

PERFORMANCE YEAR 2023

Growth Incentives Program

Explore opportunities to earn and achieve, including new Bronze incentives and pin for growing business builders. From IBOs just getting started to the most experienced Leaders, any healthy business can **make more money** from discretionary incentives!



EARLY INCENTIVES

Customer Sales Incentive (CSI)

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

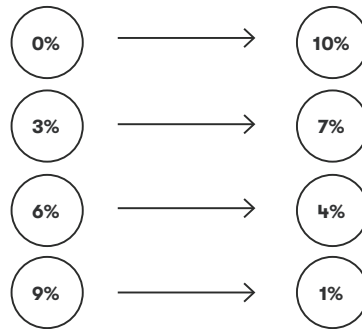
Combined with 10% retail margin, that's at least 20% on all VCS.

Up to \$75 per month may be earned through Customer Sales Incentive.

No baseline requirements.

IF MONTHLY PERFORMANCE BONUS IS:

CUSTOMER SALES INCENTIVE IS:



TOTAL REWARD = 10% of BV

Bronze Foundation Incentive

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

Earn a monthly Performance Bonus multiplier (details to be announced)

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

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

Bronze Builder Incentive

Help your team keep selling and growing.



NEW!
Bronze Pin for incentive earners

Earn a monthly Performance Bonus multiplier (details to be announced)

- ✓ Achieve 18% Performance Bonus or higher **AND**
- ✓ Have at least three personally or foster sponsored Legs, each achieving a minimum of 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.

12x

Earn each incentive up to 12 times within 18 consecutive months

Beginning the first month an IBO earns each incentive. Maximum of 12 payments per incentive.

For IBO use only. Not for use with prospects.



LEADER INCENTIVES

Performance Plus & Performance Elite Incentives

Strengthen your business by building width. Now available to Silver Producer IBOs and above!

Must meet monthly baseline requirements.

2%
MULTIPLIER
ON GROUP/
RUBY BV

Earn 10,000–
12,499.99 Group/
Ruby PV

4%
MULTIPLIER
ON GROUP/
RUBY BV

Earn at least
12,500 Group/
Ruby PV

Q12 & Q12 Plus Annual Incentives

Qualify for 12 Q12 months to earn. When you generate more Group/Ruby PV, an extra \$3,000 is waiting!

\$15,000
annually

Available to all IBOs

Meet one requirement:

- Achieve 12 months of 7,500 Group/Ruby PV **OR**
- 12 months of 4,000 Group/Ruby PV average over one or more First- or Second-Consecutive-Year Legs in the months the Leg qualifies at 25% **OR**
- A combination of both totaling 12 months

Volume Equivalency option of 10-11 Q12 months and 95,000 Group/Ruby PV.

Meet annual baseline requirements, including at least 60% Group/Ruby VCS average March-August.

Incentive is prorated when an IBO earns below 60% Group VCS.

\$18,000
annually

Available to PY22 Q12
Annual Incentive earners

Earn Q12 with 12 Q12 months (IBOs earning Q12 using VE option are not eligible for Q12 Plus).

Meet at least one growth requirement:

- Increase Group/Ruby PV by 10% over PY22 Group/Ruby PV amount **OR**
- Add at least six frontline Qs over PY22 frontline Q amount

Meet annual baseline requirements, including at least 70% Group/Ruby VCS average March-August.

If fewer than six new Qs achieved, IBO must grow their PY23 Group/Ruby PV by 10% over PY22 Group/Ruby PV total.

Two-Time Cash Incentives

Solidify new Legs to earn more.

Emerald Bonus Recipient through Founders Diamond Bonus Recipient eligible for Comeback Incentive if last time qualified was prior to FY2015.

Must meet baseline requirements.

	1st Year	Consecutive 2nd Year
Platinum	\$1,500	\$3,500
Founders Platinum	\$2,500	\$7,500
Emerald Bonus Recipient	\$6,000	\$20,000
Founders Emerald Bonus Recipient	\$8,000	\$25,000
Diamond Bonus Recipient	\$10,000	\$30,000
Founders Diamond Bonus Recipient	\$12,000	\$38,000

Emerald & Diamond Leadership Growth Incentives

In-market Founders Emerald and above IBOs can get rewards at five key milestones.

An IBO is eligible for this incentive with three in-market 12-month 25% Legs and Q12 qualification.

Must meet annual baseline requirements.

Incentive is prorated when an IBO earns below 60% Group/Ruby VCS March-August.

Minimum Frontline Qs	Payment
36	\$75,000
54	\$100,000
72	\$150,000
108	\$200,000
144	\$250,000

Diamond Bonus Recipient status required
beginning at 54 Qs

PY23 BASELINE REQUIREMENTS

✔ Generate 150 Personal PV or more

✔ **NEW!** Generate 60% of Personal PV or more qualified as Verified Customer Sales (VCS)

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, Bronze Builder Incentive, Performance Plus Incentive, Performance Elite Incentive, Q12 Plus Incentive results not yet available; Platinum first year 0.1129%, second year 0.0519%; Founders Platinum first year 0.0916%, second year 0.0488%; Emerald first year 0.0109%, second year 0.0025%; Founders Emerald first year 0.0082%, second year 0.0029%; Diamond Bonus Recipient 0.0193%; Founders Diamond Bonus Recipient 0.0131%; Q12 Annual Incentive 0.4241%; Emerald/Diamond Leadership Growth Incentive 0.0420% Incentives \$75,000 0.00291%; \$100,000 0.0025%; \$150,000 0.0084%; \$200,000 0.0012%; \$250,000 0.0010%.