

Business Overview

December 2013

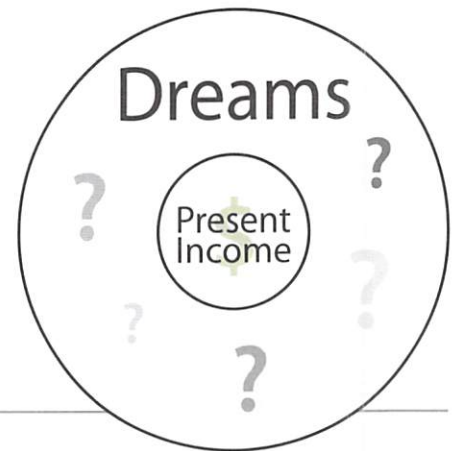
Why?

Your Goals.

What would you do with extra time?
What would you do with extra money?
What would you do with both?

You Choose

Increase your income
to fund your dreams
or
shrink your dreams to
match your income.



How? Anyway Money.

You already spend the money anyway. Change your spending habits by shopping from Your Store. Help your customers do the same, and keep the retail profit for your family.



What's in your store?

Health

Edibles

- Snacks
 - Meal Bars
 - Energy Bars
 - Energy Drinks
 - Sports Drinks
 - Protein Shakes
 - Antioxidant Juices
 - Sports Drink Mixes
 - Premium Bottled Water
 - 100-Calorie Snack Bars
 - Meal Replacement Shakes
- and many more...

Vitamins/Minerals

- Multivitamins
 - Antioxidants
 - Men's & Women's Supplements
 - Weight Loss Supplements
 - Kids' Vitamins
 - Supplements to Add to Water
 - Carbohydrate Blockers
 - Digestive Aids
 - Heart/Joint/Immune Health
- and many more...

Amway was ranked #1 in online Health & Beauty sales for the 10th year in a row by Internet Retailer's "Top 500 Retailer's" "Top 500 Guide" in 2012

Beauty

Skin Care/Cosmetics

- Anti-aging Skin Care System
 - Daily Skin Care System
 - Acne Skin Care System
 - Anti-aging Treatments
 - Eye Crèmes
 - Foundations
 - Bronzer
 - Concealer
 - Loose Powder
 - Cheek Colour
 - Mascara
 - Eye Colour
 - Eye Liner
 - Lip Liner, Colour & Gloss
 - Men's Skin Care
- and many more...

180-Day Satisfaction Guarantee¹

More...

Thousands of Products & Services Including:

450+ Exclusive Consumable Products Plus
Access to Partner Stores & Services

Home & Personal Care

Home Care/Cleaners

- Laundry Detergents
 - Laundry Boosters
 - Stain Removers
 - Fabric Softeners
 - All-Purpose Cleaners
 - Kitchen Cleaners
 - Bathroom Cleaners
 - Glass Cleaner
 - Disinfectant Cleaners
 - Dishwashing Detergent
- and many more...

Personal Care

- Shampoos & Conditioners
 - Hair Styling Products
 - Body Soaps & Washes
 - Body Lotions & Butters
 - Deodorants & Shaving Creams
 - Toothpaste
 - Fragrances
- and many more...

¹ If for any reason you are not completely satisfied with our products, you may return them within 180 days of purchase for an exchange or refund of the product price and applicable tax. (NOTE: Specific limited guarantees apply to designated products.) This satisfaction guarantee does not apply to Partner Store purchases or IBO purchases for stock, inventory, or product kits.

Proven Support

You | Independent Business Owner



Provides training and support

- In business for 40 years
- Coaching/Mentoring
- Debt free
- World-class professional development
- Training sites in 70+ cities across the U.S. & Canada
- Support in overseas markets





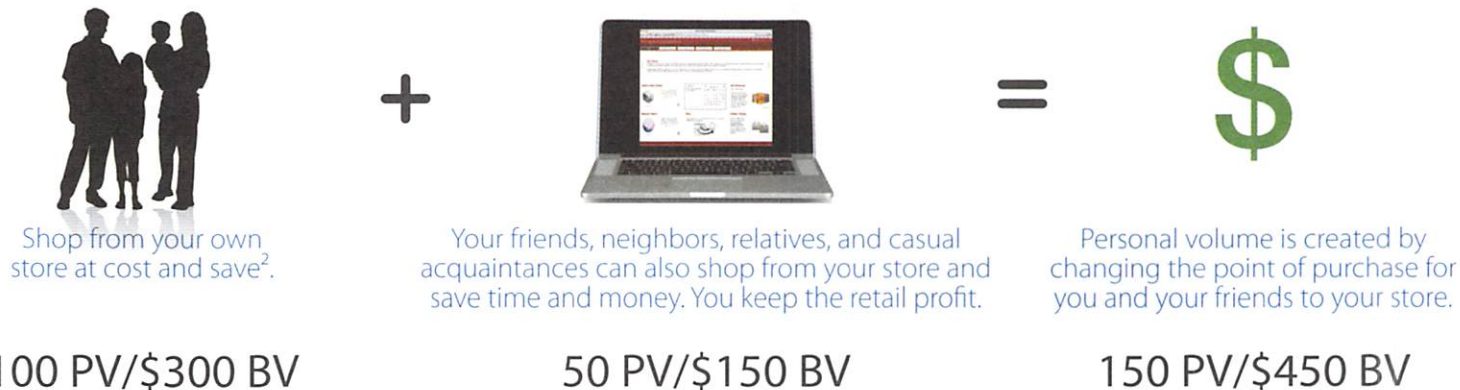

The Business Opportunity

- In business for 50+ years
- Shop online or offline
- Privately owned
- \$11.3 billion in sales in 2012 in 100 countries and territories
- Paid out over \$43 billion in bonuses to Independent Business Owners
- Nearly 342,000 North American IBOs received a bonus in 2013
- World leader in environmental stewardship
- FTC Benchmark for network marketing companies
- A+ rating with the Better Business Bureau® in 2013

Shop from and Expand Your Store.

Create a Shopping Experience.

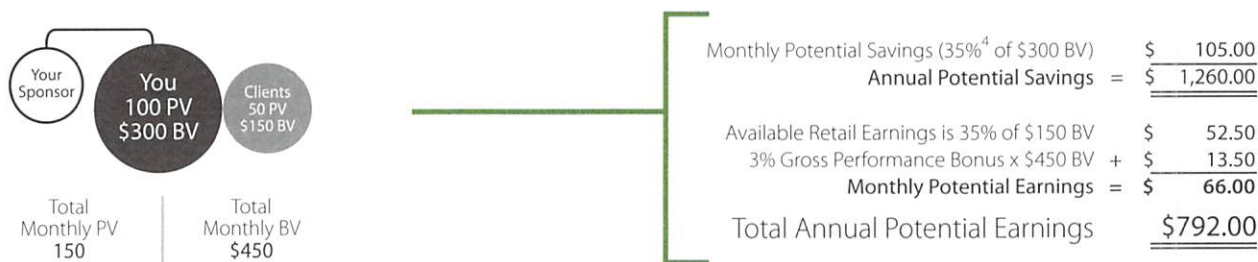
Earn by helping others get the best value for their hard earned money.



Small Business Example

Step 1: (Goal: 1st Month)—Getting Your Business Started

Become a Small Business IBO and achieve a potential of \$105.00 per month in savings² and \$66.00 in earnings.



Note: New IBOs may earn up to \$450 in additional Fast Track Incentive Program bonuses during their first 6 months. IBOs may also qualify for a \$1,000 Plus bonus, and unlimited \$75 Mentor bonuses within their first year. Purchase of a qualifying product or sales kit required. See Fast Track Incentive Program brochure for details.

² World Wide Dreambuilders teaches that if you set aside the difference between IBO cost and the Retail price on your Personal Use, you will be saving a potential 35% for your family. Personal Volume includes Personal Use and Client purchases. Client purchases reflect a 35% Retail Margin, which is the highest Retail Margin available. You are eligible to receive a performance bonus on your Personal Volume.

Performance Bonuses.

The more you produce, the more you earn...simple.

Compensation Plan Performance Bonus Schedule										Growth Incentive				
	100	300	600	1,000	1,500	2,500	4,000	6,000	7,500	Platinum 15,000	Ruby 15,000	Platinum Plus ¹ 10,000 PV	Platinum Elite ² 12,500 PV	Ruby ³ 15,000 PV
If your total monthly PV is:	100	300	600	1,000	1,500	2,500	4,000	6,000	7,500	15,000	15,000	10,000 PV	12,500 PV	15,000 PV
Your Performance Bonus % is paid on BV (3.0x of PV):	3% of BV	6% of BV	9% of BV	12% of BV	15% of BV	18% of BV	21% of BV	23% of BV	25% of BV	2% of BV	2% of BV	1% of BV	3% of BV	4% of BV

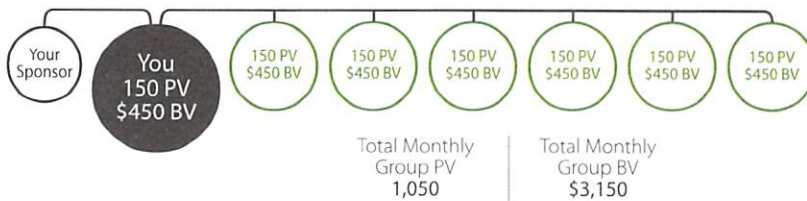
Cumulative 6% Bonus at Ruby

Duplicate.

Business Builder Example (Your Goal to Financial Independence)

Step 2: (Goal: 3 Months)—Qualify Eagle⁵

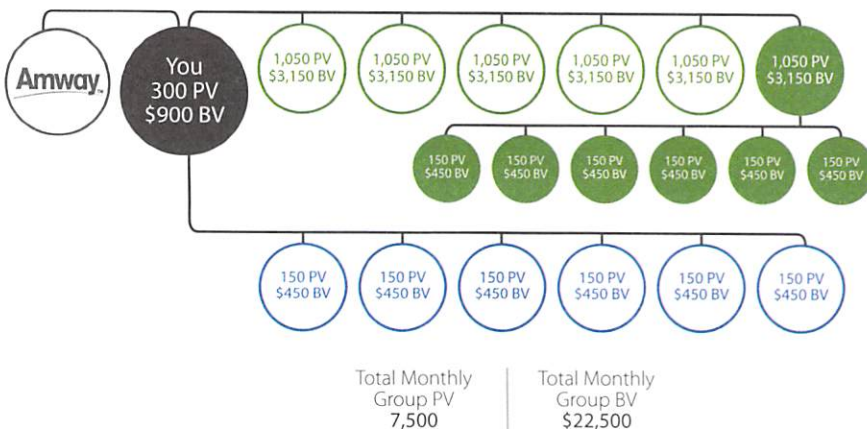
Become a Business Builder IBO in addition to a Small Business IBO by sponsoring other businesses. Help six people do Step 1, they achieve a potential of \$105.00 per month in savings and \$66.00 per month in earnings. You achieve a potential of \$105.00 per month in savings and \$349.50 per month in earnings.



Monthly Potential Savings (35% of \$300 BV)	\$	105.00
Annual Potential Savings =	\$	1,260.00
Available Retail Earnings is 35% of \$150 BV	\$	52.50
12% Gross Performance Bonus x \$3,150 BV +	\$	378.00
The six people each receive 3% of \$450 BV -	\$	(81.00)
Total Monthly Potential Earnings =	\$	349.50
Total Annual Potential Earnings	\$	4,194.00

Step 3: (Goal: 1 Year)—Qualify Double Eagle⁵ Platinum

Help six people do Step 2, they achieve a potential of \$105.00 per month in savings and \$349.50 per month in earnings. Help six more people do Step 1, they achieve a potential of \$105.00 per month in savings and \$66.00 in earnings. You achieve a potential of \$2,520.00 per year in savings and \$55,572.00 in earnings.



Monthly Potential Savings (35% of \$600 BV)	\$	210.00
Annual Potential Savings =	\$	2,520.00
Available Retail Earnings is 35% of \$300 BV	\$	105.00
25% Gross Performance Bonus x \$22,500 BV +	\$	5,625.00
The six people each receive 12% of \$3,150 BV -	\$	(2,268.00)
The other six people each receive 3% of \$450 BV -	\$	(81.00)
Total Monthly Potential Earnings =	\$	3,381.00
Q-12 ¹ 15,000 Award +	\$	15,000.00
Total Annual Potential Earnings	\$	55,572.00
Approximate Achievers Incentive Trip ⁶ Value: +		<u>\$6,200.00</u>

Step 4: Qualify Double Eagle⁵ Ruby (First Vision)

Achieve 15,000 PV (doubling the efforts illustrated in Step 3) and you become a Double Eagle Ruby. Your potential earnings would approximately double.

Step 5: (Goal: 2-5 Years)—Founders Diamond (Second Vision)

Help at least six people reach the Platinum level. When they qualify Platinum 12 out of 12 months, they achieve a potential of \$2,520.00 per year in savings and \$55,572.00 in earnings. They also receive an Achievers Incentive Trip with an approximate value of \$6,200.00. You become a Founders Diamond. For those who achieved the level of Founders Diamond, the highest annual compensation was \$2,657,364 in 2012.⁷

See "Amway Business Overview Brochure" for details.

Choose your option.

- Access to hundreds of products at IBO cost
- Performance bonuses & retail profits
- Growth Incentive Bonuses
- Annual incentive trips (Hawaii, Caribbean, or top U.S. resorts)
- Training & support from line-of-sponsorship & World Wide Group
- Ability to deduct certain business expenses for tax purposes
- Ability to sponsor other IBOs in 100 countries & territories
- Savings on services
- Satisfaction guarantee on products
- Hassle-free shopping from your home, online, or by phone
- DITTO™ Scheduled Orders save time and money
- Personalized service

Business Builder IBO/ Small Business IBO	Client
✓	
✓	
✓	
✓	
✓	
✓	
✓	
✓	
✓	✓
✓	✓
✓	✓
	✓

*World Wide exclusive from participating IBO.

‡Reward your consistent Ditto Delivery Clients with a Variety Gift Collection card (\$30 Retail value) every 2–4 months. See *Ribbon Gift Incentives* PDF for details.

Preferred Client

- ✓ Ditto Delivery Profile
- ✓ 10% discount on Amway coreline products*
- ✓ Ribbon Gift Incentives*‡

For more information.

Visit these websites:

- www.wfdb.com
(username: guest / password: dream)
- www.amway.com
- www.iboai.com
- www.opportunityzone.com
- www.amwayonebyone.com
- www.ibofacts.com
- www.amwaynews.com
- www.showmeamway.com
- www.showandtell.amway.com
- www.bbb.org
(Better Business Bureau®—
Amway Corporation has an A+ rating in 2013)

What's Next?

Book Next Meeting: _____

Name: _____ Phone #: _____ IBO #: _____

Email address: _____ Website address: _____

The average monthly Gross Income for "active" IBOs was USD \$202 (in the U.S.)/CAD \$198 (in Canada).

Approximately 46% of IBOs in the U.S., and 48% of IBOs in Canada, were "active."

Disclosures

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Approximately 46% of IBOs in the U.S., and 48% of IBOs in Canada, were "active."

IBOs were considered "active" in months in 2010 when they attempted to make a retail sale, or presented the Amway 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 \$2,424 (U.S.)/\$2,376 (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 2010 were excluded.

Before registering as an Independent Business Owner (IBO) powered by Amway, you should read and understand the AMWAY™ Business Opportunity Brochure, which contains important information for those interested in becoming IBOs.

The Amway Independent Business Owner Compensation Plan (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 in "good standing" and those whose conduct demonstrates high ethical and business standards aligned with the goals and objectives of Amway and its related businesses.

For more details on qualifying for the GI Program and the requirements for good standing, see information on Amway.com or contact Amway Sales.

‡Following are approximate percentages of IBOs in North America who achieved the illustrated levels of success in the performance year ending August 31, 2012: Founders Platinum (0.5712%); Founders Ruby (0.0065%); Founders Diamond (0.0111%).

¹ These are part of the Growth Incentive Bonus. ² Potential Savings is the difference between IBO and retail cost. ³ Minimum required Client volume needed to earn a Performance Bonus on your downline IBO's business is 50 PV. ⁴ Personal Volume includes Personal Use and Client purchases. Client purchases reflect a 35% Retail Profit, which is the maximum Retail Profit available. You are eligible to receive a performance bonus on your Personal Volume. World Wide Dreambuilders teaches that if you set aside the difference between IBO and Retail cost on your Personal Use, you will be saving the Retail Profit for your family. This is the amount reflected in Monthly Potential Savings. This should not be considered as part of the Amway Compensation Plan or Growth Incentives. These numbers have been used for demonstration purposes only. ⁵ Eagle and Double Eagle are World Wide Dreambuilders recognitions and are not part of the Amway IBO Compensation Plan. ⁶ This is an approximate amount based on the 2012 Achievers Trip.

Dreams

Debt Free

Spouse's Freedom

Savings Account

Private Education for Children

Present
Income

Lack of time or money or both

Travel

Financially Support Parents/Others

Family Legacy

Ongoing Income

Charity

College Education

Early Retirement

New Car

Financial Security

New Home

What would you do?

Step 1: \$792.00 Earnings + \$1,260 Savings

Step 2: \$4,194.00 Earnings + \$1,260 Savings

Step 3: \$55,572.00 Earnings + \$2,520 Savings

Step 4: >\$100,000 Earnings + \$2,520 Savings

Step 5: Founders Diamond
