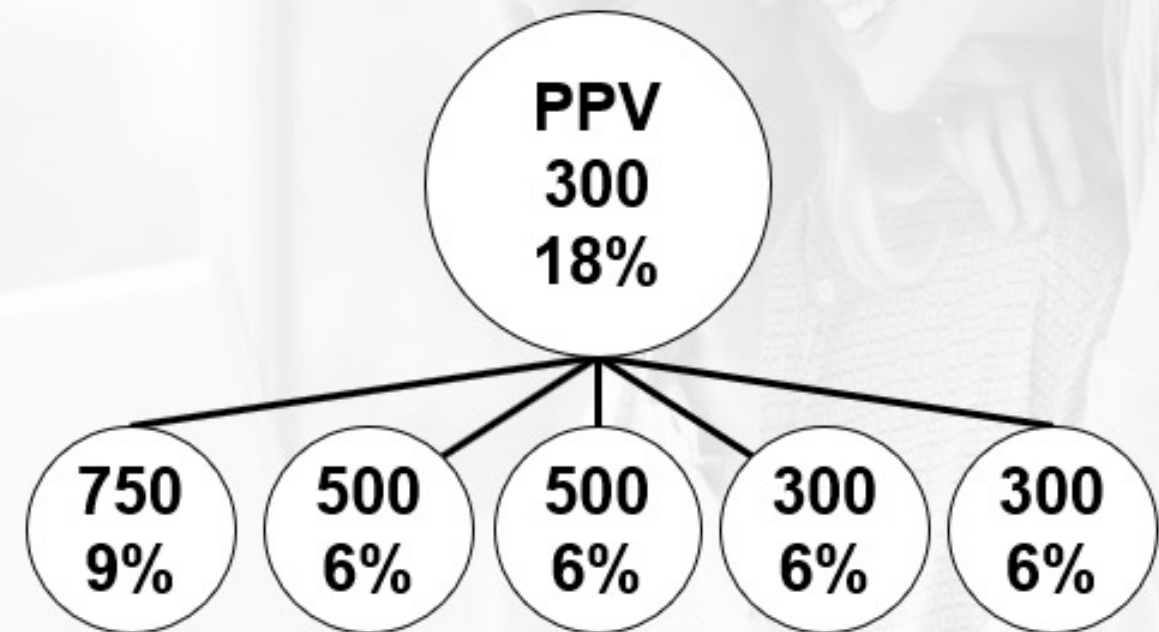
Earn a 30% monthly
Performance Bonus multiplier



- ✓ Achieve 9% Performance Bonus or higher
- ✓ 3+ Legs at 3% Performance Bonus or higher
- ✓ 150+ Personal PV @ 60% VCS

Bronze Builder

Earn a 40% monthly
Performance Bonus multiplier



- ✓ Achieve 18% Performance Bonus or higher
- ✓ 3+ Legs at 6% Performance Bonus or higher
- ✓ 150+ Personal PV @ 60% VCS

Earn each incentive up to 12 times within 18 consecutive months!