

Amway®

ACHIEVE

VOLUME 1 2019

A60

SIXTY YEAR ANNIVERSARY

— LAS VEGAS —





General Manager's Update

Amway celebrates our 60th Anniversary this year.

In 60 short years Amway has come a long way: from starting in a basement to a \$US 8.8 billion company giving hope and inspiration to millions of people.

As Amway Co-Founder Rich DeVos said Amway is 'truly a business of the heart.'

We celebrated Amway's 60th Anniversary in ANZ with a special visit from 3 grandchildren of Rich DeVos and Jay Van Andel. Their passion and down-to-earth enthusiasm reminded us just how lucky we are to be connected with Amway.

Diamonds from across the world celebrated our 60th Anniversary in Las Vegas. It was a spectacular global event with the best entertainment in the world. We also announced our superb destination for Achievers 2020: Queenstown in New Zealand.

Queenstown is one of the world's most exciting and beautiful destinations ... imagine jetboating, bungy jumping and refreshing mountain hikes. Queenstown is known the world over for adventure and picturesque views. Here you can indulge in

the finest wine, vibrant nightlife and be refreshed by the beautiful scenery.

Achievers Queenstown is a must-attend event if you want adventure and discovery. If you want to know if Achievers is worth striving for, ask your upline Platinum and be amazed by just how much fun we all had in Bali.

While imagining the adventure and luxury of Queenstown, I encourage you to read the stories of IBO success in this magazine.

Their stories of success can inspire your own personal story.

What amazes me about these IBOs is success was achieved regardless of someone's background or past life challenges. Yesterday does not hold back your today and tomorrow. There is simply no limit to your future success.

Amway truly is a place for everyone.

Christine Terrill

**General Manager,
Amway of Australia & New Zealand**



Doug DeVos and Steve Van Andel

Sixty years ago, two young entrepreneurs were looking to start a business of their own. They were driven by the desire for a better life. They wanted to be in charge of their own destiny and were willing to put in the hard work and effort to make it happen. They had a spirit of adventure, willing to try new things and take on challenges.

They launched Amway with one product: Liquid Organic Cleaner, one of the world's first bio-degradable multi-purpose cleaners. LOC was a big seller and led to new and more innovative products. It also initiated Amway's legacy of stewardship for the earth. That first product led to many others. And today, Amway makes more than 450 nutrition, beauty and home products that are sold in more than 100 countries and territories.

Those two entrepreneurs were our dads – Rich and Jay. And though it's been 60 years since they began Amway, their passion for the business and their fundamental values of Freedom, Family, Hope and Reward live on in all of us and are even stronger today than ever before. You are sharing in the opportunity they created for freedom and the rewards of owning your own business.

As we celebrate our past and this important anniversary, we know that the future promises to be even more exciting and full of new opportunities. We know this because our families – including many of the next generation of Van Andels and DeVoses – continue to be fully committed to you and your success. We're investing in the future and in you. We're enhancing the product experience, including more product personalization. And we're developing social, mobile and digital tools to help you build stronger connections to your downlines and customers.

Under the leadership of our new CEO, and with the full commitment of all of our families, the future of Amway is incredibly bright. Hard work, determination and the spirit of entrepreneurship will continue to be the backbone of this business. As will our values and focus on family. We know how much you want to succeed. Together, we'll continue to make it happen.

Doug DeVos & Steve Van Andel

Co-chair, Amway Board of Directors



E M E R A L D



“

*Nutriway helped support
our health during this
stressful time and XS gave
me energy to keep going*

”

Sandra and Bill Kamper

“Achieving Emerald in my business carries a lot of weight for me personally. My husband and children are proud of how far I’ve come, I’ve set a great example to them for goal setting and achieving them. My success makes my team believe in the business and themselves, that they and their families can have financial freedom and help the people that they love. My business also allows me to choose how much I want to work,” said Sandra Kamper.

Last year, Sandra and her family lost their beloved daughter. “The extra income allowed us to take time away that we’ve needed to heal from losing our daughter and their sister, and reduced the pressure to earn money during this time,” said Sandra.

“Nutriway helped support our health during this stressful time and XS gave me energy to keep going.”

What’s the couple’s advice for other IBOs who also want to progress to higher PINS? “Stay plugged into the system to your upline, nurture and care for those relationships and be a team player. We’ve kept our goals front and centre on our list of priorities on a daily basis, and written a mission statement of what it means to us to be in the business. Our mindset has changed significantly from when we first joined. We believe with the system and people around us, we can achieve whatever we choose to achieve.”

Sandra’s favourite products are ARTISTRY SUPREME LX®, XS™ Energy and NUTRIWAY®.

“I love Supreme LX face cream because my face carries my life and allows me to express myself to people, so looking after it is important to me. I love XS Energy too and drink one daily to give me energy and of course Nutriway to give me optimal health.”



R U B Y

Mark and Sandrine Ilitch



"Our business has given us the flexibility and choices we dreamt of when we first joined Amway," said Sandrine and Mark Ilitch who recently achieved Ruby in their business. "It's a checkpoint in our journey to move towards higher PINS in the next three years. More importantly, it's given our teams a target they can aspire to in their businesses for the next 12-18 months. Amway will help ambitious entrepreneurs create positive, financial choices in the future," said Mark.

"Our mentors say that if our purpose is linked to an emotional desire then we can achieve anything in this business," said the couple. Their purpose is linked to helping their 18-year-old son, Blake, realise his potential. "The income and time due to the business allowed me to step away from corporate banking some years ago to help facilitate Blake's soccer talent. Blake currently plays in and captains a NSW Premier League 1 team in Sydney.

I strongly believe that the time we invested in him has been a big factor in Blake's achievement," said Sandrine.

Mark and Sandrine achieved Ruby through careful planning, strategising and constant communication with their business coaches and upline, Hemant and Smitha Sahela, and actually implementing these strategies. "We made Ruby the dominant thought process and worked hard and smart until we achieved it," they said.

The couple uses Amway's product videos on YouTube to carry out product demonstrations and stay updated on ARTISTRY through the e-learning modules. Looking back at how far they've come, the credit they say, goes to three things; reading about the business and products, listening keenly to their upline and being teachable and open to learning new things.

Favourite Amway products are; XS™, DOUBLE X® and the ARTISTRY® range, especially ARTISTRY YOUTH XTEND® range "my skin looks and feels amazing!" said Sandrine.

“ We made Ruby the dominant thought process and worked hard and smart ”

NUTRILITE™ is the world's No.1 selling brand of vitamins and dietary supplements.**



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*NUTRILITE™ products are branded as NUTRIWAY® in Australia and New Zealand.

**Source: Euromonitor International Limited. Vitamins and Dietary Supplements, World, GBN, Retail Value RSP, % breakdown, 2017 data, <http://www.euromonitor.com/amway-claims>
Always read the label. Use as directed, if symptoms persist see your healthcare professional

NUTRIWAY®



R U B Y

Fabio and Rebecca Cicco

Fabio and Rebecca Cicco have achieved some amazing milestones in their Amway business. In 2018, they achieved Founders Platinum and a few months later, Ruby.

How did they propel their business forward so fast? “Getting to Ruby was the next step for our business and we achieved it as a team – by aligning all our goals. We decided it was going to happen and put in the hard work to get there!” said Fabio.

Achieving Ruby is not just a win for the couple. It’s a win for their team’s belief in the business too. “We want to set an example for our team that, they too can build a strong and stable business with our support. Our next goal is getting to Sapphire and Emerald, and helping team members achieve Platinum so we can all celebrate together at future Achievers trips,” said Rebecca.

So what’s the secret to their success? The couple credit their phenomenal wins to

learning continuously about the business and listening to people when they talk. “Amway is a people’s business. We always meet people where they are at and we listen to them! There’s always something new to learn whether it’s personal development, leadership skills or knowledge of the products – all of this helps us to grow as business owners,” explain the couple.

The couple are as enthusiastic about the products as they are about their business. “I love the synergy of using NUTRIWAY® and ARTISTRY® products. Currently, the ARTISTRY® Intensive Skincare Vitamin C & HA is a stand out for me. My second favourite product is the Renewing Peel and Signature Select Personalized Serum. I find it hard to choose one product because I feel they are all necessities,” said Rebecca.

For Fabio, NUTRIWAY® Omega-3 Complex is an absolute winner in helping to restore and reinforce his health.



“ I love the synergy of using NUTRIWAY® and ARTISTRY® products. ”



An introduction is in order

Milind Pant Joins Amway as Chief Executive Officer

Mr. Pant joins Amway from Yum! Brands where he was recently president of Pizza Hut International. Mr. Pant will report directly to and hold a seat on Amway's Board of Directors effective January 2, 2019. This is a new position for Amway, a business that has been family run since its beginning in 1959.

"Milind brings a wealth of experience and enthusiasm to help lead Amway to even greater heights," Amway Chairman Steve Van Andel said. "We're confident his leadership and strong track record of driving growth and transformational change will go far in advancing Amway's focus on empowering entrepreneurs and meeting customer needs with exclusive and innovative products."

Milind comes to Amway from Yum! Brands where he most recently served as President of Pizza Hut International, leading the international division through growth across Asia, India, and Europe while overseeing more than 9,000 Pizza Hut stores outside the U.S. and the advancement of e-commerce and digital strategies. Prior to joining Yum! Brands, he

spent 14 years with Unilever in a variety of executive roles, including Vice President of Foods for Africa, the Middle East, and Turkey. Milind and his wife Amrita live in Dallas.

Amway has been co-led by Van Andel who has served as Amway Chairman since 1995 and Doug DeVos who has served as Amway's President since 2002. Both will move to Amway's Board of Directors where they will serve as co-chairs. Amway, a business started by Jay Van Andel and Rich DeVos, will continue to be family-owned and family-led. The overall management and leadership of the business will be assumed by Milind.

"The Van Andel and DeVos families remain committed to building on our fathers' legacy of bringing to all people an opportunity to have a business of their own," Amway President Doug DeVos said. "Given Amway's strong foundation and leadership in the industry, we've never been more confident in the business' future and we're excited to welcome Milind to the Amway family."



P L A T I N U M

Glenn Botha

Glenn Botha is an established businessman with five engineering construction companies across Sydney. Having run traditional businesses he understood Amway's business model and the potential for ongoing income using the same business principles.

Glenn is about people, whether it's employees in his traditional business or team members in his Amway business. "I've used a strong work ethic, consistency and leadership to build my businesses. So too, in an Amway business it's about focusing on helping the team members

grow. If you treat people with respect, coach and mentor them, give them autonomy and direction, then any business will succeed," he said.

He believes that coaching and mentoring can help team members develop a business mindset. "A top skill needed to run a business is developing a leadership mindset, showing others what good leaders do and consistently helping people grow their businesses. I prefer to work with those prospects who want to earn a significant income from their Amway businesses and are teachable," he said.



Judie and John Gale

Judie and John initially joined Amway to lose weight. They quickly realised the potential to build a substantial business with a health focus, using their own transformations to show prospects the quality and effectiveness of the products.

"My significant weight loss has helped to attract people. That combined with improvements in my health make me a passionate advocate for the products and people are attracted to your belief!" said Judie.

The couple said they built their business to Platinum exactly how they approached their weight loss goals. "We worked out what outcome we wanted then broke that down into smaller steps. Staying focused is hard, but if you're determined, you'll do it," said the couple.

The extra income gives Judie more choices about work, has helped the couple pay off debt and start building a strong financial future for retirement. "We'll continue to share our story and grow our ARTISTRY® customer base so we can achieve Diamond. We're dreaming BIG."

Kelvin & Miriam Holliday

"We came into Amway to get our health back and the products have revitalised us," said Miriam and Kelvin. As a couple, they've turned their lives around and led the family to lose lots of weight!

Before the couple became IBOs, Kelvin a top author ran seven different traditional companies whilst Miriam was a dedicated midwife.

It required a mindset shift to turn their focus outwards, instead of their own financial security. "How do we empower other people to achieve their dreams and aspirations

which would help us too? This Amway value resonated deeply with our personal values," said Kelvin and Miriam.

The skills the couple have gained in their jobs helped grow their business. "Building relationships, being relatable, authentic and transparent in our business have led to good relationships with our downline and customers," said the couple.

"The products have restored us to good physical, mental and emotional health and created a spark to give back to the community," said Kelvin and Miriam.





Phongsacha Benjapornkunphong (Joe)

Joe (Phongsacha) started his Amway business while he was working in Bangkok after graduation. A chance to create recurring income instead of having to work in a traditional job is what convinced him to join. His sponsors, Phira Panpipat and Chanatda Preechaharn were already at Diamond level in Thailand and Joe is grateful they took the time to explain to him how the business worked.

Having built a thriving business in Thailand, Joe is using all the various technologies

and e-learning that Amway offers its IBOs to stay in touch with his Australian team. "Technology is very important to my business, because I visit Australia for only three months every year, so it helps me run and grow my business while I continue to live in Thailand," he explained.

What is the biggest challenge Joe has faced in his business? "I was very shy and didn't really like talking to people. I had to overcome this quickly, change my mindset and face my fears head-on," he said.

Phira Panpipat and Chanatda Preechaharn

When Phira and Chanatda decided to establish their business in Australia and New Zealand, they didn't know anyone. "We decided to make new friends through Facebook. It's about how one thinks which affects whether you look for solutions or excuses when facing a challenge," said Phira.

By creating a new network in two new countries they succeeded in achieving Platinum. "We want to show everyone that no matter what obstacles you face, if you want it badly, you can do it," explained Chanatda.

The couple had already achieved Diamond in Thailand. Having started their business at the age of 19 while they were in university, the couple believe anyone can succeed in Amway as long as they follow their upline and the proven business system. "Don't give up easily or too early, persistence is a big part of your success at Amway," they said.

Phira and Chanatda love BodyKey by NUTRIWAY® and the protein powder. "Preparing and eating breakfast is so easy and tastes delicious!"



Siddhartha Basnet

Siddhartha, a recent graduate, started his Amway business while he was still studying full time. "I saw a unique business which I could build in my spare time, grow personally and professionally through the mentorship and coaching program and earn a good income," Siddhartha said.

"Before Amway, I worked casually in retail and hospitality to fund my education. Thanks to my business, I used the extra money to pay off my final semester fees easily and support my parents still living in Nepal," he said.

Siddhartha's favourite products come from XS™ Energy and ARTISTRY® Men – they boost his health, energy and appearance. Sharing his positive experiences with others and letting them know about the high quality products has helped him in the retail side of his business.

"All I've done to achieve Platinum is follow my mentors' guidelines closely, communicate and follow a strategic game plan with a strong work ethic of, 'Motivation gets all of us started but the daily work habit is what keeps us going.'



P L A T I N U M

Michael and Natalie Reynolds

Natalie and Michael had never set out to be business owners. Natalie worked for over 20 years full time before becoming a stay-at-home mum while Michael has been working in construction management for the last 25 years.

So what persuaded them to join Amway? "Initially, I joined to lose weight and get healthy. Then I realised here was a business that would give me the choice to stay home, not return to full time work, when our son starts school. Through the business, I can

earn money for life luxuries," said Natalie.

She lists some key things that have helped the couple reach Platinum: keeping people's best interests at heart, following their upline's advice and attending all events.

Reaching Platinum brought back a huge sense of achievement and self-worth into Natalie's life as well as an important realisation. "We believe there's freedom out there for us, as a family, to spend more time together in the future through our business," explain the couple.



Jim and Louise Markus

Louise had left a long, political career and Jim was battling health issues when they found Amway in their fifties. "We were looking for the next opportunity that would provide us with financial security, and a pathway to making a difference in people's lives. Our Amway business is delivering both things, and health to our whole family is a bonus."

The couple started as product users and then became IBOs. "I believe in the products

and am confident they are the best in the world. It's all about focusing on the needs of others, sharing your experience with concrete benefits. Real, life transforming stories overcome objections and persuade people to step out," said Louise.

The couple has a long list of things they want to achieve. "We want to have the capacity to have a good lifestyle, to do all the things we desire and help others achieve their dreams," said Louise and Jim.

Anothai Koonchaipanit and Pinkaew Saengkaew

Good things have happened to Anothai and Pinkaew since they became Amway business owners.

"I decided to build the business and talked to Pinkaew about quitting my full-time job at a printing company - which I did" said Anothai.

"We are working towards our goal of going back to Thailand to care for our parents."

Anothai believes in the products so deeply, that she doesn't travel anywhere without her

Atmosphere. "I could straightaway tell the difference in the air quality, when I visited my friend's holiday home," she said.

The couple are passionate about the products. "We want to help people regain their health and Amway's products do this amazingly - it's the 'food of the future'."

"We are focused on following our upline's advice to build a successful business and achieve our goals," they said.





Bali

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What is even better?

Watch the video below to check out exactly what Achievers 2020 has in store!





P L A T I N U M

John & Suzanne Watson

"Achieving Platinum for us is the recognition of not just our personal effort, but also our whole team and the leadership and coaching of our mentors," said John and Suzanne Watson. They joined Amway as IBOs to secure their future and create a legacy for their family.

How did they achieve Platinum in their business? "We created a business plan showing what we wanted to do and how we would get there, worked on developing the right mindset and technical skills needed to build a successful and strong business,"

said John, an engineer and management consultant by day.

"The biggest challenge we've faced has been with our own self-belief. Could we really build a business? However, Amway already had the solution – so we took advantage of the education and leveraged our business coaches' belief and proved to ourselves that we can do this. Our vision is to empower and encourage other people in our team to grow and build successful businesses," said Suzanne.



Ellis Hoare

Ellis Hoare has known Amway for most of his life because of his parents. "I was five when my parents started their Amway business, now they're Emeralds."

As a successful, full time musician, he has performed on The Voice and X Factor and across many Sydney venues. In early 2018, an illness stopped him working for some time and that's when Ellis realised he needed another source of income.

"I asked my parents for advice and we worked out a strategy on how to talk to

the people that I knew. Seven months later, I hit the top of the bonus scale and felt fantastic knowing that I was starting to build something of my own!"

"Having a Plan B is the smart thing to do and following in my parents' footsteps is awesome! What I did isn't difficult. I knew if I did the work, it would happen. It's about learning the skills and then multiplying those skills by effort," said Ellis.

Si Wen Kok & Jun Zeung Seow

Any business has some fundamental strategies for success, and Amway's base strategies of selling, sponsoring and servicing made sense to Swen and Jun when they first started. They used these three strategies to establish firm ground and move towards achieving their goals.

Digital technology is one of the things helping them grow the business. "For the past few years, Amway has been highly innovative in developing digital technology. Communication with our IBOs is easier and information is at our fingertips 24/7 helping us to grow our business," said Swen and Jun.

A strong business means financial security and passive income later on. "Our personal growth within the business means we show others the right way to run their own businesses.

Our IBOs can learn and leverage our experiences to minimise the obstacles standing in their path to success. We are so grateful to our mum (sponsor) and mentors, Crown Ambassador late Dr Wong and Celia for guiding us in Amway. It's completely changed our life," said Swen.





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studioIBO is populated with extensive eLearning content featuring engaging videos, fun animations as well as quick informative articles and slideshows. You can easily search content, bookmark your favourite articles, collect badges and even share on social media with your group.

Available topics:

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Umesh Gupta

Learn about the basic process for sponsoring and understanding the customer buying decision process.

ACTIVE LISTENING

Founders Platinum

Niroshan Ranaweera

Learn guidelines for becoming an active listener to improve your relationships with personal and business contacts.

COACHING

Learn about what coaching is and why it is important to develop these skills in your role as an IBO.

PRODUCTIVE EFFORT

Learn from information about being more productive. Productivity is a measure of how much you accomplish – not how busy you are so increasing your productivity will help you find extra time to do other things.

INFLUENCE AND PERSUASION

Learn guidelines on how to improve your influencing skills and lead customers on the journey from interested, to firmly committed to doing business with you.

BUSINESS PLANNING

Learn best practice business planning so you can understand the importance of a business plan and recognise the key components of a business plan that will increase the likelihood of your Amway business succeeding.

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Learn about working collaboratively, including practical advice for ensuring high team performance and managing conflict.

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Learn from information on the benefits of rewarding and recognising your team and best practice advice on how to do this.

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S I L V E R P R O D U C E R

Congratulations

Paul & Lyndell Chittick

Mark Asling & Jenny Borchardt

Ravi Chawla

Sandeep & Shiwangi Shrestha

Tara Fermor

Nang Wong

Bijay Tamang & Archana Shrestha

Natthida Ouncharoen

Piyathida Thongsawat & Carl Schipanski

Ellis Hoare

Glenn Botha

Tina Watters & Krystle Bandian

Jessica Pelz

Phira Panpipat & Chanatda Preechaham

Ravin & Sharomi Dayanand

Josephine & Gerardo Carnevale

Judie & John Gale

Sivalingam & Saalini Sivasuthan

Monique Botha

Leanne Pracey-Edgar & Terry Edgar

Kathy & Stephen Irving

Dell & Robert Carbis

Maytika Mayar Pintiph & Tanjapat Plangklang

Brad & Julie Duncan

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Jack Baines

Tomas Millian & Annabel Budge

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D U B A I

APAC ALS
— 2019



Amway ANZ Diamond Invitational 2019

M A Y 2 0 2 0

Africa

Set your goal to be on this African adventure. Victoria Falls, Zambia locally known as Mosi-oa-Tunya is a natural wonder and a World Heritage site. Enjoy the luxury the Royal Livingstone Hotel offers as you watch both predators and prey wander

through the unfenced grounds. Then strap in for a ride to neighbouring Namibia to indulge in the Chobe Water Villas overlooking the Chobe National Park for an unforgettable African adventure in a uniquely beautiful untamed wilderness.

483,205

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THROUGH
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No. 1

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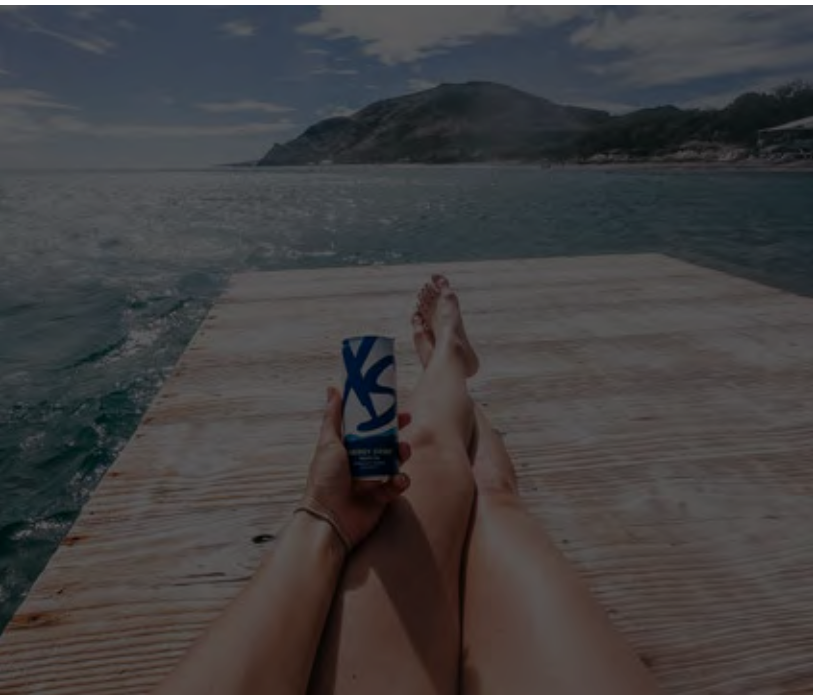
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UNIQUE PRODUCTS

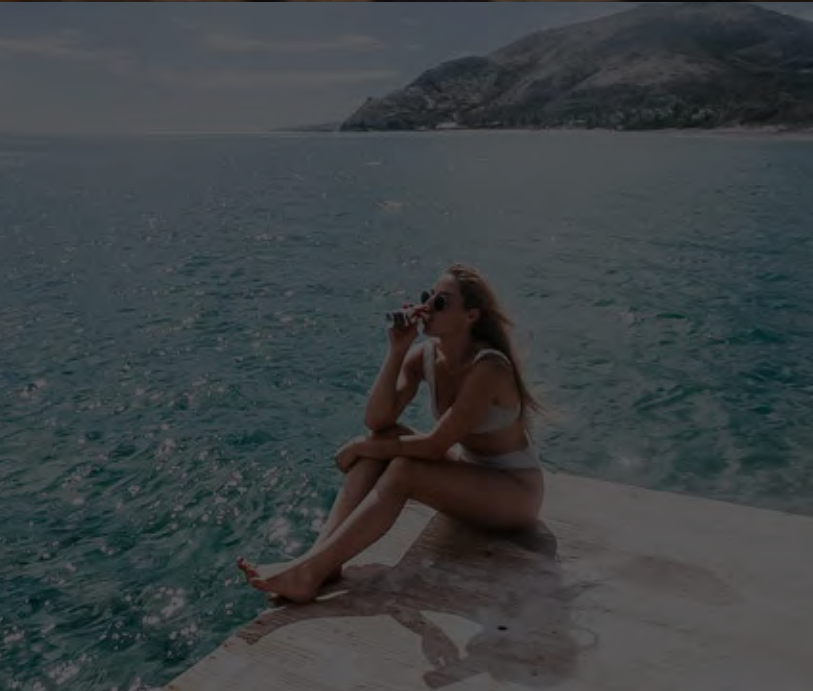
A C H I E V E

17

**Ranked by the DSN Global 100, May 2018 edition. Based on 2018 revenues.



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USD IN
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100%

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*Euromonitor International Limited, euromonitor.com/amway-claims

GOLD PRODUCER



**Jo & Carlo
Parravicini**



John & Judie Gale



**Josephine &
Gerardo Carnevale**



**June Paese Fuimaono &
Sonny Fuimaono**



**Nattapat
Mongkolsiriwattana**



**Mark Aisling &
Jenny Borchardt**



Monique Botha



**Paul and Lyndell
Chittick**



**Peter and Katrina
Boyle**



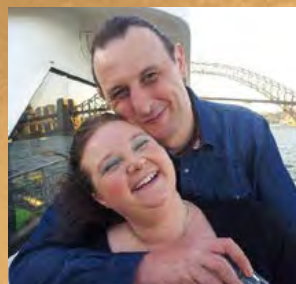
**Piyathida
Thongsawat &
Carl Schipanski**



**Ravin and Sharomi
Dayanand**



**Terry and Leanne
Edgar**



**Tina and Owen
Watters**



**Wayne and Melissa
Alexanderson**

A60

1959 - 2019

“This business is a miraculous business. And it is truly a business of the heart. The goal of Amway has always been how many people we could reach and how many people we could help, so they too could make their dreams come true.”

RICH DEVOS, AMWAY CO-FOUNDER.



1950s - ERA OF ENTREPRENEURSHIP

Amway was founded by two visionaries: Jay Van Andel and Rich DeVos. Both men harboured dreams of building a successful business and helping others to do the same. Jay and Rich began by selling NUTRILITE™ Dietary Supplements door-to-door.

Amway embodies the spirit and determination of its two founders, Rich De Vos and Jay Van Andel. Six decades later with over three million IBOs worldwide today, the company's spirit has endured and found its way into many lives. Rich and Jay followed these four fundamentals: Freedom, Family, Hope and Reward that are reflected in everything Amway does.

Amway has come a long way from its humble beginnings in Michigan, USA. It started as a small company in a basement and then moved to a converted petrol station. Today, it's the world's largest direct selling company known for high quality and science-based products.

Looking at the past 60 years, you'll find entrepreneurship, a go-getter attitude and a strong purpose that have shaped the company to how we know it today. Most importantly, it remains committed to helping people live better lives.

Amway launches its first homecare product called L.O.C.™ (Liquid Organic Cleaner) Multi-Purpose Cleaner; one of the world's first biodegradable, concentrated multi-purpose cleaner.



1960s - SHARING THE DREAM

Amway holds its first Convention at Grand Rapids Civic Auditorium bringing together 600 Amway business owners. The company also launches SA8™ Laundry Detergent.

"Freedom to be what one wishes to be, to live where one wishes to live. To support the causes one believes in, to explore the full and exciting range of one's potential. It's a rare and uncommon freedom, which must be won, earned. It's the result of one's own individual effort," said Jay Van Andel.

Jay and Rich started sharing their dream with others by helping them to start their own Amway business.

Amway suffered a major setback in 1969. A huge fire destroyed Amway's manufacturing plant in the middle of the night. Undeterred, Rich DeVos said we "decided to pick ourselves up, dust ourselves off and start again." True to their promise and purpose, a new manufacturing plant was operating six months later.

1970s – A TIME OF GROWTH

“For many people who come through your groups, the rewards will be in how you impact their life and how they go out with a whole new attitude about who they are and their sense of worth. That’s one of the greatest rewards you’ll ever get,” Rich DeVos.

Amway grew strongly, thanks to the hard work of IBOs who loved Amway’s quality products and wanted to grow their own business.

Amway acquired its well-known brand Nutrilite in 1972. It also expanded the world headquarters in Ada, Michigan to almost one million square feet.



Ground breaking ceremony in Australia
Jay Van Andel 1978

Distributor meeting
at Castle Hill, Sydney
Australia 1979

In 1971, Amway comes to Australia. This is the first office outside of North America.





1990s – A NEW PARTNERSHIP

“Both our dads told us don’t ever forget two heads are better than one and that probably helped out our partnership,” Steve Van Andel.

Rich DeVos and Jay Van Andel passed on their leadership mantle to the second generation. Today, Steve Van Andel and Doug DeVos are Co-Chairmen.

Amway starts an e-commerce site, helping IBOs with technology to reach more people than ever before.



Amway is active in 28 European countries with 500,000 IBOs living in Europe.

1980s – SAFE WATER

Helping people access clean water was a challenge Amway met head on in the 1980s. The company established water purification system with successful results. The result of the research was Amway’s water purification system called eSpring. espring™ is the world’s no. 1 selling brand of home water treatment systems.*

Amway’s annual retail sales exceed USD 1 billion with over one million distributors. The company also builds a new cosmetics plant for the development and manufacture of ARTISTRY® products.

2000s

More than three million IBOs distributed Amway’s products in more than 100 countries and territories.



2003 - 2018 EXPANDING THE VISION

Amway's last 15 years has focused on growth, product innovation and community contribution. Key milestones include:

- The opening of the Nutrilite Center of Optimal Health in California, USA
- eSpring® is named 2013 Frost & Sullivan Asia Pacific Water treatment system of the year
- Amway is awarded the Guinness World Record for the largest collage of cut-out handprints in an awareness campaign for global childhood malnutrition

2019

This year marks Amway's 60th Anniversary. Future growth through social commerce, product personalisation and innovation, and seamless new digital experiences for IBOs and their customers is the focus.

New investments in technology will help IBOs manage their business operations almost entirely from their smartphones.

Amway is also leveraging its expertise in nutrition and beauty to develop more products for young and young-at-heart consumers, especially those who seek more natural and personalised products through ARTISTRY® Studio and the Nutrilite™ Traceability Program.

"Customers seek easy and personalised experiences, and the gig economy offers everyone an opportunity to work differently and earn extra income. Amway is poised to capitalise on these trends as we move forward into our next 60 years," said Milind Pant, CEO of Amway.



\$61.3B

USD IN
BONUSES,
REBATES AND
INCENTIVES
PAID TO IBOS
SINCE 1959



800+
PATENTS HELD
WORLDWIDE



194M

TOP 10
LARGEST
SELLING,
PREMIUM
SKINCARE
BRANDS.*

BEAUTY AND
PERSONAL
CARE
PRODUCTS
ARE SOLD
ANNUALLY

*Euromonitor International Limited, euromonitor.com/amway-claims

**Ranked by the DSN Global 100. May 2018 edition. Based on 2018 revenues.



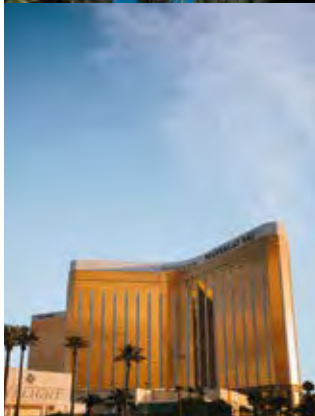
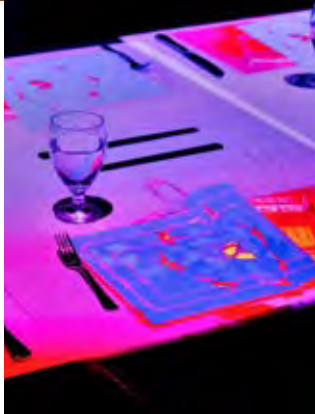
A60

SIXTY YEAR ANNIVERSARY

Our 60th Anniversary Celebration in Las Vegas was a blast - everything from helicopter rides over the Grand Canyon to one of the largest table mapping events in the world. In all, 3,500 leaders were hosted at a smashing #AmwayA60 welcome beach party to kick this off!

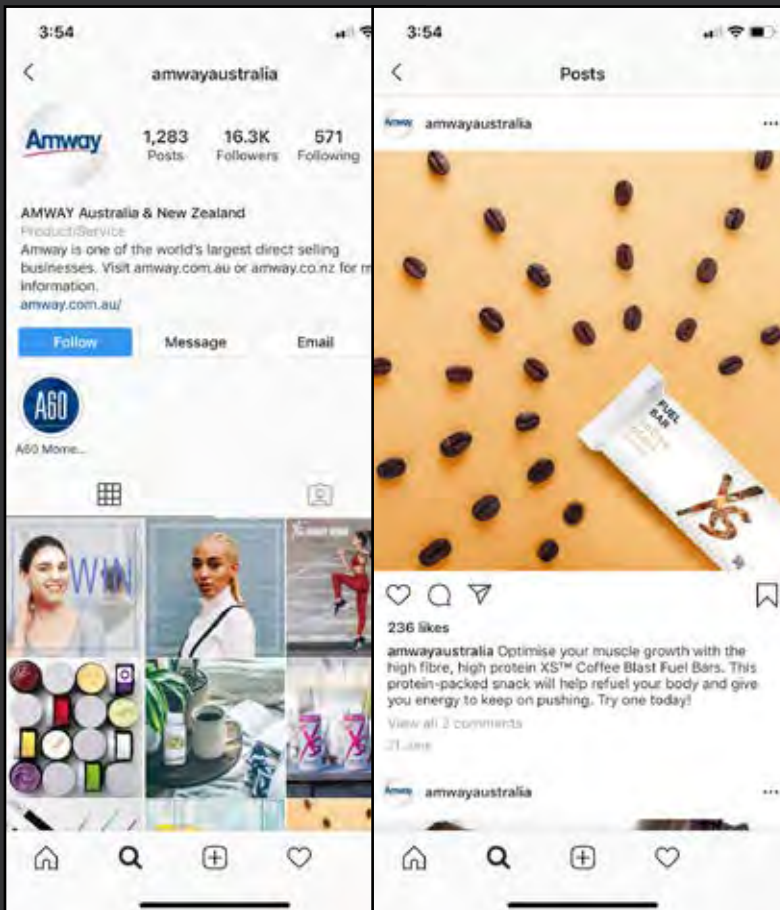
The Amway A60 business meeting was an incredible experience. First a heartwarming look to our past legacy and heritage followed by special messages from Board Co-Chairs Steve Van Andel and Doug DeVos. We were then introduced to our new CEO Milind Pant who gave us a glimpse into the future (new products, compensation model changes, tech-infused business) and affirmed that our values will never change. Vegas at Amway A60 ended with an epic XSNation nightlife party, where they unveiled their new branding.

A60 - Amway Sixty Year Anniversary 1959-2019



Connecting with Amway!

The Amway business isn't just about the products we sell. We're also about people: the millions of Amway Business Owners come from all walks of life, from different countries, cultures, professions and backgrounds. And while so much has changed in 60 years, our commitment and dedication to helping people start their own business and set the foundation for financial flexibility remains the same.



@amway.australia.newzealand
 @artistryausnz
 @nutriwayausnz
 @xsenergyausnz



@amwayaustralia
 @nutriwayanz
 @artistryanz
 @xsenergyanz

*Make sure to follow,
 like and share everything Amway has to offer!*

Don't forget about our Amway Apps!



Amway Central



Amway Events ANZ



Amway AUSNZ

Amway Central ANZ is available to download from the AppStore for iPhone and iPad or GooglePlay Store for Android smartphones and tablets.



Abu Dhabi

16 - 18 DECEMBER, 2019

Emirates Palace Abu Dhabi is where you will discover thousands of years of unique Arabian charm.

Your five star luxury accommodation is close to the cultural beauty of the Grand Mosque, The Louvre, Corniche Beach and the Persian Gulf. Allow your senses to take in the sights and taste of Arabic coffee, shisha pipes and sand dunes as you immerse yourself in luxury.

NEW
Emerald
— GETAWAY

QUALIFICATION CRITERIA - New Qualified Emerald Bonus/Rebate Recipient*



GETTING YOUR FOUNDATION RIGHT IS AS EASY AS 1-2-3

It's tough to fill nutritional gaps only through diet as there are many obstacles that may affect our daily intake of nutrients such as busy lifestyles, high cost of healthy food options and minimal time for cooking.

Moreover, some nutrients can only be obtained from specific food or specific combinations of food, others cannot be stored by the body and must be replenished every day.

This is where supplementation can assist, more specifically the NUTRIWAY® Foundational Trio which consists of the foundations we believe are essential for optimal health.

FOUNDATIONAL Trio



WHY NUTRIWAY® DOUBLE X®?

NUTRIWAY® DOUBLE X is a unique, cutting edge multivitamin, multimineral, phytonutrient supplement nutrients containing 12 essential vitamins, 10 essential minerals and 22 plant concentrates. This advanced formula features the patented PhytoProtect™ blend, designed to work with the body's own defences to fight against excess free radicals.



WHY NUTRIWAY® ALL PLANT PROTEIN?

NUTRIWAY® All Plant Protein is a high quality protein supplement from three plant sources. It contains gluten, soy, wheat and pea protein to give you the right combination of amino acids to help keep you feeling healthy and energetic, without animal products or dairy side effects.



WHY NUTRIWAY® OMEGA-3 COMPLEX?

Omega-3 has an important role to play within every part of the body. Ensuring that you consume enough omega-3 in your diet is imperative as omega-3 fatty acids are not produced by our bodies and therefore have to be consumed through the food we eat or supplementation.

Start with the Foundational Trio today, then look to other NUTRIWAY® supplements to meet your additional wellness needs.

Last November our qualifiers travelled to Bali to celebrate their Achievers success. Staying at the luxurious Ritz-Carlton five-star resort, guests were treated to spacious accommodation and relaxed surroundings with breathtaking views.

Achievers Bali

A Welcome Reception was held on the Senses Lawn to meet and greet fellow qualifiers. Each morning Bob Tully from Team Nutrilite put guests through their paces with a NUTRIWAY® workout session on the beach, followed by fresh fruit smoothies.

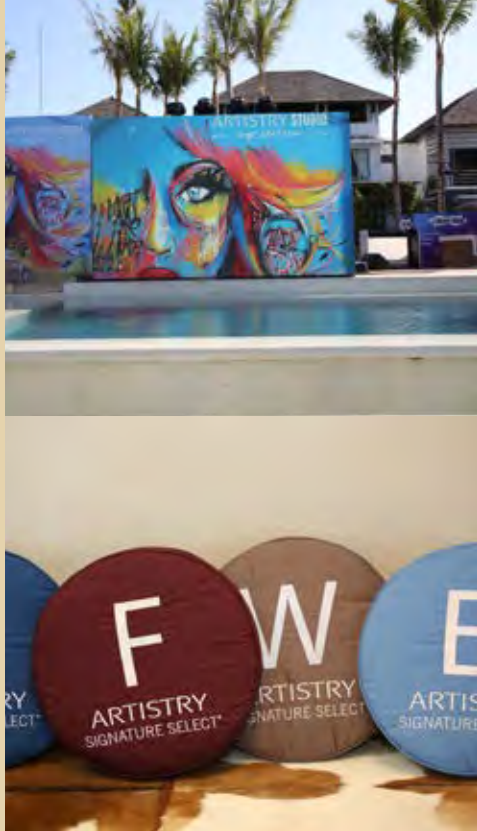
Michelle D'Allaird and Jenny Lee hosted the ARTISTRY® Signature Select Personalised Serums training in this exclusive workshop held in the Ritz-Carlton perfumery. IBOs were able to explore the product benefits and understand the role of serums in skin health. Christine Terrill and John Haines provided business

updates focusing on digital initiatives.

We also had a series of Team Building Activities which covered a range of experiences, such as; cycling in Ubud, visits to Temple of Tanah Lot, Water Sports, Denpasar City Tour, White Water Rafting, ATV Adventure, Waka Land Cruise 4X4 Adventure and Elephant Safari Ride just to name a few. This selection was staggered over three days to allow our qualifiers more flexibility with their day.

A shuttle service was provided to the qualifiers, which travelled from the hotel to the nearby Bali Collection shopping mall featuring a selection of restaurants and retail stores to explore. Each qualifier received a





pre-loaded gift card for their own shopping experience.

The trip also featured two spectacular evening events; one held at the Ulu Cliffhouse for our ARTISTRY® & XSperience event. The pool provided a great platform for the DJ, who got the party started under a clear starry sky. LED screens set the scene with core branding videos showcasing our product profile. Fire dancers performed before a magnificent fireworks display which left everyone spellbound.

The second evening we invited qualifiers to dress in cultural attire for the Recognition session evening. Dinner was shared then guests made their way back into the Ballroom, which was converted into a night club to dance the night away.



Better Business For You

We are investing an additional **\$700 million** globally in IBO incentives, digital technology and product experiences.

W

We are partially funding this investment by saving money in our back-office administration.

We are making your international business easier by standardising Amway's business across the globe and reducing our unique practices.

We want to be the most **competitive**, **progressive** and **desirable** business opportunity in Australia and New Zealand.

Stay informed with regular updates at
www.amway.com.au/betterbusiness www.amway.co.nz/betterbusiness

Winners!

NSW couple wins \$28,000 in Go Loans '2bfree' competition!

"As a rule, we never enter competitions, this was a random occurrence," admits Dr Sanjaya Kanthan and Jennifer Yoon, IBOs from Wentworthville NSW. "So we were amazed when Go Loans informed us that we'd won \$28,000 and their highest referrer prize in their 2bfree promotion."

Competition entrants had to refer two successful (settled) clients and receive a ticket in the draw to win \$24,000 (\$2000 per month x 12 months). The highest volume referral won a one-off payment of \$4000.

Director of Go Loans, Simon Norris said, "Through the promotion, we wanted to show Amway IBOs the benefits of referring people to us for loans. On an ongoing basis, IBOs can refer 'non-IBOs', receive upfront commissions and get PV/BV on the referred client's loan. This competition proved very popular with IBOs as home loans are typically the largest expense for any household."

Jennifer and Sanjaya had a long

association with the company before winning the competition. "We've been property investors for many years and all our properties have been financed through Go Loans. We were extremely happy with the value and service they offered, for example, we saved \$3400 per year on one property, and received 10 percent of the brokerage commission upfront. Based on our positive experiences, we referred friends and family to Go Loans who also saved money. Our Amway business got a boost because of the extra PV/BV," said Sanjaya.

Go Loans specialise in helping IBOs find and secure the best home loans; IBOs also receive PV/BV for the life of the loan and a portion of the commission received from lenders upfront. The company also provides investment loans, commercial loans, equipment finance and personal loans.

Sanjaya and Jennifer plan to invest a portion of their money, pay off their mortgage and take a family holiday. Congratulations Jennifer and Sanjaya!



GO LOANS

Amway's exclusive broker in Australia.

You're not alone if your loan's with Go Loans

- Monthly PV / BV for the life of the loan
 - That is PV / BV EVERY MONTH!
- One - off upfront benefit

Every IBO that settles a home loan with us receives an Upfront bonus equal to 10% of Go Loan's upfront commission

 - Home Loans
 - Debt consolidation
 - Investment loans
 - Personal Loans
 - Business Loans
 - Car Loans

Visit our website via Partner Stores at www.amway.com.au or speak to a Go Loans Authorised Representative today on 1300 465 626

Note: Above is correct at the time of printing. Go Loans reserves the right to make changes without notice. Commissions are commensurate to the loan balance. Some lenders do not pay trail in the first year. There is no PV / BV payable at the moment on Car Loans and Personal Loans



Autoship



Making Repeat Ordering **Fast >> Flexible >> Reliable**

AUTOSHIP is a **FAST**, **FLEXIBLE** and **RELIABLE** way to order your favourite Amway products you need every month without the hassles. Just set and forget and keep your business growing and qualifying each month. For your customers, it's the easiest way to buy products month after month without the hassle of reordering.



SHOP FOR YOUR FAVOURITE PRODUCTS ONCE

HAVE YOUR PRODUCTS DELIVERED EVERY MONTH – HASSLE FREE!

FLEXIBILITY TO EDIT YOUR AUTOSHIP ANYTIME!

Scan QR code to set up Autoship or visit amway.com.au or amway.co.nz

FAST...

- >> Pick and schedule your products at one go
- >> Easy and simple set up

FLEXIBLE...

- >> Choose individual product frequencies
- >> Extensive scheduling options
- >> Update Autoship details anytime
- >> Last minute products in your NEXT Order

RELIABLE...

- >> Shipped to you like clock-work!
- >> Receive timely updates and reminders
- >> Your PV regularly rolls in
- >> Your Annual Summary to refer to anytime

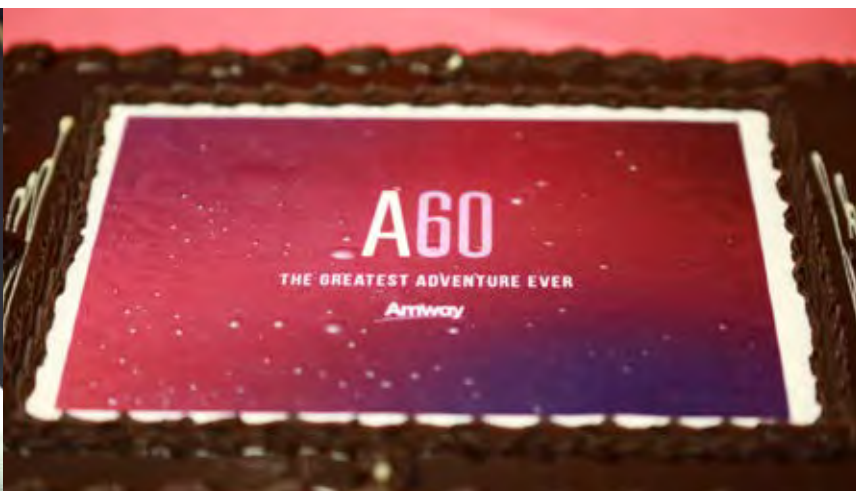


To help celebrate Amway's 60th Anniversary, the grandchildren of Rich DeVos and Jay Van Andel visited Sydney.

A60

SIXTY YEAR ANNIVERSARY

They really enjoyed meeting employees and listening to the experiences of IBOs.
Thanks for visiting!



ARTISTRY

Elevate your skincare routine with ARTISTRY® Skin Enhancer and the ARTISTRY Signature Select® Personalized Serum.

**ARTISTRY SKIN
ENHANCER**
POWERFUL DIRECT
ION CURRENT
MAXIMISES PRODUCT
ABSORPTION



HYDRATE MODE

Maximises absorption of the Hydration serum, by helping the ingredients penetrate deeper into the skin.

⌚ 90 seconds

RADIANT MODE
Combined with either Brightening or Anti-Spot serum, this mode works to improve penetration & age spots, providing skin with greater clarity and radiance.



⌚ 90 seconds



WRINKLE MODE

Optimises the penetration of the Anti-Wrinkle serum into the skin to help reduce the appearance of fine lines and wrinkles for younger looking skin.

⌚ 90 seconds

LIFT MODE

Enhances the absorption of the Firming serum to give the skin a firmer, more lifted appearance.

⌚ 90 seconds



SIGNATURE SELECT MODE

Uses a special vibration pattern specifically for the ARTISTRY Signature Select® Serum, when mixed with 2-3 Amplifiers. Assists with deeper penetration and maximum results.

⌚ 2 minutes





PURSUE YOUR PASSION

Love Beauty? Pursue Your Passion



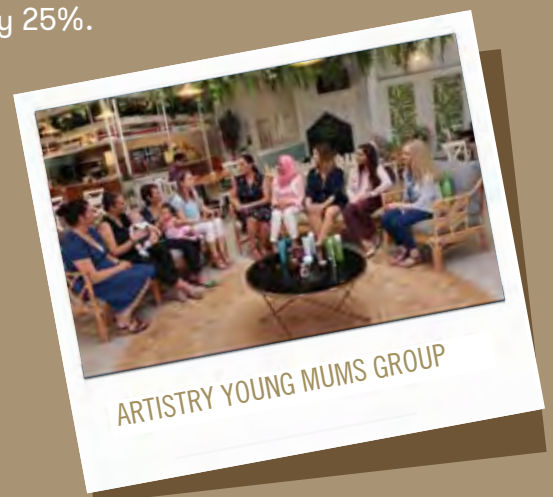
ARTISTRY® Startup is helping hundreds of IBOs start and build successful beauty businesses as fully trained ARTISTRY consultants so what are you waiting for?

THE RESULTS SPEAK FOR THEMSELVES.

IBOs who have an ARTISTRY® Skin Analyzer are selling 25% more bundles.

The number of new IBOs purchasing ARTISTRY® has increased by 53% since ARTISTRY® Startup AND the average sales for new IBOs has increased by 25%.

Join the facebook ARTISTRY® Startup training community of more than 1680 members, jump online or speak to your local Business Centre to find out how to start your journey towards a successful beauty business with ARTISTRY® Startup.



ARTISTRY YOUNG MUMS GROUP

MIX, MATCH AND MULTI-MASK:

Whether skin needs hydration, firming, purifying, brightening, polishing, or a combination of them all, every customer can create their own customized masking mix depending on personal skin needs. Multi-masking uses multiple masks on different face zones at once and ARTISTRY Signature Select® Masks are formulated to address different skin concerns on the face, like an oily T-zone, dry cheeks, or sagging around the jawline. Now you can create your own customised treatment depending on your own, individual skin's needs. Try our combinations or create your own mask recipes and share them with friends. #mysignaturemask

Enjoy a fun, effective and personalised masking experience with the new ARTISTRY Signature Select® Masks. They work brilliantly on their own or in combination for visibly more beautiful skin wrapped in a unique sensory experience.



THE GLOW GIRL RECIPE

With dry fingertips, apply to targeted face zones - do not overlap or mix masks. Wait 7 minutes and rinse with warm water, lightly massaging your skin as you rinse the masks off.



POLISHING MASK: As you apply, massage into face to enhance exfoliation, smooth and prep skin.



HYDRATING MASK: Apply to T-zone, cheeks and chin to moisturize and soothe.



BRIGHTENING MASK: Apply to under eye area to reduce dullness.



ARTISTRY

SIGNATURE SELECT® MASKS

One mask does not fit all, even when it comes to masking areas of the same face. ARTISTRY Signature Select® Masks solves multiple skincare needs at once with five highly experiential masks that target specific concerns.

Each mask formula features exclusive NUTRILITE™ sourced phytonutrients, such as Pomegranate, Black Currant, Citrus, White Chia Seed or Green Tea Extract, and is perfected by ARTISTRY® skincare experts with colours, textures and fragrances that delight the senses. Masking is the perfect way to pamper skin for and ARTISTRY Signature Select® Masks make the experience enjoyable, effective, and personalised.

THE FIRM BELIEVER RECIPE

With dry fingertips, apply to targeted face zones - do not overlap or mix masks. Wait 7 minutes and rinse with warm water, lightly massaging your skin as you rinse the masks off.



HYDRATING MASK: Apply to cheeks and chin area to moisturize and soothe.



FIRMING MASK: Upwardly massage into cheeks, jawline and neck for the full 7 minutes to tone, tighten and revitalise.



BRIGHTENING MASK: Apply to eye area and T-zone to even skin tone and reduce dullness.



MEET THE ARTISTRY® ANZ PASSIONISTA SQUAD



THESE 5 IBOS HAVE WON A PLACE IN THE ANZ PASSIONISTA SQUAD AND HAVE THE ROLE TO PROMOTE AND BRING AWARENESS TO THE ARTISTRY STUDIO® COLLECTIONS NEW YORK AND PARIS ON SOCIAL MEDIA.

We are very excited to welcome them to the global ARTISTRY® Studio Passionista community and make sure you follow **#passionista #ArtistryStudio #WearitShareit**



You can join in the fun and enter our monthly Passionista challenges for your chance to win great prizes. For more details on how to enter check out our Instagram page **artistryanz**

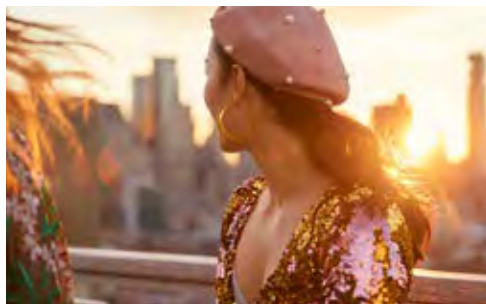
Don't forget to check out the ARTISTRY® Studio looks in our Makeup with Jess tutorial series.



Makeup with Jess

Scan this QR code with your
Amway Central ANZ app for more





Beauty inspired by women who live, play and rock every day in the world's hottest cities

From fierce to fabulous, rule maker to rule breaker, fashion inspired or makeup obsessed – ARTISTRY® Studio is a brand for beauty lovers all over the world.

ARTISTRY® Studio has been developed to provide you with new, innovative, attention grabbing and affordable multi-tasking products.

Each collection will be inspired by an iconic city and the packaging will be created in collaboration with famous artists so each product will be it's own work of art.

#ARTISTRYSTUDIO

ARTISTRY STUDIO

— nyc edition —

— parisian style edition —



ARTISTRY SIGNATURE SELECT®

Introducing NEW ARTISTRY Signature Select® Masks, a range that will captivate your senses. With NUTRIWAY® sourced ingredients, these luscious face masks let you mix, match and multi-mask by conquering all your skin needs with one ultimate collection.

#MYSIGNATUREMASK

