

Performance Year 2025: Core Plus Updates

BEGINNING
SEPT. 1, 2024

The latest discretionary incentives reward you for making sustainable, repeat Verified Customer Sales (VCS). And for helping other business owners do the same!



NEW!

Strong Start Incentive

Learn rewarding behaviors and earn extra money for achieving baseline requirements month after month! **Up to \$1,000 total for 12 months in a row!**

HOW IT WORKS

During your registration month or the two months following, begin the incentive period by achieving both baselines in a single month:

1

Generate **150 Personal PV**
or more

2

Generate **60% of Personal PV**
or more qualified as VCS

Achieve both baselines again, month after month.
Keep your momentum going to earn all three rewards!

\$100
after first
3 months

\$300
after first
6 months

\$600
after first
12 months

= \$1,000 total

FAQs

Which business owners are eligible for the Strong Start Incentive?

This incentive is available to IBOs with a business registration date in June 2024 or after. IBOs may begin their incentive period during their registration month or the two months following.

If I earn a Strong Start Incentive and then don't qualify the next month, can I still earn later rewards from the incentive?

No. This incentive rewards IBOs for consistent monthly achievements. Once a month is missed after month 2, you're no longer eligible for this incentive.

NOTE: Path to Bronze Incentive will be discontinued starting Sept. 1.

For IBO use only. Not for use with prospects.

Amway

EXAMPLES

✓ = Meets requirements

✗ = Doesn't meet requirements

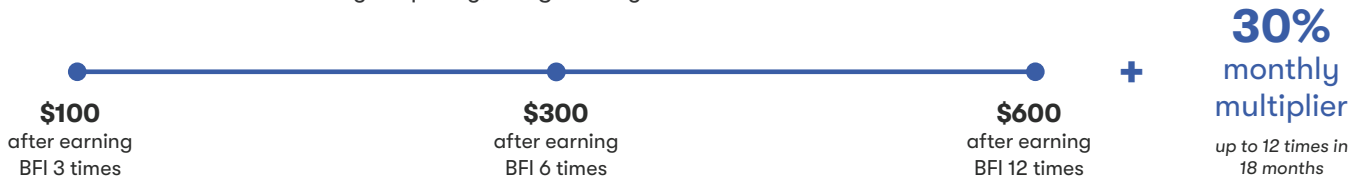
	Month 0 (Registration)	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Total Reward
IBO 1	✓	✓	✗										\$0
IBO 2	✓	✗	✓	✓	✓	✗	\$100						\$100
IBO 3	✓	✓	✓	✓	✗								\$100
IBO 4	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	\$1,000

- **IBO 1** meets baselines in registration Month 0 and Month 1, but not in Month 2. Their incentive period ends.
- **IBO 2** meets baselines in registration Month 0, but not in Month 1. However, they're still within their registration month and two months following window. They meet baselines again in Months 2, 3 and 4 in a row – so they earn a \$100 reward! But they don't meet baselines in Month 5. Their incentive period ends.
- **IBO 3** meets baselines from registration Month 0 through Month 2 in a row – so they earn a \$100 reward! Then they meet baselines again in Month 3, but not in Month 4. Their incentive period ends.
- **IBO 4** meets baselines for all 12 months in a row without missing any. They earn every reward possible!

UPDATE

Earn more through Bronze Foundation Incentive (BFI)

In addition to a monthly **30% Performance Bonus multiplier**, earn **up to \$1,000 total** for achieving BFI months. The more months you qualify, the greater your reward!



FAQs

If I earn BFI in a month but miss qualifying the next month, am I still eligible for a BFI consistency reward?

Yes. You can earn a BFI consistency reward at 3-, 6- and 12-month milestones. Qualifying months can be achieved any time during your BFI eligibility period.

UPDATE

Customer Sales Incentive (CSI) qualification period

CSI will now be available only to **IBOs who are in the year they registered and the following two performance years**. CSI is designed to reward IBOs more as they begin selling to customers and growing their business. Once an IBO is familiar with the basics of an Amway™ business and starts growing by making customer sales, they may set goals to earn even more through additional bonuses and discretionary incentives!

For the calendar year 2023, the average income from Amway for all U.S. registered IBOs at the Founders Platinum level and below was \$841 before expenses. See www.amway.com/income-disclosure for details and the most up-to-date information. Earnings depend on many factors, including customer base, business experience, effort, dedication, and quality and performance of the downline sales team.

Following is the approximate percentage of U.S. registered IBOs who achieved the illustrated results in the calendar year 2023: Bronze Foundation Incentive 1.04%, Customer Sales Incentive 62.33%.