



Money & Rewards

Leader Edition

A reference guide to Amway IBO compensation and non-cash awards for Performance Year 2025



UPDATED
JANUARY 2025

For IBO Leaders (Platinum and above) to use with other IBO Leaders only.

Amway

MONEY & REWARDS

Build a healthy business and optimize your earnings through the Amway™ IBO Compensation Plan (Core Plan) and discretionary incentives (Core Plus). Earn recognition and awards along the way!

For full details on the Core Plan, view the [Business Reference Guide](#).



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Key Concepts

Understand how to build a strong business by getting familiar with core concepts and terms.
For more details, please refer to the [Business Reference Guide](#).

POINT VALUE (PV)

Point Value is a unit amount assigned to each product. The total PV associated with your monthly sales volume along with your pass-up group volume is tracked to determine your Performance Bonus bracket. The higher your PV, the higher your percentage (up to 25%) will be in calculating your Performance Bonus.

BUSINESS VOLUME (BV)

Business Volume is a dollar figure assigned to each product. The total BV associated with your monthly sales volume is multiplied by the percent from your PV bracket on the Performance Bonus Schedule to determine your gross Performance Bonus.

BV:PV RATIO

The weighted average ratio in use as of September 1, 2024, is one point of PV equals 3.43 BV.

IBO FISCAL YEAR (FY)

September 1 to August 31, also known as IBO Performance Year (PY).

PERFORMANCE BONUS

Amway IBO Compensation Plan bonuses can be earned each month based on your PV and BV. Total PV determines your Performance Bonus level; total BV is multiplied by this percent to determine your gross Performance Bonus.

PERFORMANCE BONUS SCHEDULE

If your monthly PV is:	Your Monthly Performance Bonus is:
7,500 or more	25% of your BV
6,000–7,499.99	23% of your BV
4,000–5,999.99	21% of your BV
2,500–3,999.99	18% of your BV
1,500–2,499.99	15% of your BV
1,000–1,499.99	12% of your BV
600–999.99	9% of your BV
300–599.99	6% of your BV
100–299.99	3% of your BV

RULE 4.12 CUSTOMER SALES REQUIREMENT

To earn a bonus on full BV for the month, 70% of your personal volume must be from customer sales (without any personal or family use counting toward the 70% requirement). This will be measured by a minimum of 60% needing to come from Verified Customer Sales (VCS). Automated tracking of Rule 4.12 began September 2022. If total monthly personal volume does not meet the requirement, BV will be prorated accordingly.

VERIFIED CUSTOMER SALES (VCS)

A sale to a customer through an Amway channel, such as the Amway app, Amway website, Amway Business Center, MyShop digital storefronts or a sale from an IBO's inventory that is recorded with Create a Receipt tool. The sale must capture the customer's name and unique mobile phone number, along with the product and retail price.

BASELINE REQUIREMENTS

To earn discretionary incentives and non-cash awards, such as events, you must meet baseline requirements for eligibility.

- Average of 150 Personal PV each month (1,800 annually)
- At least 60% of Personal PV must qualify as VCS
- Signed Amway IBO Registration Agreement on file
- In compliance with IBO Rules of Conduct

UPLINE

The IBO who sponsors you and the sponsors of business owners higher in the Line of Sponsorship.

FRONTLINE

IBOs you personally sponsor.

DOWNLINE

All IBOs below you in the Line of Sponsorship, including IBOs you personally sponsor and everyone below them.

LEG

When you register an individual and help them create a downline group, a "leg" in the Line of Sponsorship is formed.

Key Concepts

GROUP VOLUME

Group Volume includes Personal Volume, and Pass-Up Volume from in-market, non-qualified, non-25% Legs. It does not include qualifiers who are at 25% that month.

RUBY VOLUME / SIDE VOLUME

Ruby Volume, or Side Volume, is the amount of Ruby PV/BV outside any qualified 25% Legs. Ruby Volume includes Personal Volume plus Pass-Up Volume from North American legs who are not at 25% for the month. Volume from qualified downline Platinums is not included, regardless of whether or not they are at 25% for the month.

Personally sponsoring new legs is key to generating Side Volume. It is an important factor in qualifying for Leadership and Ruby bonuses, along with several Core Plus discretionary incentives. Maximize the Core Plan and optimize Core Plus incentives with abundant Side Volume.

WIDTH

The number of personally sponsored frontlines.

DEPTH

The number of IBOs in the downline for each frontline.

SILVER PRODUCER MONTH / QUALIFIED MONTH (Q)

A Silver Producer month is a Core Plan qualification. Earn a Silver Producer month when you achieve one of the following or a combination of all three:

- 7,500 Group PV, or
- 2,500 Group PV over a qualified 25% Leg, or
- Two qualified 25% Legs in the same month.

PERSONAL QUALIFICATION (PQ)

Earn a Personal Qualification (PQ) Month by reaching 7,500 Ruby PV **OR** 4,000 Ruby PV over any 25% Qualified Leg.

Note: If a downline IBO who is qualified Platinum does not qualify at 25% in the month, then you will need to reach 7,500 Ruby PV in that month to earn a PQ.

PQs are used to determine eligibility for the **Core Plus Personal Group Growth Incentive** and for **Achievers**.

FRONTLINE QUALIFICATION (FQ)

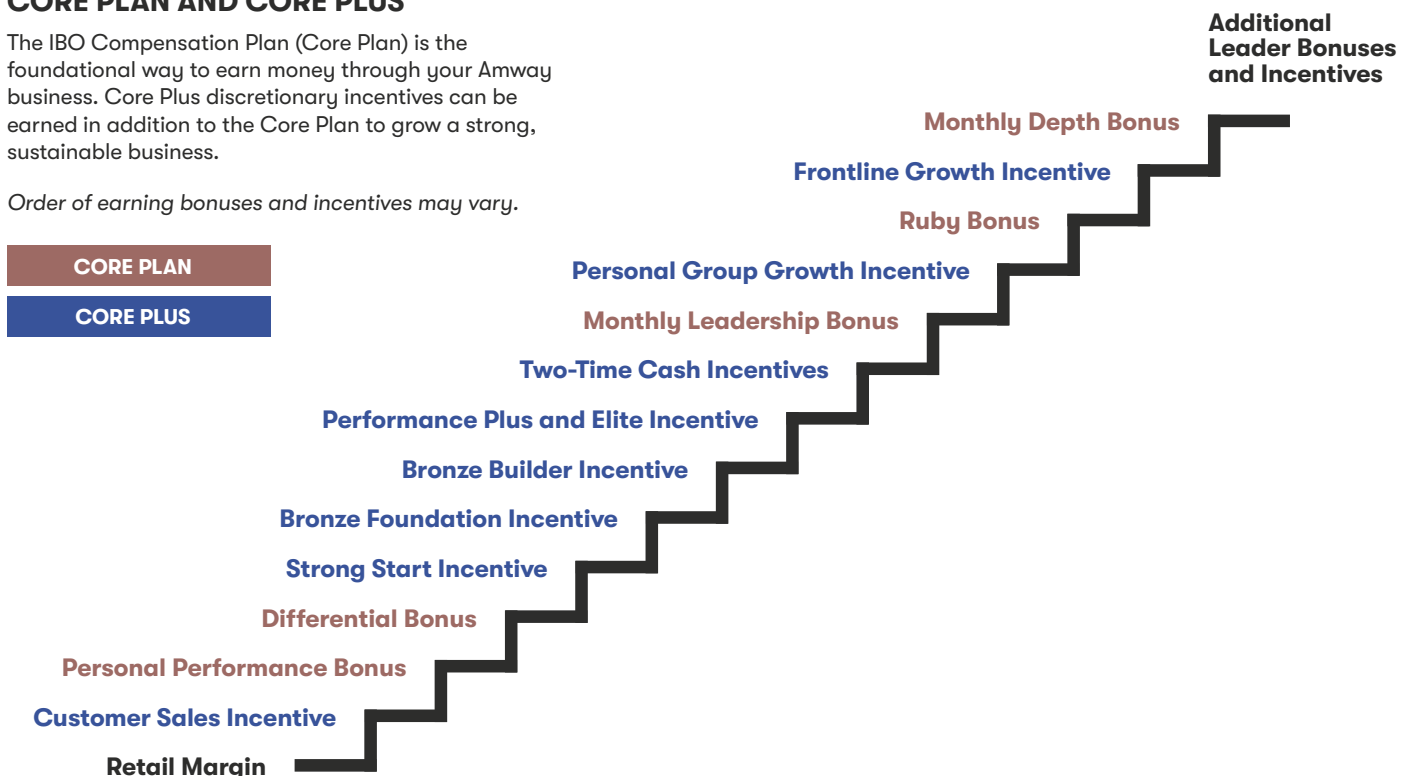
A Frontline Qualification (FQ) is earned for each frontline IBO who achieves 25% Performance Bonus level in the month. For example, if four frontline IBOs achieve 25% in a month, you earn four FQs in that month. Maximum FQs in a Performance Year per leg is 12 (one FQ per leg, per month).

FQs are used to determine eligibility for the **Core Plus Frontline Growth Incentive**.

CORE PLAN AND CORE PLUS

The IBO Compensation Plan (Core Plan) is the foundational way to earn money through your Amway business. Core Plus discretionary incentives can be earned in addition to the Core Plan to grow a strong, sustainable business.

Order of earning bonuses and incentives may vary.



Building to Bronze

Start earning by generating Verified Customer Sales (VCS). The more you sell, the more you earn! Then start sponsoring team members and helping them do the same.

RETAIL MARGIN

When you sell Amway products to customers at retail price, you keep the 10% difference between the retail price and IBO Cost. For example, with customer sales of \$478, you can earn a \$47.80 margin (10%).

PERSONAL PERFORMANCE BONUS

The Performance Bonus available through the Core Plan can be earned each month based on your Point Value (PV) and Business Volume (BV). Every Amway product has a PV and BV assigned, determined by the product price.

Total PV determines your Performance Bonus level; total BV is multiplied by this percent to determine your gross Performance Bonus. In order to be bonused on full BV for the month, 70% of personal volume must be from customer sales (excluding any personal or family use), with a minimum of 60% from Verified Customer Sales.

EXAMPLE: IBO AT 3% PERFORMANCE BONUS LEVEL

	PV	BV*
Personal Use	30	102.90
VCS	120	411.60
Total PV/BV	150	514.50
Performance Bonus (3% of 514.50 total BV)		\$15.44

*Assumes BV to PV ratio is 3.43 to 1.

CUSTOMER SALES INCENTIVE (CSI)

CSI is a Core Plus discretionary incentive that rewards IBOs at or below 9% Performance Bonus level with up to 10% of BV on VCS. CSI is available to IBOs who are in the year they registered and the following two performance years.

The CSI payment is calculated by subtracting the IBO's Performance Bonus percentage from 10%, and multiplying that percentage by BV from VCS. Combined with 10% retail margin, you can earn 20% on VCS. Up to \$75 per month may be earned through CSI.

If Monthly Performance Bonus is:	Customer Sales Incentive is:	TOTAL REWARD
0%	→ 10%	= 10% of BV
3%	→ 7%	
6%	→ 4%	
9%	→ 1%	

CUSTOMER SALES INCENTIVE (CONTINUED)

EXAMPLE: IBO AT 3% PERFORMANCE BONUS LEVEL

	PV	BV*
Personal Use	30	102.90
VCS	120	411.60
Total PV/BV	150	514.50
Performance Bonus (3% of 514.50 total BV)		\$15.44
Customer Sales Incentive (7% of 411.60 VCS BV)		\$28.81
Total Earnings		\$44.25

*Assumes BV to PV ratio is 3.43 to 1.

DIFFERENTIAL BONUS

In addition to a Performance Bonus paid on your personal volume, Amway pays a bonus on the difference between your Performance Bonus percentage and the Performance Bonus percentage of IBOs you personally sponsor. This Differential Bonus is calculated separately for each downline, based on the difference between your Performance Bonus percentage and the percentage of the downline.

To be eligible to earn Differential Bonus, IBOs below Platinum must have at least 50 PV from VCS **OR** make at least one such sale to each of 10 different customers. Refer to Rule 4.13 in the [Business Reference Guide](#) for the complete text of the Rule.

EXAMPLE: IBO AT 18% PERFORMANCE BONUS LEVEL

DOWNLINE IBOs	PV	BV*	DIFFERENTIAL BONUS†	
DOWNLINE 1	900	3,087.00	18% - 9% = 9%	\$277.83
DOWNLINE 2	370	1,269.10	18% - 6% = 12%	\$152.29
DOWNLINE 3	360	1,234.80	18% - 6% = 12%	\$148.18
DOWNLINE 4	360	1,234.80	18% - 6% = 12%	\$148.18
DOWNLINE 5	360	1,234.80	18% - 6% = 12%	\$148.18
2,350 PV			Total	\$874.65

*Assumes BV to PV ratio is 3.43 to 1.

†Assumes each downline IBO satisfies customer sales requirement of Rule 4.12.

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.

Building to Bronze

STRONG START INCENTIVE (SSI)

Only eligible to new IBOs who signed their IBO contract in or after June 2024. Learn rewarding behaviors and earn extra money for achieving baseline requirements month after month.

During your registration month or the two months following, begin the reward period for this Core Plus discretionary incentive by achieving both baselines in a single month:

- Generate 150 Personal PV or more.
- Generate 60% of Personal PV or more qualified as VCS.

Achieve both baselines again without missing any months to earn all three rewards. The more months you qualify, the more rewards you can earn. Each payment can be earned one time.

No longer eligible once a month is missed after month two.



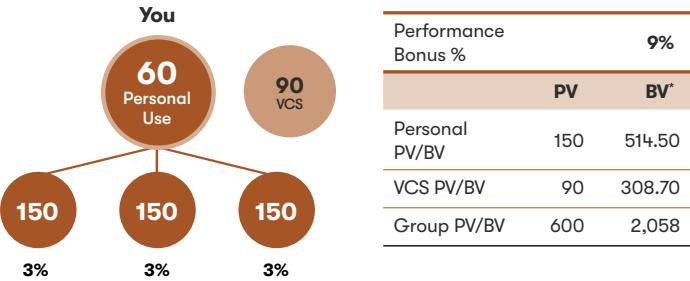
BRONZE FOUNDATION INCENTIVE (BFI)

To be eligible for this Core Plus discretionary incentive, you must have been at or below 12% Performance Bonus level in the prior Performance Year.

Earn a 30% multiplier on monthly Performance Bonus by achieving the following in the same month:

- Reaching 9% or higher on the Performance Bonus Schedule.
- Helping at least three legs that you have personally or foster sponsored each earn a minimum of 3% Performance Bonus.
- Meeting baseline requirements by having at least 150 Personal PV with 60% or more coming from Verified Customer Sales in the month.

Incentive can be earned up to 12 times within 18 consecutive months, beginning the first month you earn the Bronze Foundation Incentive. You can continue earning Bronze Foundation Incentive no matter what level you achieve as long as you are within their 18-month timeframe or until you earn your 12 payments.



Performance Bonus %	9%	
	PV	BV
Personal PV/BV	150	514.50
VCS PV/BV	90	308.70
Group PV/BV	600	2,058

	1 Month	12 Months
Performance Bonus	\$ 138.92	\$ 1,667.04
Customer Sales Incentive	1% of VCS BV	\$ 3.10
		\$ 37.20
Bronze Foundation	30% of Perf Bonus	\$ 41.67
		\$ 500.04
	\$ 183.69	\$ 2,204.28

2X

DOUBLE UP ON BRONZE INCENTIVES

You can earn the Bronze Foundation Incentive, then continue to build your business and earn the Bronze Builder Incentive during the same 18-month eligibility period for the Bronze Foundation Incentive. That's **two multipliers on your monthly Performance Bonus!**

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Building to Bronze

BRONZE FOUNDATION INCENTIVE (CONTINUED)

In addition to a monthly 30% Performance Bonus multiplier, earn consistency rewards for achieving Bronze Foundation Incentive month after month.

Qualifying months can be achieved any time during your Bronze Foundation Incentive eligibility period. Months do not need to be consecutive.



BRONZE BUILDER INCENTIVE (BBI)

To be eligible for this Core Plus discretionary incentive, your highest qualification September 2019 or after, prior to your first Bronze Builder month, must be below Gold Producer.

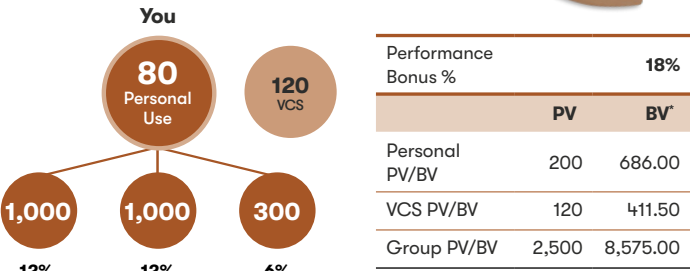
Earn a 40% multiplier on monthly Performance Bonus by achieving the following in the same month:

- Reaching 18% or higher on the Performance Bonus schedule.
- Helping at least three legs that you have personally or foster sponsored each earn a minimum of 6% Performance Bonus.
- Meeting baseline requirements by having at least 150 Personal PV with 60% or more coming from VCS in the month.

Incentive can be earned up to 12 times within 18 consecutive months, beginning the first month you earn the Bronze Builder Incentive. You can continue earning Bronze Builder Incentive no matter what level you achieve as long as you are within their 18-month timeframe or until you earn your 12 payments.

BRONZE PIN

You can receive the Core Plus discretionary Bronze pin for the first month you earn the Bronze Builder Incentive. It can be the first step to higher business levels like Silver, Gold, Platinum and beyond.



Performance Bonus %	18%	
	PV	BV*
Personal PV/BV	200	686.00
VCS PV/BV	120	411.50
Group PV/BV	2,500	8,575.00

	1 Month	12 Months
Performance Bonus	\$ 658.56	\$ 7,902.72
Bronze Builder 40% of Perf Bonus	\$ 263.42	\$ 3,161.04
	\$ 921.98	\$ 11,063.76



*Assumes BV to PV ratio is 3.43 to 1; examples also assumes all downline IBOs have satisfied the requirements of Rule 4.12.

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Aiming Higher

Build a strong, qualifying business balanced in width and depth.

PERFORMANCE PLUS & PERFORMANCE ELITE INCENTIVES

To optimize these Core Plus discretionary incentives, focus on growing Ruby Volume to 10,000 and beyond to earn more.

- Available to Silver Producer level and above IBOs.
- Must meet baseline requirements by having at least 150 Personal PV with 60% or more coming from VCS in the month.
- Available every month an IBO qualifies; no limit to the number of payments.

Incentive	Ruby PV	Monthly reward
Performance Plus	Earn 10,000–12,499.99 Ruby PV	2% Multiplier on Ruby BV
Performance Elite	Earn at least 12,500 Ruby PV	4% Multiplier on Ruby BV

If an IBO qualifies for more than one multiplier, the highest multiplier will be applied.

RUBY BONUS

Generate at least 15,000 Ruby PV in one month to receive a Ruby Bonus equal to 2% of your Ruby BV for that month. Ruby Bonus is part of the Core Plan, and all IBOs are eligible to earn it.

PERSONAL GROUP GROWTH INCENTIVE (PGGI)

Earn this Core Plus discretionary incentive on your way to Founders Platinum and beyond.

- Earn a Personal Qualification (PQ) month when you reach 7,500 Ruby PV **OR** 4,000 Ruby PV over a 25% Leg.
 - Note: If a downline IBO who is a qualified Platinum does not qualify at 25% in the month, then the upline will need to reach 7,500 Ruby PV in that month to earn a PQ.
- Available to Platinum and above IBOs. Must qualify for Platinum with 6 Silver Producer months in the Performance Year.
- No Volume Equivalency option.
- Increase total PQ months compared to the prior Performance Year or achieve all 12 PQ months.
- Must meet annual baseline requirements of 1,800 PPV and 60% VCS.

PGGI		OR	PGGI Enhancement	
PGGI	Annual Multiplier is:		Number of PQs end the year with:	Fixed enhanced amounts:
+1 to 2 PQs	20%	of Performance Bonus in PQ months (Personal and Differential Bonuses)	6 PQs	\$5,000
+3 to 5 PQs	30%		9 PQs	\$7,500
+6 PQs or more	40%		12 PQs	\$15,000
Reach 12 PQs	40%		12 PQs w/ 120,000 Ruby PV Annually	\$20,000

If an IBO qualifies for more than one multiplier, the highest multiplier of either program will be applied.



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Aiming Higher

TWO-TIME CASH INCENTIVES (TTCI)

Grow and reach a new qualification level, then requalify the second consecutive year to earn this Core Plus discretionary incentive.

- Must meet baseline requirements by having a FYTD monthly average of at least 150 Personal PV with 60% or more coming from VCS.

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

*When an IBO requalifies DBR for the first time and Founders DBR for the first time in consecutive years, they have the option to either accept the second year cash payment or accept an invitation for a business trip to Peter Island. For the trip, they can invite an upline who is an established Founders DBR, meaning they have qualified Founders DBR at least the current and prior Performance Year.

- You can earn multiple payments for multiple qualifications during a Performance Year.
- Second-year payments from a prior year qualification can be paid on top of new first-year payments for achieving higher qualifications.
- Emerald Bonus Recipient through Founders Diamond Bonus Recipient are eligible for Comeback Incentive if last time qualified was prior to FY2015.

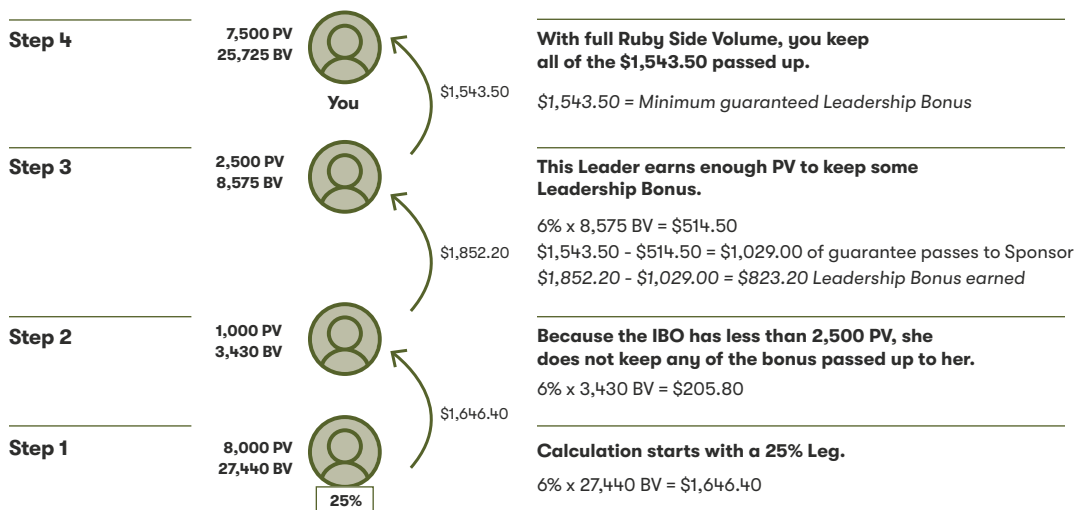
TWO-TIME CASH INCENTIVES QUALIFICATION DETAILS:

- **Platinum:** *First-time:* At least six qualified Silver Producer months within a 12-month rolling period, of which three Silver Producer months must be consecutive. *Requalification:* At least six qualified Silver Producer months within the IBO Performance Year.
- **Founders Platinum:** 12 qualified Silver Producer months within the IBO Performance Year. Note: Volume Equivalency (VE) qualification by having 10 or 11 Silver Producer months with either 90,000 Group PV or 108,000 Total Downline PV is acceptable.
- **Emerald Bonus Recipient (EBR):** At least three in-market groups that qualify at the 25% Performance Bonus level for at least six months of the IBO Performance Year.
- **Founders EBR:** At least three in-market groups that qualify at the 25% Performance Bonus level for 12 months of the IBO Performance Year.¹
- **Diamond Bonus Recipient (DBR):** At least six in-market groups that qualify at the 25% Performance Bonus level for at least six months of the IBO Performance Year.
- **Founders DBR:** At least six in-market groups that qualify at the 25% Performance Bonus level for 12 months of the IBO Performance Year.¹

¹For Founders EBR and Founders DBR, VE legs are acceptable.

LEADERSHIP BONUS

Receive a monthly Leadership Bonus through the Core Plan if you qualify at the 25% Performance Bonus level and generate additional group volume, as outlined in the Business Reference Guide. Leadership Bonuses are computed from the bottom up, are based on the performance of downline IBOs and take into account how much of the bonus is rolled up to your Sponsor.



Example assumes BV to PV ratio is 3.43 to 1; example also assumes all IBOs in the Line of Sponsorship have satisfied the requirements of Rule 4.12.

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Aiming Higher

FRONTLINE GROWTH INCENTIVE (FGI)

Earn this Core Plus discretionary incentive by helping downline leaders reach Founders Platinum.

- Earn a Frontline Qualification (FQ) for each frontline IBO who achieves 25% Performance Bonus level in the month. Increase or maintain your total FQs each year.
- Maximum FQs in a Performance Year per leg is 12 (one FQ per leg, per month).*
- Must qualify Founders Platinum by the end of the Performance Year.
- Must meet annual baseline requirements of 1,800 PPV and 60% VCS.
- Must meet 48,000 Ruby PV annual total.

Number of FQs compared to prior year:	Annual Multiplier† for non-Founders Emerald Bonus Recipient:	Annual Multiplier for Founders Emerald Bonus Recipient:
Maintain FQs	–	30%‡
+1 to 2 FQs	25%	50%
+3 to 5 FQs	50%	70%
+6 or more FQs	75%	90%
	of Leadership and Foster Bonus	of total Monthly Core Plan Bonuses

*A leg counts as 12 FQs if it meets any of the following: The Frontline has 12 25% months; the Frontline has 10 or 11 25% months and 108,000 Total Downline PV; the leg has a qualified Founders Platinum in it. The Founders Platinum may qualify via Volume Equivalency by having 10 or 11 Silver Producer months with either 90,000 Group PV or 108,000 Total Downline PV.

†IBOs earn only one multiplier.

‡The following is for PY25 only: Founders Emerald Bonus Recipients can drop six FQs compared to the PY24 baseline and still earn the Maintain multiplier (must still be Founders Emerald Bonus Recipient in PY25).



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Leading the Way

Help emerging downline Leaders qualify, requalify and keep growing for more!

EMERALD BONUS

Through the Core Plan, Qualified Emeralds and above who personally or foster-register three or more North American groups, each of which qualifies at the 25% Performance Bonus level for at least six months of a given FY, receive Emerald Bonus points and payment on North American volume as well as the traceable volume from internationally sponsored qualified groups.

At the end of the FY, Amway identifies all internationally sponsored volume, links it to the appropriate international Sponsor and corresponding market (one country removed) and pays an Emerald Bonus to both the International and Foster Lines of Sponsorship. All Emerald Bonus Recipients may benefit from the expanded fund amounts.

EMERALD PROFIT SHARING DISCRETIONARY BONUS

Qualified Emeralds and above who personally or foster-register three or more North American groups, each of which qualifies at the 25% Performance Bonus level for at least six months of a given FY, can, at Amway's discretion, receive Emerald Profit Sharing points and payment on North American volume. The fund is distributed to eligible participants in accordance with the formula shown below.

Emerald Profit Sharing, Emerald and Diamond Bonus Schedule ³			
Business Volume		Points Available Per Bracket	Cumulative Points
\$0 up to \$25,000	4 points per \$1,000 BV	100	100
\$25,000 up to \$75,000	2 points per \$1,000 BV	100	200
\$75,000 up to \$125,000	1 point per \$1,000 BV	50	250
\$125,000 and above	1 point per \$10,000 BV	Based on volume	Based on volume

Diamond Plus Bonus Schedule			
Number of 25% groups to qualify (each group at the 25% level for six months or more) ¹	Estimated payment per group for each month qualified ²	Minimum	Maximum
7 to 11	\$100	\$4,200	\$13,200
12 to 14	\$200	\$14,400	\$33,600
15 to 17	\$300	\$27,000	\$61,000
18 to 19	\$400	\$43,200	\$91,200
20	\$500	\$60,000	Applicable

¹Internationally sponsored groups are not figured in computation and payment of the Diamond Plus Bonus.

²“Estimated payment per group for each month qualified” and “Total Bonus” may vary (higher or lower on a pro rata basis) based on available funds.

³Emerald and Diamond Bonus calculations include traceable volume from internationally sponsored qualified groups. Emerald Profit Sharing Bonus points are calculated on domestic volume only.

DIAMOND BONUS

Through the Core Plan, Qualified Diamonds and above who personally or foster-register six or more North American groups, each of which qualifies at the 25% Performance Bonus level for at least six months of a given FY, receive Diamond Bonus points and payment on qualified North American volume as well as the traceable volume from internationally sponsored qualified groups.

DIAMOND PLUS BONUS

Through the Core Plan, Qualified Diamonds and above who personally or foster-register seven or more North American groups, each of which qualifies at the 25% Performance Bonus level for at least six months of a given FY, receive a Diamond Plus Bonus at the end of each FY.

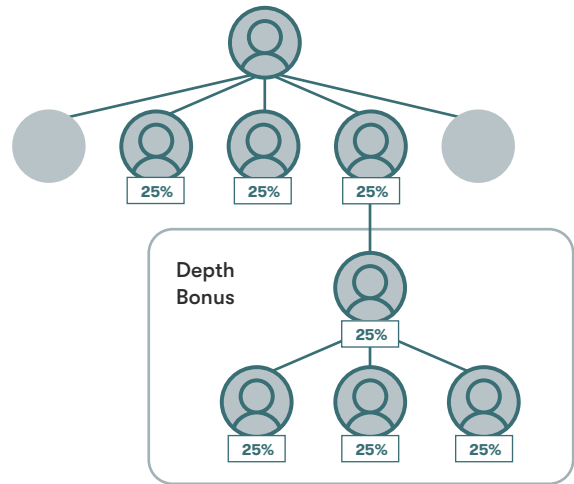
In the event that disbursements based on the schedule would leave a surplus in the fund – or exceed the total available in the fund – then all payments would be increased or decreased on a pro rata basis until the total disbursement equaled the funds available.

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Leading the Way

DEPTH BONUS

Earn a Core Plan Monthly Depth Bonus of up to 1% of BV on qualified downline volume when you have three or more North American frontline legs at 25% Performance Bonus level in the month – and at least one of these frontline legs also has one or more downline IBOs who qualify at 25%.



In this example*, monthly Depth Bonus is based upon the four 25% downlines.

Each 25% Leg: 25,725 BV x 1% = \$257.25

**\$257.25 x four 7,500 PV downlines =
\$1,029.00 Monthly Depth Bonus**

*Example assumes BV to PV ratio is 3.43 to 1 and assumes each of the four legs are compliant with Rule 4.12.

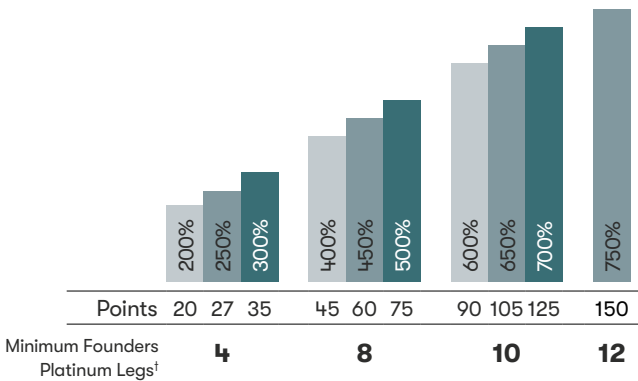


FOUNDERS ACHIEVEMENT AWARDS (FAA)

This discretionary leadership incentive recognizes the highest levels of achievement with significant annual payouts. Mentor downline Founders Platinums, Emerald Bonus Recipients (EBR) and Diamond Bonus Recipients (DBR) to build healthy businesses and earn this new Founders Achievement Award (FAA).

To qualify for FAA annual cash incentives, Leaders must be a Diamond Bonus Recipient with a minimum of 20 new FAA points.

Annual Multiplier x Average Monthly Plan Bonus = FAA



Counting FAA Points‡

Each Founders Platinum (FP) (up to 6 points per leg) = 1.0

Emerald Bonus Recipient (EBR) = 1.5

Diamond Bonus Recipient (DBR) = 3.0

Super Legs

Super legs reward Leaders for building deep legs containing multiple high level Leaders. These legs tend to be extremely stable and long-lasting. Leaders who qualify at the highest tier of 750% multiplier and have two or more legs at 30 points or higher will earn \$20,000 for each of two to five super legs and \$40,000 each for the sixth super leg and above.

†There must be a qualified Founders Platinum in the leg. Qualifying for Founders Platinum via VE is acceptable.

‡Maximum 30 points per leg.

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.

Leading the Way

GLOBAL AWARD RECOGNITION (GAR)

Global Award Recognition (GAR) honors Executive Diamond and above Leaders who focus on building businesses balanced in both width and depth. It creates a simplified, single path to pin qualification that aligns with the Amway IBO Compensation Plan bonuses and Founders Achievement Award (FAA).

Eligibility

- Business Leaders must qualify for Founders Diamond in at least one of their #1 or #2 businesses.
- GAR is based on combined performance of #1 and #2 multiple businesses.

Requirements

- Width is measured by Founders Platinum (FP) legs* downline of a #1 or #2 multiple business. FP legs do not include the #2 business itself, any internationally sponsored legs or any Qualified Legs without a Founders Platinum.
- Depth is measured in Qualification Credits (QC), which are earned for downline leadership development.

*There must be a qualified Founders Platinum in the leg. Qualifying for Founders Platinum via VE is acceptable.

Performance Year 2024 Pilot

During PY25, two pilot enhancements to GAR will continue from PY24 to improve the Leader experience while keeping GAR principles and guidelines intact:

- Enable top Leaders to benefit from depth earlier in their journey by increasing Qualification Credit (QC) limit on each leg to 12 for Triple Diamonds and Founders Triple Diamonds (see chart change below).
- A **“Taste of Founders Council” experience** for first-time Triple Diamonds and Founders Triple Diamonds will allow growing Leaders to participate in the Founders Council trip prior to qualifying Crown.

Counting Qualification Credits†

Each Founders Platinum (FP, up to three QC per leg) = 1.0
Emerald Bonus Recipient (EBR) = 1.5
Diamond Bonus Recipient (DBR) = 3.0
Founders DBR (F. DBR) = 6.0
Note: EBR, DBR, F. DBR must also be Founders Platinum.

†#1 and/or #2 multiple businesses must be Founders Platinum for a leg to contribute up to one QC. For a FP leg to contribute more than one QC, the multiple business must be EBR in the local market.

	AWARD LEVEL	FOUNDERS PLATINUM (FP) LEGS	QUALIFICATION CREDITS (QC)	
FOUNDERS COUNCIL	Founders Crown Ambassador	14+	100	Up to 12 QC per leg
	Crown Ambassador	14+	88	
	Founders Crown	12+	76	
	Crown	12+	64	
PILOT	Founders Triple Diamond	10+	52	Up to 12 QC per leg
	Triple Diamond	10+	43	
LEADER OF LEADERS	Founders Double Diamond	8+	34	Up to 9 QC per leg
	Double Diamond	8+	25	
GLOBAL LEADER	Founders Executive Diamond	6+	16	Up to 6 QC per leg
	Executive Diamond	6+	10	

Global Award Tiers
As Leaders move through their Global Award Recognition journey, they progress through leadership tiers which allow more QC per leg.

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Leading the Way

GLOBAL AWARD RECOGNITION (CONTINUED)

First time Executive Diamonds and above, qualified under the GAR, are eligible for Two-Time Cash Awards.

GAR LEVEL	YEAR 1 CASH AWARD	YEAR 2 CASH AWARD
Executive Diamond	\$45,000	\$15,000
Founders Executive Diamond	\$51,500	\$17,200
Double Diamond	\$64,300	\$21,400
Founders Double Diamond	\$90,000	\$30,000
Triple Diamond	\$115,800	\$38,600
Founders Triple Diamond	\$154,400	\$30,000
Crown	\$205,800	\$68,600
Founders Crown	\$257,300	\$85,800
Crown Ambassador	\$308,700	\$102,900
Founders Crown Ambassador	\$360,200	\$120,100

Please note: If your business is in more than one market, this incentive will be prorated according to qualification credits (QC) needed for the award; QC from highest paying markets will count first.



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Event Qualification

Your business can take you places when you earn these non-cash awards! Invitations to exciting destinations, amazing experiences and important learning opportunities are awarded at several achievement levels.

BASELINE REQUIREMENTS FOR EVENTS

- Generate an average of 150 or more Personal PV per month with at least 60% coming from VCS.
- For annual trips, achieve a minimum of 1,800 Personal PV and at least 60% VCS total for the PY.
- All award qualifications must be completed/approved in the FY and shall be in accordance with the requirements outlined in the [Business Reference Guide](#).
- Must be in compliance with the IBO Rules of Conduct.
- IBO must be from the North America market.

NEW PLATINUM CONFERENCE (NPC)

IBOs who have met the following criteria are eligible to attend:

- Meet all baseline requirements for events.
- First-time qualified Platinums who have not previously attended.
- In the fiscal year of first-time Platinum qualification, have at least six Silver Producer months (do not need to be consecutive) with at least three legs at 6% or higher Performance Bonus level in those same six months.
- IBOs who do not meet NPC requirements in the FY they first achieve Platinum are eligible to meet the criteria the following year to qualify for NPC.
- IBOs not able to attend the first NPC following their qualification are eligible to be invited to a second conference.

ACHIEVERS

IBOs who have met the following criteria are eligible to attend:

- Meet all baseline requirements for events.
- Earn 12 PQ Months (PQ Month: 7,500 Ruby PV or 4,000 Ruby PV with a 25% Leg).

OR

- Qualify as ANA Emerald Bonus Recipient (EBR).

Achievers San Diego 2025 Promotion

Criteria

- Must be Qualified Founders Platinum – 3 Ways:
 - 12 Qualification Months (Q Months), or
 - 10 or 11 Qs and 90,000 Group/Ruby PV, or
 - 10 or 11 Qs and 108,000 Total PV
- Earn 9 or More PQ Months (Discretionary Incentives)
- Must reach Annual Baselines (1,800 PPV and 60% VCS avg.)
- EBR and above automatically earn an invitation

DIAMOND CLUB / DIAMOND SELECT

IBOs who have met the following criteria are eligible to attend Diamond Club / Diamond Select. Diamond Select is an exclusive extension of Diamond Club for those who meet the requirements.

Diamond Club Qualification Requirements:

- ANA Qualified Diamond.

OR

- Qualified Executive Diamond or above through Global Award Recognition (GAR) and qualified ANA Emerald Bonus Recipient (EBR).

Diamond Select Qualification Requirements:

- Qualified Executive Diamond or above.

and

- Qualified in-market Founders Diamond Bonus Recipient (DBR).

Additionally:

- Meet all baseline requirements for events.



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The following percentages of IBOs achieved this incentive trip in 2023: New Platinum Conference 0.04459%; Achievers Invitational 0.49492%.

Event Qualification

NORTH AMERICAN GROWTH COUNCIL (NAGC)

North American Growth Council (NAGC) invitations are intended for IBOs who meet the following criteria:

- Qualified GAR Founders Executive Diamond or above.

and

- North America Founders DBR (at least six in-market Founders Platinum legs).

and

- 20 in-market Qualification Credits (QCs) allowing up to 12 QCs per leg.

All award qualifications shall be completed/approved in the IBO fiscal year and in accordance with the requirements outlined in the [Business Reference Guide](#). Invitations are 100% at Amway's discretion.

In addition to the criteria above:

- IBOs must satisfy the requirements of the Core Plan and be in compliance at all times with 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 to receive and/or keep their invitation to North American Growth Council.
- IBOs must be certified in compliance with the Leader Growth Solutions (LGS) process. LGS certification will include: minimum number of certified consultations with LGS staff annually; three per year.
 - » Active, agreed-upon strategic action plan on file with Amway.
 - » LGS staff will certify consultations based on meeting content, level of engagement with the LGS process and individualized action plan, and general partnership and collaboration with Amway (NOTE: LGS staff will be required to document compliance with this new criteria once per year, prior to year-end).

- NAGC qualifiers must comply with Amway's NCA Event IBO Conduct policy at ALL Amway events. Specifically, the policy requires that:
 - » IBOs attend and actively participate in all business meetings and required activities, including breakout meetings and scheduled one-on-one meetings with Amway staff.
 - » IBOs dress appropriately and act professionally at all business meetings and activities.
 - » IBOs refrain from activities that could cast themselves or Amway in a negative light.
 - » IBOs treat hotel guests, hotel staff and Amway staff with respect at all times.
 - » IBOs follow all policies pertaining to the event.
- IBOs willingly participate in ongoing Amway recognition elements such as: New Pin videos, photos, stage recognition at Amway events, and articles and stories for *Achieve™ Magazine*.
- Failure to meet these conditions may result in forfeiture of NAGC trip eligibility/qualification and denial of participation at other NAGC meetings and activities that happen over the course of the year.



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The following percentages of IBOs achieved this incentive trip in 2023: NAGC 0.00920%.