



2013 AMWAY GROWTH INCENTIVES

Your Business. Your Achievement. Your Rewards.












Amway

TAKE YOUR BUSINESS TO THE NEXT LEVEL

Every Independent Business Owner (IBO) embraces this opportunity for different reasons. You are unique and so are your goals. You can choose to grow this business as far and as fast as you want– it is your business.

Amway Growth Incentives and special programs can add to an exceptional compensation plan with a variety of cash awards, business conferences, and other benefits to help you take your business to the next level. Set your sights on a specific goal and go for it!

CONTENTS

	Awards Summary	3
	Growth Incentives Qualification Details	4
	Definitions	4
	First-Time Cash Awards	5
	Monthly Awards	5
	Annual Q12 Bonuses	6
	Expansion Awards	7
	Business Conferences	8
	Diamond Dreams Qualifications	10
	North American Growth Council Qualifications	10
	Founders Achievement Awards	11



North American Growth Council



Diamond Club/Excecutive Diamond Club



Achievers



AWARDS SUMMARY

Push to **Platinum**

First-time Platinum: _____	→	\$2,500 and New Platinum Conference invitation
Monthly: _____	→	Platinum Plus and/or Platinum Elite
Annual: _____	→	Q12 Bonus of \$15,000 or \$20,000



Soar to **Sapphire**

First-time Sapphire (in-market): _____	→	\$5,000 and Achievers invitation
First-time Founders Sapphire (in-market): _____	→	\$7,500 and Achievers invitation
Monthly: _____	→	Platinum Plus and/or Platinum Elite
Annual: _____	→	Q12 Bonus of \$15,000 or \$20,000



Elevate to **Emerald**

First-time Emerald (in-market): _____	→	\$15,000
First-time Founders Emerald (in-market): _____	→	\$20,000

Expansion (for in-market Founders Emerald): _____	→	\$25,000–\$75,000
Monthly: _____	→	Platinum Plus and/or Platinum Elite
Annual: _____	→	Q12 Bonus of \$15,000 or \$20,000 Achievers invitation



Drive to **Diamond**

Expansion (for in-market Diamonds with at least 3 qualified 12-month legs): _____	→	\$100,000–\$250,000
Monthly: _____	→	Platinum Plus and/or Platinum Elite
Annual: _____	→	Q12 Bonus of \$15,000 or \$20,000 Achievers invitation Diamond Dreams invitation North American Growth Council (Executive Diamond Club and above who meet NAGC requirements are eligible)



Growth Incentives are awarded based on North America qualifying legs and volume only.

The average monthly Gross Income for “active” IBOs was USD \$202 (in the U.S.)/CAD \$198 (in Canada) in 2010.

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 noncash 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.

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.

Following are approximate percentages of IBOs in North America who achieved the illustrated levels of success in the performance year ended August 31, 2011: Q12 0.41%; Platinum 0.33%; Ruby 0.01%; Founders Platinum 0.57%; Founders Ruby < 0.01%; Sapphire 0.04%; Founders Sapphire 0.04%; Emerald 0.03%; Founders Emerald 0.07%; Diamond 0.01%; Founders Diamond 0.01%; Executive Diamond and Above 0.01%.

The approximate percentage of IBOs who earned a Platinum Plus Bonus in at least one bonus period in FY2011: 0.40%.

The approximate percentage of IBOs who earned FAA in FY2011: 0.02%.

The approximate percentage of IBOs who achieved Q12 in FY2011: 0.41%.

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



GROWTH INCENTIVES QUALIFICATION DETAILS

All awards and business conferences

Amway Independent Business Owners (IBOs) can be recognized and compensated by Amway in a variety of ways.

Amway IBO Compensation Plan

The IBO Compensation Plan offers monthly and annual bonuses that IBOs can earn in accordance with their contract with Amway.

Amway Growth Incentives

IBOs also may qualify for Growth Incentives, a collection of discretionary awards separate from the IBO Compensation Plan.

The Growth Incentives Program also offers qualifications for select business conferences.

Amway must verify and confirm that all qualifiers have met award criteria.

IBO eligibility for the 2013 Growth Incentives Program is at the discretion of Amway. It is based on conduct that demonstrates high ethical and business standards aligned with the goals and objectives of Amway and its related businesses.

These standards require that:

- An IBO's conduct must not negatively affect the reputation of Amway, its related businesses, or IBOs affiliated with Amway and its related entities.
- An IBO complies with the letter and spirit of the Rules of Conduct, laws, and regulations in any market the IBO has a presence, and demonstrates cultural sensitivity given market conditions.
- An IBO does not defend or support the conduct of others who do not comply with this criteria.



DEFINITIONS

Baseline Requirements

*For Annual Q12 and
Expansion Awards*

- Generate 150 Personal PV each month (or 1,800 Annual) that includes 50 QCPV (or 600 Annual) from qualified sales to registered customers each month.
- Complete at least six training credits.

Qualified Customer PV (QCPV)

includes volume from registered customer orders placed through Amway.com (including Partner Store orders), Personal Retail Websites, DITTO® program, and Customer Support, and shipped to the

customer's address. Customer sales from inventory are included if reported using the Customer Sales Activity (CSA) Receipt tool at Amway.com. Customer orders shipped to an IBO's address are not eligible.

Personal Group (PG/Ruby)

Volume includes your Personal Volume and Pass-Up Volume (non-25%) from non-Platinum legs. It does not include any Platinum PV whether qualified or not.

A **New Leg** is an in-market leg qualified for the month at 25% that did not have a Platinum in it last fiscal year.*

A **Second-Year Leg** is an in-market leg qualified for the month at 25% that did not have a Platinum in it two fiscal years* ago.

A **Q** is a qualified in-market 25% month in your frontline (1Q per leg). Expansion Awards and Q12 Platinum Plus for Emerald Pins require Qs for qualification. See pages 6 and 7 for details.

*Fiscal year is September 1–August 31.



FIRST-TIME CASH AWARDS

Bonuses earned when you qualify at these levels for the first time and they are the highest pin levels for which you've qualified.

Amway offers extra Growth Incentives for achieving key milestones in North America for the first time.

First-Time Cash Awards are cumulative. If an IBO qualifies for more than one award in the same fiscal year, he or she qualifies for each award. Separate payments will be generated.

North American Platinum, Sapphire, and Emerald First-Time Cash Awards will be paid the month after the qualification has been achieved and approved. Founders Awards will be paid after year-end, following qualification approval.

Achieve	Growth Incentive
First-Time Platinum*	\$2,500 and New Platinum Conference invitation

First-Time Sapphire (in-market)	\$5,000 and Achievers invitation
First-Time Founders Sapphire (in-market)	\$7,500 and Achievers invitation
First-Time Emerald (in-market)	\$15,000 and Achievers invitation
First-Time Founders Emerald (in-market)	\$20,000 and Achievers invitation

*New Platinums may overlap fiscal years as outlined in the Amway Business Reference Guide. IBOs who overlap the 2012–2013 fiscal year will be paid the 2013 Qualification Award.



MONTHLY AWARDS

Earn additional monthly bonuses as you grow beyond Platinum.

Achieve	Growth Incentive
Platinum Plus Generate 10,000 to 12,499 PV in Personal Group/Ruby Volume for one month	1% of PG/Ruby BV
Platinum Elite Generate 12,500 PV or more in Personal Group/Ruby Volume for one month	3% of PG/Ruby BV
Ruby Generate 15,000 PV or more in Personal Group/Ruby Volume for one month	4% of PG/Ruby BV*

*The IBO Compensation Plan pays an additional 2% for a total of 6% paid on the PG/Ruby BV.

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IBOs who earned a Platinum Plus Bonus in at least one bonus period in FY2011: 0.40%.



ANNUAL Q12 BONUSES

You may qualify for a Q12 Bonus of \$15,000 or \$20,000 when you meet baseline requirements and generate 12 qualifying months during the fiscal year. As a qualifier, you will receive one annual Q12 Bonus, whichever is highest, and be eligible to earn an invitation to Achievers.



Q12 BONUS CRITERIA AND OPTIONS

To receive a Q12 Bonus requires that you produce at least 7,500 or 10,000 PG/Ruby Volume. As an IBO develops new downline qualifiers, there are additional ways to earn a Q12 month.

MONTHLY REQUIREMENTS FOR Q12

Q12 Bonus	Full Volume	or	1 New Leg*	or	2 New Legs	or	1 Second-Year Leg	or	2 Second-Year Legs
\$15,000	7,500 PGV		4,000 PGV		2,500 PGV		5,000 PGV		2,500 PGV
\$20,000 (below Pin Emerald)	10,000 PGV		6,000 PGV		4,000 PGV		10,000 PGV		10,000 PGV
\$20,000 (Pin Emerald)	10,000 PGV†		10,000 PGV†		10,000 PGV†		10,000 PGV†		10,000 PGV†

*Only volume over one new leg can be averaged.
†Must grow six Qs and exceed 2012 Q baseline.



VOLUME EQUIVALENCY REQUIREMENTS

Should you miss one or two Q12 months, you may still qualify with Volume Equivalency. This requires 10 or 11 Q12 months plus the required volume (see chart below).

Q12 Bonus	Volume Criteria
\$15,000	PG (Ruby) —————> 10–11 Q12 PG/Ruby months plus 108,000 PG/Ruby PV
\$20,000	Platinum Plus (below Pin Emerald) —————> 10–11 Q12 Platinum Plus months plus 144,000 PG/Ruby PV
\$20,000	Platinum Plus (Pin Emerald) —————> 10–11 Q12 Platinum Plus months plus 144,000 PG/Ruby PV plus at least six new Qs†

†Must exceed 2012 Q baseline.

You can track your Q12 month progress on [Amway.com > Business Center > Business Reports > GI Program Tracking](#).



EXPANSION AWARDS

Bonuses designed to reward you for becoming a leader and helping others to succeed.

You may qualify for an Expansion Award when you achieve baseline requirements and generate the volume shown below.

As a qualifier, you will receive one annual Expansion Award, whichever is higher.

FOUNDERS EMERALD EXPANSION AWARDS

Qualified in-market Founders Emeralds with at least three qualified in-market 12-month legs can earn one of the following awards:

For Emerald Bonus Recipients:

- With 36 Qs and 4,000 monthly PG/Ruby Volume (48,000 Annual) —————→ **\$25,000** or
 - With 36 Qs and 7,500 monthly PG/Ruby Volume (90,000 annual) —————→ **\$50,000** or
 - With 36 Qs and 2,500 monthly PG/Ruby Volume (30,000 annual) plus at least six new Qs[†] —————→ **\$75,000** or
 - With 36 Qs and 300 monthly PG/Ruby Volume (3,600 annual) plus at least 12 new Qs[†] —————→ **\$75,000**
- } and Achievers invitation

DIAMOND EXPANSION AWARDS

Qualified in-market Diamond Bonus Recipients who have a minimum of three qualified in-market 12-month legs can earn one of the following awards.

For Diamond Bonus Recipients:

- With 54 Qs and 4,000 monthly PG/Ruby Volume (48,000 annual) —————→ **\$100,000** or
 - With 54 Qs and 4,000 monthly PG/Ruby Volume (48,000 annual) plus at least six new Qs[†] —————→ **\$125,000** or
 - With 60 Qs and 4,000 monthly PG/Ruby Volume (48,000 annual) —————→ **\$125,000** or
 - With 60 Qs and 4,000 monthly PG/Ruby Volume (48,000 annual) plus at least six new Qs[†] —————→ **\$150,000** or
 - With 72 Qs and 2,500 monthly PG/Ruby Volume (30,000 annual) —————→ **\$150,000** or
 - With 72 Qs and 2,500 monthly PG/Ruby Volume (30,000 annual) plus at least six new Qs[†] —————→ **\$175,000** or
 - With 72 Qs and 7,500 monthly PG/Ruby Volume (90,000 annual) —————→ **\$200,000** or
 - With 72 Qs and 7,500 monthly PG/Ruby Volume (90,000 annual) plus at least six new Qs[†] —————→ **\$250,000** or
 - With 84 Qs and 2,500 monthly PG/Ruby Volume (30,000 annual) —————→ **\$200,000** or
 - With 84 Qs and 2,500 monthly PG/Ruby Volume (30,000 annual) plus at least six new Qs[†] —————→ **\$250,000**
- } and Achievers invitation

Eight in-market Founders Achievement Awards Points can be used in lieu of 72 Qs.

[†]Must exceed 2012 Q baseline.

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Following are approximate percentages of IBOs in North America who achieved the illustrated levels of success in the performance year ended August 31, 2011: Q12 0.41%; Platinum 0.33%; Ruby 0.01%; Founders Platinum 0.57%; Founders Ruby < 0.01%; Sapphire 0.04%; Founders Sapphire 0.04%; Emerald 0.03%; Founders Emerald 0.07%; Diamond 0.01%; Founders Diamond 0.01%; Executive Diamond and Above 0.01%.

IBOs who earned a Platinum Plus Bonus in at least one bonus period in FY2011: 0.40%.



BUSINESS CONFERENCES

For many IBOs, qualifying for invitation-only business conferences is an added incentive to achieve. Held in fabulous locations, these events provide you with exclusive opportunities to see the world and so much more. Don't miss out. Set your goals to qualify for one or more of these amazing experiences.

Business conference invitations are awarded at several qualification levels.



New Platinum Conference

Jump start your new Platinum business with world-class leadership education. Come to Ada, Michigan, where it all began and where Amway will come to life for you and your business. Enjoy behind-the-scenes tours of the Amway Corporate Headquarters, create relationships with your corporate partners, and gain insights from top Amway and IBO leaders. Learn first hand how Amway supports you and your business-building goals, while complementing the mentorship of your upline. There is also time set aside to have some much deserved fun together and to celebrate achieving the Platinum milestone. This business conference is for first-time Platinum qualifiers.

Achievers Invitational

The Achievers event is where all Amway IBO leaders come together to celebrate another year of helping people live better lives. Achievers qualifiers are treated to four days of inspiring business meetings, invaluable new business-building tools and insights, a recognition gala, great entertainment, plus fun and exciting leisure-time activities. Share this experience with your fellow IBOs to create memories and connections that will last a lifetime.



Diamond Club/Executive Diamond Club

A tribute to outstanding achievements of qualified Diamond leaders all year long, Diamond Club is an opportunity to relax and renew – and collaborate with fellow leaders and Amway executives on business issues and strategy – in a beautiful location. Attendees will experience delicious gourmet meals, fabulous entertainment and parties, and once-in-a-lifetime activities, including exclusive Amway-only experiences. Executive Diamond Club qualifiers are invited to stay additional days to experience more pampering, relaxation, collaboration, and connection.



Diamond Dreams

A reward trip like no other! Diamond Dreams brings those who qualify a Caribbean getaway customized for the ultimate in personal fulfillment. You decide when to go and how to while away the sun-soaked days and star-swept nights. Opt for comfort or adventure, challenge or leisure, family fun or a romantic escape. Or choose a little bit of everything. Diamond Dreams is whatever you want it to be!

North American Growth Council

North American Growth Council is the premier recognition event and strategic planning conference for top North American IBO leaders who have met specific qualifications for attendance. This elite gathering is where the best of the best come together in partnership with Amway executives in some of the most awe-inspiring places on earth to celebrate, help shape the future of the business, and influence its course in the coming years. See page 10 for qualifications.



Global Founders Council

This is the highest global level of achievement recognized in the Amway™ business. With 20 FAA points and/or as a currently qualified Crown Ambassador, travel every other year with the world's most elite group of Amway leaders for an extravagant excursion – one you will savor forever! In odd-numbered years, your time will be spent with regional and or in-market leaders. Whether it be Monte Carlo, a major competitive sporting event held in Beijing, or New York City. Go behind the scenes and above the clouds – this is a high-class experience, designed to abundantly reward Amway's highest achievers.



DIAMOND DREAMS QUALIFICATIONS

Qualified Diamonds and above can qualify for one or more Diamond Dreams invitations upon achieving the baseline and qualification requirements.

For one invitation, you must be a:

- New Diamond with at least three Peter Island (PI) credits, or a
- Requalified Diamond Bonus Recipient (DBR) who achieves a PI goal, or a
- Requalified DBR who achieves 12 PI credits, or a
- New Crown Ambassador* who is a DBR.

*This invitation is in addition to trips earned based on credits.

For two invitations, you must be a requalified DBR with 18 PI credits.

Diamonds who qualified in FY2006 or later have a grace period and are not required to be a DBR for their first two trips. DBR requirements begin when the third trip is earned.

First-time Diamonds with at least 3.0 PI credits or Requalifying Diamonds who are DBRs and achieve their goal earn one trip. An additional trip can be earned for being DBR with 18 PI credits or earning a New Crown Ambassador pin.

Year-to-Year Goals

The minimum goal after earning your first trip is 4.5 credits.

If you achieve or exceed your FY2012 goal, your FY2013 goal will be .5 credits higher than the FY2012 goal. If you did not achieve your FY2012 goal, your goal for FY2013 will not change.

Credits

Peter Island credits are earned on qualified in-market legs:

- 0.5 credit for a 6-to-11-month qualified leg.
- 1.0 credit for a 12-month qualified leg.
- 1.5 credits for an Emerald Bonus leg.
- 3.0 credits for a Diamond Bonus leg.

You can track your progress on [Amway.com > Business Center > Business Reports > GI Program Tracking](#).



NORTH AMERICAN GROWTH COUNCIL QUALIFICATIONS

North American Growth Council invitations are extended to IBOs who achieve DBR, are qualified EDC with at least three in-market Q12 legs, and attain one of the following:

- 84 in-market Qs,
- 10 in-market FAA credits,

OR

- A minimum of 72 in-market Qs with at least six new Qs[†] in the year of qualification.

[†]Must exceed 2012 baseline.

FOUNDERS ACHIEVEMENT AWARDS (FAA)

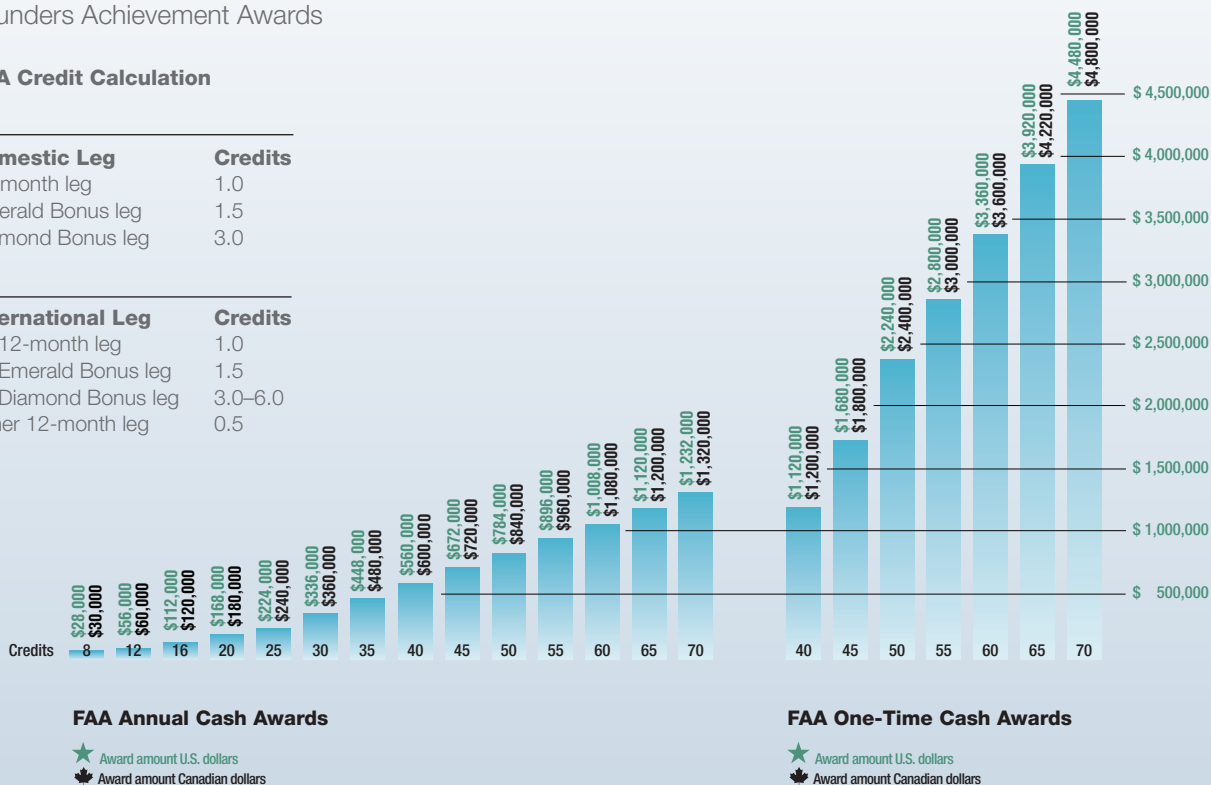
Discretionary cash awards are presented to IBOs who meet baseline requirements, demonstrate extraordinary business development, and exhibit high ethical and business standards. To qualify, you must be a Diamond Bonus Recipient with a minimum of eight FAA credits. The first time you accumulate 40 FAA credits or more (in increments of five), you're eligible to receive a special One-Time Cash Award instead of an Annual Cash Award.

Founders Achievement Awards

FAA Credit Calculation

Domestic Leg	Credits
12-month leg	1.0
Emerald Bonus leg	1.5
Diamond Bonus leg	3.0

International Leg	Credits
#2 12-month leg	1.0
#2 Emerald Bonus leg	1.5
#2 Diamond Bonus leg	3.0–6.0
Other 12-month leg	0.5



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The approximate percentage of IBOs who earned FAA in FY2011: 0.02%.

"We have the same principles that were there yesterday and we use them today. This business stands the test of time. People continue to be intrigued."

Doug DeVos

"It doesn't matter the age or the country - the business is a perfect fit. This business translates culturally. People everywhere want something for themselves."

Steve Van Andel



YOUR BUSINESS

BEAUTY

HOME

NUTRITION

Amway