



International Business Building  
**PRINCIPLES**



Amway Founders'  
**FUNDAMENTALS**

**Freedom Family Hope Reward**





# Amway VALUES

- **PARTNERSHIP** – Amway is built on the concept of partnership, beginning with the partnership between our founders. The partnership that exists among the founding families, employees and business owners is our most prized possession. We always try to do what is in the best long-term interest of our partners, in a manner that increases trust and confidence. The success of Amway will reward all who have contributed to its success.
- **INTEGRITY** – Integrity is essential to our business success. We do what is right, not just whatever “works.” Amway’s success is measured not only in economic terms, but by the respect, trust and credibility we earn.
- **PERSONAL WORTH** – We acknowledge the uniqueness created in each individual. Every person is worthy of respect and deserves fair treatment and the opportunity to succeed to the fullest extent of his or her potential.

INTEGRITY IS  
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- **ACHIEVEMENT** – We are builders and encouragers. We strive for excellence in all we do. Our focus is on continuous improvement, progress and achievement of individual and group goals. We anticipate change, respond swiftly to it, take action to get the job done and gain from our experiences. We encourage creativity and innovation.
- **PERSONAL RESPONSIBILITY** – Each individual is responsible and accountable for achieving personal goals, as well as giving 100 percent effort in helping achieve corporate or team goals. By helping people help themselves, we further the potential for individual and shared success. We also have a responsibility to be good citizens in the communities where we live and work.
- **FREE ENTERPRISE** – We are proud advocates of freedom and free enterprise. Human economic advancement is clearly proven to be best achieved in a free market economy.



**HONOR,  
RESPECT  
AND PROTECT  
THE LINE OF  
SPONSORSHIP  
WITH INTEGRITY**



## Overarching **GUIDING PRINCIPLES**

1. **GOLDEN RULE** – Always abide by the “Golden Rule” as a basic principle of conducting business: “Treat others as you would wish to be treated.”
2. **PERSONAL INTEGRITY** – Conduct yourself in such a way as to reflect only the highest standards of integrity and responsibility, because your actions have far-reaching effects – not only on your own business and the business of your group – but also on the reputation of the Amway business.
3. **LINE OF SPONSORSHIP (LOS) INTEGRITY**– Honor, respect and protect the Line of Sponsorship with integrity. As a key foundational value upon which the Amway business was built, maintaining and safeguarding the LOS with integrity is critical to business success and sustainable growth for Amway Business Owners (ABOs) and Amway.

4. **SPONSOR AND PLATINUM RESPONSIBILITIES** – Carry out the various responsibilities of a sponsor and a Platinum as set forth by Amway Rules and Policies, including that of mentorship, training and support for the ABOs in the LOS.
5. **BALANCED BUSINESS** – Building a balanced business – between width and depth, between selling and sponsoring, between personal use and servicing downlines and customers, between building locally and internationally – is in the ABO’s best interest for achieving profitability and sustainability.





# Specific **INTERNATIONAL BUSINESS** Building Principles

## I. International Sponsoring of a Prospect

1. The International Sponsoring of a prospective ABO is a method that enables an ABO from an Amway market to introduce eligible prospects from another Amway market to join the Amway business, provide them with on-going offshore service and support, and as a result, receive associated benefits from the Amway Sales and Marketing Plan. International sponsorship is a primary line of sponsorship just as a personal sponsorship is a primary line of sponsorship.

2. The International Sponsor of a new ABO must personally know and introduce the Amway business to that new ABO, such that the new ABO identifies this sponsor at the time the new ABO registers with Amway. Any artificial, arbitrary or manipulative sponsoring behaviors, whether in-market (e.g. improper depth building) or through improper international sponsoring, violates this principle and is a detriment to the fairness and integrity of the Amway Sales and Marketing Plan. Amway will monitor and audit the registration process to ensure the legitimacy of international sponsorship relationships.



3. While every prospect must have an in-market sponsor in order to become an ABO, NOT every prospect has to have an International Sponsor. Only in those instances when a prospect is introduced into the business by the ABO from another Amway market should the prospect's application reflect that ABO as their International Sponsor. In such cases the in-market sponsor is known as a Foster Sponsor.

4. The Foster Sponsor's role is to provide ongoing in-market mentorship, motivation, training and support for the new ABO in the home market along with support from the International Sponsor. The International Sponsor's role is to provide offshore support, encourage the new ABO, stay in touch with the new ABO on a regular basis, and help to ensure that the new ABO is working toward building a strong Amway business.

5. Amway honors the LOS as established in the signed application forms, which are legally binding. It is the responsibility of those involved in the act of sponsoring to help a prospect to fully understand the implications of the sponsorship and the associated Amway Sales and Marketing Plan benefits to the Sponsor/Foster Sponsor/International Sponsor, and to use care to ensure the accuracy of the entered sponsorship information before signing the application form. Once an application form is signed and submitted, Amway recognizes and honors the contractual relationship formed and does not lightly make changes to that contractual relationship.





## II. Multiple Business in Another Amway Market

1. Effective January 1, 2015, in order to establish a Multiple Business in another market, an ABO must be at least at Qualified Platinum level in an Amway market. An ABO residing outside of his/her home market may be exempt from the Qualified Platinum requirement if the ABO can provide proof of residency and/or has an immediate family member in the target market and is eligible to own and operate an Amway business in the target international market. Effective June 1, 2016, the Multiple Business Certificate test is no longer required, however, the Multiple Business Training is strongly recommended.
2. Where applicable, ABOs can also internationally sponsor their “Multiple Businesses” (also known as Second Businesses or #2 Businesses). Through a Multiple Business, an eligible ABO registers an Amway business of his/her own in a foreign Amway market and, through international sponsoring, links that business back to one of his/her existing Amway businesses. As an owner of a Multiple Business, the ABO must in signing and submitting an application in the foreign market meet all of the local requirements, under local laws and local Amway Rules and Policies, for owning an Amway business. The ABO must also fulfill the roles and responsibilities of an ABO and a sponsor, including providing day-to-day mentorship, training, motivation and service to the customers and downline groups in the target market.
3. Even if an ABO is eligible to register, it is not necessarily in the best interest of all ABOs, especially new ABOs, to establish a Multiple Business in a foreign market. Establishing and operating a Multiple Business is usually more costly, more challenging, and more complicated culturally and linguistically than building an Amway

business in one’s home market. The same amount of effort spent on a Multiple Business tends to yield less return than on a home business. And the Amway Sales Plan by design offers more awards & rewards to domestic Amway business builders to encourage focus on the home market first. ABOs can begin to maximize their Sales and Marketing Plan benefits from Multiple Businesses when they build their home businesses to at least Emerald Bonus Recipient (EBR) level.

4. When an ABO operates a Multiple Business(es), it is inadvisable for that ABO to serve as both the Foster Sponsor and the International Sponsor to a new ABO in the foreign market.
5. While Amway does not mandate the duplication of an LOS in all markets, before establishing a Multiple Business, ABOs should check with their uplines to find out if the LOS has business operations in the target country. If so, ABOs are strongly encouraged to follow the original home-

market LOS as much as possible. This helps preserve LOS harmony and can provide guidance and assistance to an ABO considering starting a business in a foreign market.

6. Generally, an ABO may own, have an interest in, be a signatory on or be listed as a designee on only one distributorship in a market.

## III. International

### Cross-line Solicitation

Subject to rules regarding solicitation, ABOs shall not solicit other ABOs’ downlines to register under them in other markets. This is a violation of Amway’s Rules of Conduct and is prohibited. While ABOs are not required to join the same LOS in all markets, for the sake of promoting LOS harmony and consistency in business building philosophy, ABOs who conduct business overseas are strongly encouraged to follow their original LOS in their home market as much as possible.



HELP PRESERVE  
LOS HARMONY

**Amway™**

The Amway logo is centered on a white background. It features the word "Amway" in a bold, dark blue, sans-serif font. A red swoosh underline is positioned beneath the text, starting under the 'A' and ending under the 'y'. A small "TM" trademark symbol is located to the right of the 'y'.