

Amway™

Core Plus<sup>+</sup>

YOUR GUIDE TO

# EARNING WITH AMWAY

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EFFECTIVE SEPTEMBER 1, 2019



“

**YOU CAN SUCCEED AT SELLING. IT'S A PROGRAM THAT'S WITHIN THE GRASP OF ANY INDIVIDUAL WHO'S SERIOUS ABOUT MOVING AHEAD IN BUSINESS.**

- RICH DEVOS, CO-FOUNDER OF AMWAY



## AT-A-GLANCE

Build a Sustainable business and maximize your earnings through the Amway Compensation Plan (Core Plan), the Amway™ Core Plus+ discretionary incentives program and additional discretionary recognition and rewards.

<b># Core Plan</b>	
# Sales Commission	Up to 21% of NSV
# Leadership Development Commission (LDC)	6% of NSV
# Group Development Commission (GDC)	1% of NSV
# Enhancement Sales (Ruby) Commission (ESC)	2% of NSV
# Annual Emerald, Diamond and Diamond Plus Commissions	0.25% each of NSV
<b># Trade Discount</b>	<b>Upto 10%*</b>
<b># Retail Margin</b>	<b>Upto 10%**</b>
<b># Core Plus+</b>	
# Customer Sales Incentive+	Up to 10% of Verified Customer Sales
# Bronze Foundation Incentive+	15% multiplier on monthly Sales Commission
# Bronze Builder Incentive+	20% multiplier on monthly Sales Commission
# Bronze Pin	<b>NEW RECOGNITION!</b>
# Personal Group Growth Incentive+	Multiplier on qualified Sales Commission 10%–40%
# Frontline Growth Incentive+	Multiplier on LDC and GDC 10%–40%
# Two-Time Cash Incentive+ Platinum to Founders Diamond	₹ 1,00,000–7,80,000
<b># Global Award Recognition (GAR)</b>	<b>Executive Diamond &amp; above</b>

**Important to know:**

- \* Trade Discount varies for each product and is at the discretion of Amway.
- \*\* Retail Margin varies for each product and we have taken as 10% Retail Margin for the purpose of all calculations in this brochure. The Retail Margin shown in the examples are for symbolic depictions only.
- All incomes are subject to applicable taxes.
- All of the rewards/awards/qualifications/Income are subject to successful validation by Amway India Rules Team
- For further clarifications please contact your Account Manager.

# FOUR WAYS TO EARN ON PRODUCT SALES

Through your Amway™ business, you offer a broad portfolio of high-quality products. Sales of these products can earn you immediate income and additional monthly rewards.



## 1. CORE PLAN COMMISSIONS

You earn points on all the products you sell. Those points add up to monthly commissions from the Core Plan. When you choose to build a sales team and sponsor other direct sellers & retailers in your sales team, you earn points on the products they sell too.

**YOUR POINTS**  
+ **TEAM POINTS**

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= **COMMISSIONS**



## 2. CORE PLUS+ DISCRETIONARY INCENTIVES

Programs like Core Plus+ award additional incentive for key business achievements. These are awarded at Amway's discretion and are subject to change.

**ACHIEVE KEY MILESTONES**

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= **ADDITIONAL INCENTIVE**



## 3. RETAIL MARGIN\*\*

Retail Margin is the difference between your selling price and your purchase price (DAP). As an Amway Direct Seller or Retailer, you determine the price you charge (upto MRP), and when you sell products to customers above your DAP, you keep the Retail Margin.

**SELLING PRICE**  
– **PURCHASE PRICE (DAP)**

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= **RETAIL MARGIN**



## 4. TRADE DISCOUNT\*

Trade Discount is a discount given to Amway Direct Sellers & Retailers when they effect purchases of eligible products from Amway for retailing.

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# START SELLING WITH CUSTOMER FAVORITES

Every product sale can help you earn more with Core Plan and Core Plus\*. Customer Favorites are an easy way to get started. These best-selling, on-trend products from each Amway™ category meet a variety of customer needs. Each Customer Favorite is designed to be simple to sell because it has one of three important advantages: easy to sample, great for demonstrations and a simple switch.

You can focus on one quality brand or several, it is up to you.

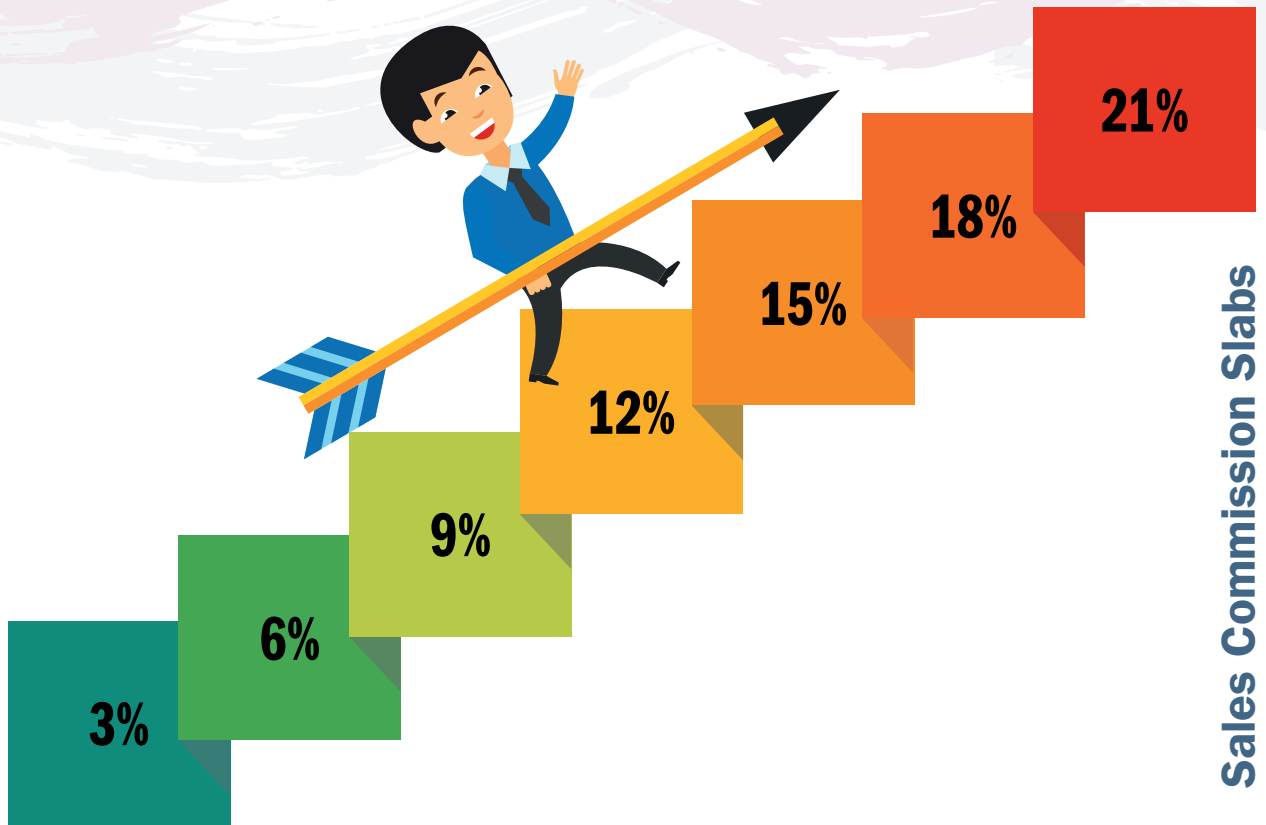


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Download Amway India Learning Academy App.

• For further clarifications please contact your Account Manager.

# YOU CAN SET GOALS FOR YOURSELF TO ACHIEVE NEW AND HIGHER COMMISSION LEVELS...



Sales Commission Slabs

Monthly Net Team Sales Turnover in Rupees (Excluding Taxes & Discounts)	16,000	48,000	96,000	1,92,000	3,20,000	5,60,000	8,00,000
Team Points	200	600	1,200	2,400	4,000	7,000	10,000

**Note:** All above mentioned calculations are done on the basis of one point equal ₹ 80 Net Sales Volume.

## INTRODUCE MORE ENTREPRENEURS...

When your customers see you succeed in your business, they too, may want to start a business of their own at zero joining cost. Especially after they have used the products and are convinced of their quality and effectiveness. By introducing more entrepreneurs, you can replicate your selling efforts and be on your way to building a successful sales team.

However, important to know that commissions only get generated when you retail Amway products. Amway does not pay any commission for the sheer act of building the sales team without any product sales.

- Effective date for above Sales Commission Schedule is 1st Sep'2019.
- One Point equal ₹ 80 Net Sales Volume (excluding taxes and discounts). The ratio of Points to Net Sale Volume (excluding taxes and discounts) is adjusted periodically by Amway.

\*AMWAY™ CORE PLUS DISCRETIONARY INCENTIVES PROGRAM

# ADDITIONAL INCOME ON VERIFIED CUSTOMER SALES

Selling products to customers is the foundation of the Amway™ business. Share the products you use and love with family, friends and people you know. The more you sell, the more you can earn.



## CUSTOMER SALES INCENTIVE<sup>+</sup>

Earn up to 10% on all **verified customer sales**\*. This discretionary incentive is in addition to any Retail Margin and Trade Discount.

- **CSI is for ADS at 0% to 9% Sales Commission Levels.**

### How it is calculated

## MULTIPLIER

Subtract your Sales Commission percentage from 10% to get your multiplier.



## NSV

Apply the multiplier to your total Verified Customer Sales NSV for the month. That is your total Customer Sales Incentive<sup>+</sup>.

IF YOUR MONTHLY SALES COMMISSION IS:	INCENTIVE MULTIPLIER IS:	UPTO 10% ON VERIFIED CUSTOMER SALES
0%	10%	= 10%
3%	7%	= 10%
6%	4%	= 10%
9%	1%	= 10%

### \* CUSTOMER SALES CRITERIA:

- The order should be of a preferred customer and must be completed through an Amway authorized channel..
- The customer making the purchase is connected to an ADS at the time of the purchase.
- The order should not have more than 6 eaches per SKU.
- The order should be of less than 200 Points with the exception of 1 Durable item in that order invoice.
- Discretionary Incentive, subject to good standing with the company.
- The transaction can be further validated.
- Available every month an ADS qualifies.
- No minimum sales or volume requirement.
- For further clarification please contact your Account Manager.



**Sarika loves Artistry™ skincare products and has been using them for months.** She decides to start her own Amway™ business, and shares her product experience with friends and family. Several people she knows try the products and love them, too. They start buying Artistry™ skincare products through Sarika’s Amway™ business on a monthly basis.



**SARIKA**

**EXAMPLE: CUSTOMER SALES**

PERSONAL VOLUME	50 POINTS / 4,000 NSV
VERIFIED CUSTOMER SALES	250 POINTS / 20,000 NSV
RETAIL MARGIN	₹ 400
TRADE DISCOUNT	₹ 2,400
CUSTOMER SALES INCENTIVE*	₹ 1,400
SALES COMMISSION	₹ 720
<b>TOTAL INCOME</b>	<b>₹ 4,920 PER MONTH</b>

 VERIFIED CUSTOMER SALES



**POINT AND NSV**

All Amway™ products have an assigned Point and Net Sales Volume (NSV) that you earn when you sell them. Those numbers are used to calculate Commissions and incentives, such as the monthly Sales Commission.

**Important to know:**

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# MONTHLY COMMISSIONS ON YOUR SALES VOLUME

Your business can help you earn Commissions each month. Amway calculates monthly Commissions for you based on the Points and NSV that you and your team generate by selling products to customers.

## PERSONAL SALES COMMISSION

Earned on personal sales volume that you build by selling products to customers.

To find your Sales Commission percentage, add your Personal Points and Pass-Up Points from your team and refer to the schedule below.

### How it is calculated

$$\begin{array}{r} \text{x} \\ \text{MONTHLY PERSONAL NSV} \\ \text{SALES COMMISSION PERCENTAGE} \\ \hline = \\ \text{PERSONAL SALES COMMISSION} \end{array}$$

## DIFFERENTIAL SALES COMMISSION

Pays you based on the difference between your Sales Commission percentage and the Sales Commission percentage of a frontline direct seller.

This commission is calculated separately for each frontline.

### How it is calculated

$$\begin{array}{r} \text{x} \\ \text{(YOUR COMMISSION PERCENTAGE -} \\ \text{FRONTLINE ADS COMMISSION PERCENTAGE)} \\ \text{TEAM NSV OF FRONTLINE ADS} \\ \hline = \\ \text{DIFFERENTIAL SALES COMMISSION} \end{array}$$

## SALES COMMISSION SCHEDULE

IF YOUR MONTHLY POINTS ARE:	YOUR MONTHLY SALES COMMISSION IS:
10,000 OR MORE	21% of your NSV
7,000 - 9,999.99	18% of your NSV
4,000 - 6,999.99	15% of your NSV
2,400 - 3,999.99	12% of your NSV
1,200 - 2,399.99	9% of your NSV
600 - 1,199.99	6% of your NSV
200 - 599.99	3% of your NSV



## GET A TEAM GOING

Your customers and other people you know may be interested in starting an Amway™ business. You can be their sponsor to help them grow in Amway business and earn additional commissions and incentives when they sell Amway™ products.

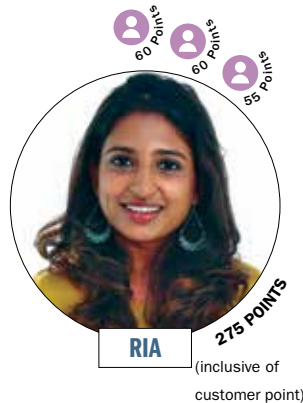




**Ria is starting to grow her business.** She already uses Amway™ products and sells them to friends and family to meet their needs. Now she wants to earn even more and decided to sponsor some friends who start their own Amway™ businesses and retail products.

**855 TEAM Points**  
6% Sales Commission

 **VERIFIED CUSTOMER SALES**



**PERSONAL SALES COMMISSION**

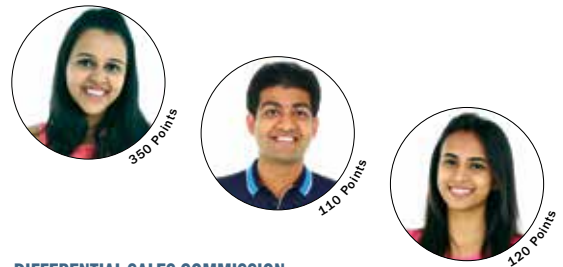
**100 Points / 8,000 NSV**

NSV for 100 Personal Points	8,000 NSV
x Performance Sales Commission	
Percentage on 855 Team Points	6%
<b>= Personal Sales Commission</b>	<b>₹ 480</b>

**RETAIL MARGIN**

Personal Volume 100 Points / 8,000 NSV  
Retail Margin NSV 8000\*10% = ₹ **800**

<b>EXAMPLE: SALES COMMISSION</b>	
TOTAL SALES COMMISSION	₹ 3,264
RETAIL MARGIN	₹ 800
TRADE DISCOUNT	₹ 2,200
CUSTOMER SALES INCENTIVE*	₹ 560
<b>RIA'S TOTAL MONTHLY EARNINGS</b>	<b>₹ 6,824</b>



**DIFFERENTIAL SALES COMMISSION**

1 team earns 3% Sales Commission  
2 teams earn 0% Sales Commission

ADS	POINTS	NSV	DIFFERENTIAL	SALES COMMISSION
A	350	28,000	6% - 3% = 3%	₹ 840
B	110	8,800	6% - 0% = 6%	₹ 528
C	120	9,600	6% - 0% = 6%	₹ 576
VCS	175	14,000	6% - 0% = 6%	₹ 840
<b>Total</b>				<b>₹ 2,784</b>

**TRADE DISCOUNT**

Personal Volume 100 Points / 8,000 NSV  
+ Customer Volume 175 Points / 14,000 NSV  
Trade Discount = (Total NSV 22,000\*10%) = ₹ **2,200**

**CUSTOMER SALES INCENTIVE**

NSV for 175 Customer Points = 14,000  
x Customer Sales Incentive multiplier  
CSI multiplier on 6% Commission level (10% - 6%) = 4%  
CSI (14000\*4%) = ₹ **560**

**Important to know:**

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# BUILD A TEAM TO GO BRONZE

Take your business to the next level. Bronze Foundation and Bronze Builder Incentives+ reward you for coaching new direct sellers who sell products while you grow your sales volume, too. Set your foundation, and then build on it.



## BRONZE FOUNDATION INCENTIVE+

Help three or more people start their own Amway™ business and sell products. Earn it by:

- ✓ Achieving 9% or higher on the Sales Commission Schedule
  - ✓ Personally sponsoring at least three sales teams, each earning a minimum of 3% Sales Commission Level
- o Amway Direct Sellers have been at or below 12% on the Sales Commission Schedule in the previous Performance Year.
- o **For PY'2019-20**, as an exception an ADS who meets the below criteria is also eligible to participate in Bronze Foundation Incentive:
- Must be below Silver Producer Level in PY'2019
  - Must have no more than 1 month at 13% or higher from Sep'2018 to April'2019.

How it is calculated

**15%**  
**MULTIPLIER**



**SALES  
COMMISSION**  
(INCLUDES PERSONAL SALES COMMISSION  
AND DIFFERENTIAL SALES COMMISSION)



## MAXIMIZE YOUR MULTIPLIERS

Many Core Plus+ incentives are multipliers on your Core Plan commissions. That means if you build your business in ways that increase your Core Plan earnings, you can increase your Core Plus+ incentives too.



You can earn maximum 12 payments within a 18 months of Period.

*Beginning the first month you earn a Bronze Foundation Incentive+.*



**Rakesh has been an Amway Direct Seller (ADS) for several months.** He provides his customers with friendly service and product recommendations to meet their needs. Rakesh also works with his team to maximize their Customer Sales Incentives<sup>+</sup>. Meeting their goals qualifies three out of four sales team members he sponsors at more than 3% Sales Commission level, and Rakesh at 9%. He earns his Bronze Foundation Incentive<sup>+</sup> for all 12 months it is available.

**1,550 TEAM POINTS**  
9% Sales Commission



### EXAMPLE: EARLY BUSINESS BUILDER

PERSONAL VOLUME	300 POINTS / 1,550 TEAM POINTS
CORE PLAN SALES COMMISSION	₹ 8,400
CUSTOMER SALES INCENTIVE <sup>+</sup> @ 1% MULTIPLIER	₹ 160
BRONZE FOUNDATION INCENTIVE <sup>+</sup> @ 15% MULTIPLIER	₹ 1,260
RETAIL MARGIN	₹ 800
TRADE DISCOUNT	₹ 2,400
<b>TOTAL INCOME</b>	<b>₹ 13,020 MONTH / ₹ 1,56,240 ANNUALLY*</b>

\*Assumes ADS performs consistently and meets requirements each month

#### Important to know:

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# GROW A BALANCED BUSINESS FOR GREATER EARNINGS AND RECOGNITION

Focusing on both width and depth can help you earn more.

That means continuing to sponsor new team members, and helping frontlines keep building their businesses. The Bronze Builder Incentive+ pays you more as you grow strong.



## BRONZE BUILDER INCENTIVE+

**Help downline Amway Direct Sellers (ADS) follow the path to Bronze and duplicate your success.** Receive your Bronze pin the first month you earn the Bronze Builder Incentive+. Earn it by:

- ✓ Achieving 15% or higher on the Sales Commission Schedule
- ✓ Personally sponsoring at least three sales teams, each earning a minimum of 6% Sales Commission Level
  - o Your highest qualification since September 2014 must be at Silver Producer or below.
  - o Have not yet earned a Bronze Builder Incentive+
  - o Still be within the 12-month Bronze Builder Incentive+ period.

How it is calculated

**20%  
MULTIPLIER**



**SALES  
COMMISSION**  
(INCLUDES PERSONAL SALES COMMISSION  
AND DIFFERENTIAL SALES COMMISSION)



You can earn maximum 12 payments within a 18 months of period.

*Beginning the first month you earn a Bronze Builder Incentive+.*

## NEW! BRONZE PIN

The Core Plus+ Bronze pin is a significant achievement. It can be your first step to higher Core Plan levels like Silver, Gold, Platinum and beyond.







**Priya is dedicated to her business.** She makes sure all her customers are satisfied so she can count on their monthly purchases. And Priya teaches the team members she sponsors to go for the Bronze Foundation Incentive+, just like she did. Priya earns her first Bronze Builder Incentive+ and Bronze pin. Then she earns the Bronze Builder Incentive+ for 12 months total.

**4,400 TEAM Points**  
15% Sales Commission

**VERIFIED CUSTOMER SALES**

**300 Points** (inclusive of customer point)

**9% 1,500 Points**

**6% 900 Points**

**6% 900 Points**

**6% 600 Points**

**3% 200 Points**

**EXAMPLE: BRONZE BUSINESS**

PERSONAL VOLUME	300 POINTS / 4,400 TEAM POINTS
CORE PLAN SALES COMMISSION	₹ 30,000
RETAIL MARGIN	₹ 400
TRADE DISCOUNT	₹ 2,400
BRONZE FOUNDATION INCENTIVE+ @ 15% MULTIPLIER	₹ 4,500
BRONZE BUILDER INCENTIVE+ @ 20% MULTIPLIER	₹ 6,000
<b>TOTAL INCOME</b>	<b>₹ 43,300 MONTH / ₹ 5,19,600 ANNUALLY*</b>

**EARN BOTH BRONZE INCENTIVES!**

\*Assumes ADS performs consistently and meets requirements each month

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# MAXIMIZE YOUR EARNINGS

## CORE PLUS+ COMPLEMENTS THE CORE PLAN

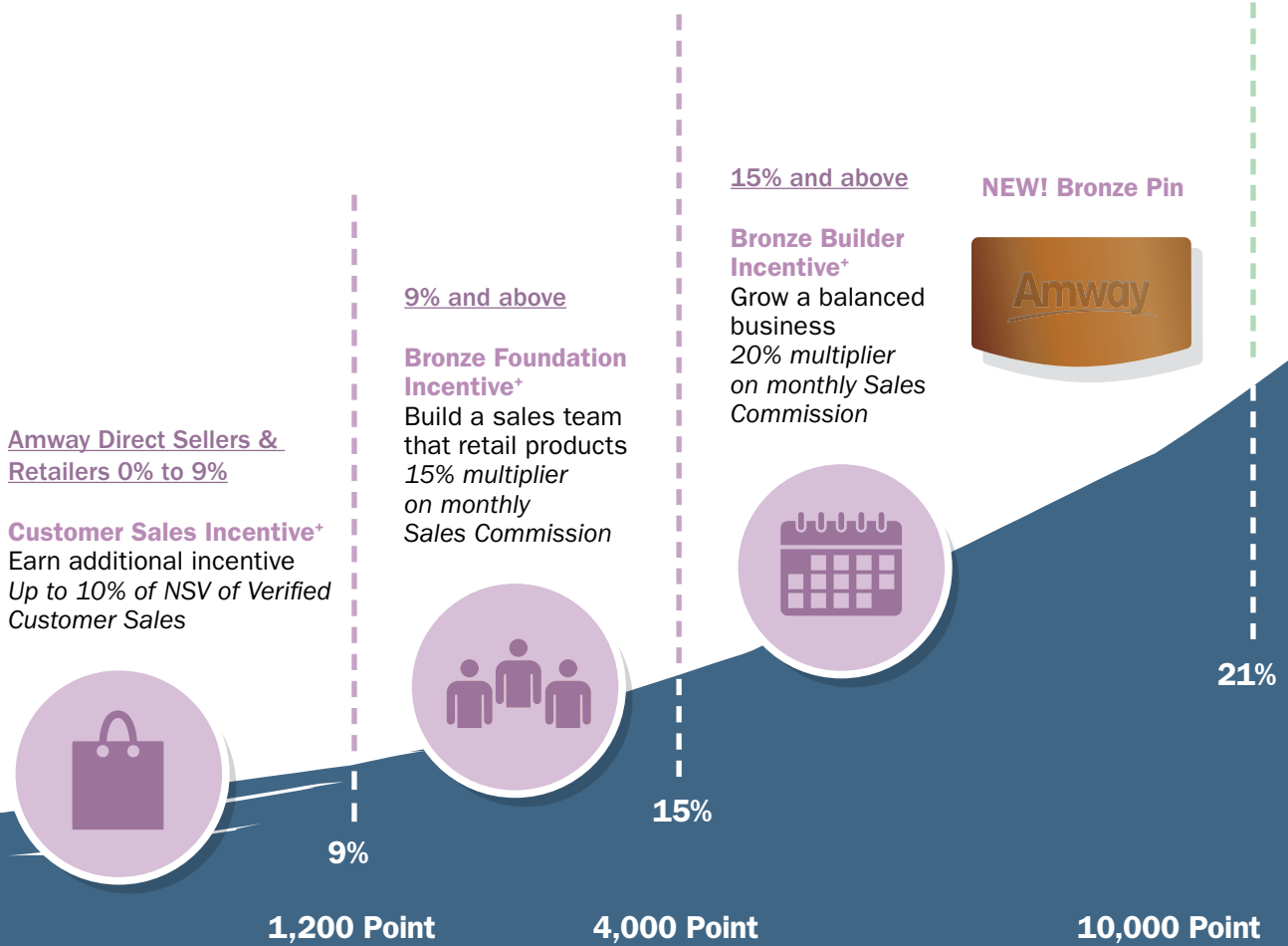
Amway Direct Sellers at all levels can be rewarded for building profitable, sustainable structures. Aim for these key achievements to make the most.

### CORE PLUS+ EARLY INCENTIVES



### GROW YOUR BUSINESS

Earn higher Core Plan commissions to increase Core Plus+ incentives.





## CORE PLUS+ LEADER INCENTIVES

Silver Producer and above

**Personal Group Growth Incentive+**  
Earn additional on the way to Founders 10%-40% of qualified Sales Commission



Founders Platinum and above

**Frontline Growth Incentive+**  
Coach qualifiers to go for Founders  
Earn additional 10%-40% of total Leadership Development and Group Development Commissions



Platinum and above

**Two-Time Cash Incentive+**  
Achieve higher levels, Earn ₹ 1,00,000-7,80,000



# Core Plan | Core Plus+

# HELP DOWNLINE AMWAY DIRECT SELLERS (ADS) QUALIFY AT 21% TO INCREASE CORE PLAN COMMISSIONS

Your monthly commissions can grow as your team grows and retail products. Earn rewards for coaching others to build their businesses.

## LEADERSHIP DEVELOPMENT COMMISSION (LDC)

**Earn 6% for helping downline ADS qualify at 21%.** Leadership Development Commission is calculated beginning with the furthest downline in each sales team who qualified at 21% Sales Commission level. Six percent of that ADS NSV is rolled up to his or her immediate sponsor. A sponsor keeps **ALL, SOME or NONE** of this amount, depending on sales volume.



### EXAMPLE COMMISSION CALCULATION

A minimum Leadership Development Commission is passed up to sponsor.

₹48,000 = Minimum guaranteed Leadership Development Commission

This leader earns enough Point to keep some Leadership Development Commission.

6% x 3,20,000 NSV = ₹19,200  
₹48,000 - ₹19,200 = ₹28,800 of guarantee passes up to sponsor  
₹64,800 - ₹28,800 = ₹36,000 Leadership Development Commission earned

Because the ADS has less than 4,000 Point, the ADS does not keep any of the commission passed up.

6% x 1,20,000 NSV = ₹7,200

Calculation starts with a 21% Team.

6% x 9,60,000 NSV = ₹57,600

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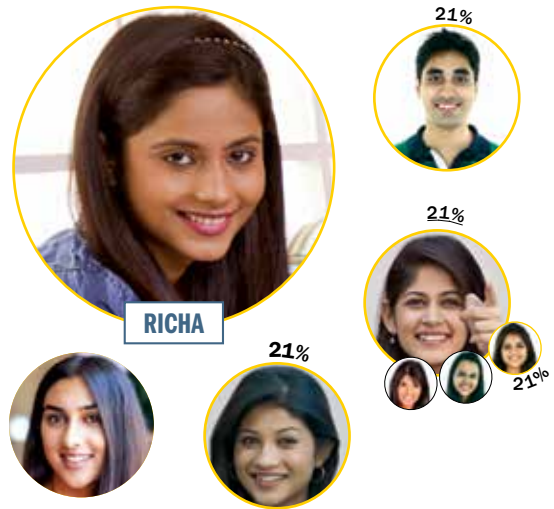
## GROUP DEVELOPMENT COMMISSION (GDC)

**Earn 1% of NSV for building a team of qualifying Amway Direct Sellers in depth.** Receive a Group Development Commission when you have three or more in-market frontline sales teams at 21% Sales Commission in a month and at least one of those frontline ADS has one or more downline qualified at 21%. Group Development Commission is calculated separately for each qualified team.

### EXAMPLE COMMISSION CALCULATION

Commission is based on the four 21% downline ADS that Richa has in her team, each qualifying with 10,000 Point and 8,00,000 NSV

For each 21% team:  
 $8,00,000 \text{ NSV} \times 1\% = ₹8,000 \text{ Monthly Group Development Commission (GDC)}$



## ANNUAL LEADER COMMISSIONS

Each year, Amway rewards leaders for building sales volume with three annual commissions. The total for each commission is based on the total in-market NSV and/or qualified international volume for the year.

- Emerald Commission
- Diamond Commission
- Diamond Plus Commission

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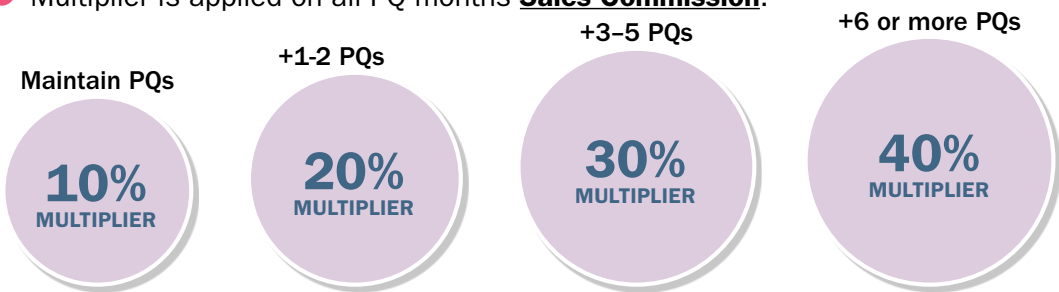




## PERSONAL GROUP GROWTH INCENTIVE\*

**Earn additional on the way to Founders and beyond.** At the end of the Performance Year, you can earn a multiplier on your Sales Commission from the **months you qualified**.

- ✓ All qualified Silver Producers and above can participate in 'Personal Group Growth Incentive'
- ✓ Earn a Personal Q (PQ) each month you reach 10,000 Enhanced Sales Volume or 4,000 Enhanced Sales Volume with a team at 21% Sales Commission level. In other words the Enhanced Sales Volume includes non-21% teams points/net sales volume, but excludes points/net sales volume from a downline Platinum and his/her downline (even if they did not have a 21% month) (**Ruby principle applies**).
- ✓ Maintain or increase PQs compared to the previous Performance Year.
- ✓ Multiplier is identified on the number of incremental PQ months over previous performance year.
- ✓ Multiplier is applied on all PQ months **Sales Commission**.



**Example:**

YOUR QUALIFIED SALES COMMISSION TOTAL	10% MULTIPLIER	20% MULTIPLIER	30% MULTIPLIER	40% MULTIPLIER
₹ 1,00,000	₹ 10,000	₹ 20,000	₹ 30,000	₹ 40,000
₹ 3,00,000	₹ 30,000	₹ 60,000	₹ 90,000	₹ 1,20,000
₹ 5,00,000	₹ 50,000	₹ 1,00,000	₹ 1,50,000	₹ 2,00,000

**NOTE:** Only sales commission which includes personal sales commission and differential sales commission (excluding leadership development commission, group development commission or any other commissions) in qualifying months will be used in year-end calculation.

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# BUILD A SUSTAINABLE SALES STRUCTURE FOR GREATER PROFITABILITY

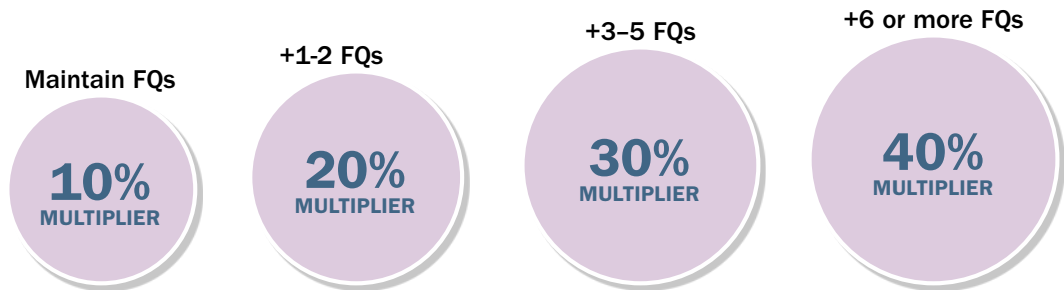
**Develop emerging downline leaders.** Help them build strong, qualifying businesses balanced in width and depth. Optimal business structures can lead to higher earnings and long-term growth.



## FRONTLINE GROWTH INCENTIVE+

**Coach downline leaders to go for Founders Platinum and beyond.** Keep increasing the number of teams with sales qualifying them at the 21% Sales Commission level and get rewarded every year.

- ✓ All qualified **Founders Platinum and above** can participate in 'Frontline Growth Incentive'.
- ✓ At the end of the Performance Year, you can earn an annual multiplier (10% to 40%) on your **Total Leadership Development Commission (LDC) and Group Development Commission (GDC)**.
- ✓ Earn a Frontline Q (FQ) each month for every in-market frontline leader who qualifies at 21% Sales Commission level.
- ✓ Maintain or increase FQs compared to the previous Performance Year.
- ✓ Multiplier is identified on the number of incremental FQ months over previous performance year.



Example:

YOUR QUALIFIED LDC & GDC TOTAL:	10% MULTIPLIER	20% MULTIPLIER	30% MULTIPLIER	40% MULTIPLIER
₹ 5,00,000	₹ 50,000	₹ 1,00,000	₹ 1,50,000	₹ 2,00,000
₹ 10,00,000	₹ 1,00,000	₹ 2,00,000	₹ 3,00,000	₹ 4,00,000
₹ 15,00,000	₹ 1,50,000	₹ 3,00,000	₹ 4,50,000	₹ 6,00,000

**NOTE:** Only Leadership Development Commission and Group Development Commission will be used in year-end calculation.

### Important to know:

- The above example is only illustrative of income which may be earned by Amway Direct Seller in a month. Actual Income is dependent of efforts resulting in Individual and Direct Sellers Sales (based on the published Sales Commission Schedule).
- However, important to know that commissions only get generated when you retail Amway products. Amway does not pay any commission for the sheer act of building the sales team without any product sales.
- All incomes are subject to applicable taxes.
- For further clarifications please contact your Account Manager.



## TWO-TIME CASH INCENTIVE<sup>+</sup>

**Reach new qualification levels.** Amway Direct Sellers can qualify for an incentive the first time they reach a new qualification pin level, and earn another incentive by requalifying the next year.

### HOW TO QUALIFY FOR TWO-TIME CASH INCENTIVE (TTCI).

- ✓ Grow and earn new pin level – then requalify in the next year.
- ✓ Achieve first time qualification between Platinum and Founders Diamond.
- ✓ Requalification payment earned, if Direct Seller achieves same award level in the next year.
- ✓ For Platinum up to Sapphire, the entire qualification history will be looked at to see if the ADS has already qualified for these awards in the past.
- ✓ Payments are cumulative: an ADS can earn multiple Two-Time Cash Incentive payments for multiple qualifications during a year.

PIN LEVEL	FIRST YEAR	SECOND YEAR
Platinum	₹1,00,000	₹1,00,000
Founders Platinum	₹1,60,000	₹1,60,000
Sapphire	₹2,03,000	₹2,03,000
Founders Sapphire	N/A	N/A
Emerald*	₹4,16,000	₹4,16,000
Founders Emerald*	₹5,20,000	₹5,20,000
Diamond*	₹6,50,000	₹6,50,000
Founders Diamond*	₹7,80,000	₹7,80,000

\* Executive Diamond and above can only qualify through Global Award Recognition (GAR) and will be incentivized through Two-Time Cash Award (TTCA) under GAR.

\* Emerald through Founders Diamond ADS must qualify with in-market teams only.

\* For in market Emerald & above, the qualification history will be checked since PY'15 (Sep'14)

### MAKE THE MOST WITH YOUR AMWAY™ BUSINESS

As a leader, here are three ways you can earn more:

- ✓ Build width by sponsoring new ADSs who sell products
- ✓ Grow depth by helping downline ADSs achieve their goals
- ✓ Qualify monthly with Enhanced Sales Volume

• All incomes are subject to applicable taxes.

• For further clarifications please contact your Account Manager.

**\*AMWAY™ CORE PLUS DISCRETIONARY INCENTIVES PROGRAM**

# YOU HAVE WHAT IT TAKES TO ACHIEVE YOUR GOALS

Keep growing your Core Plan Commissions and teach your team to do the same. Core Plus<sup>+</sup> incentives can continue to build as your business does. Work with your Leader Growth Solutions consultant or Amway representative to set a plan.

	RETAIL MARGIN	TRADE DISCOUNT	CORE PLAN	CORE PLUS <sup>+</sup>	YOU CAN EARN
<b>YOUR FOUNDERS PLATINUM BUSINESS</b>  10,050 ENHANCED SALES VOLUME*	<b>₹12,000</b> <small>Points: 125 (Excludes customer points)</small>	<b>+ ₹28,800</b> <small>Points: 300</small>	<b>+ ₹8,55,360</b> <small>Points: 10,050 NSV: 8,04,000 21% Sales Commission ₹7,40,160 Leadership Development Commission: ₹1,15,200 (Structure)</small>	<b>+ ₹5,02,144</b> <small><b>Incentives*:</b> Personal Group Growth: ₹2,96,064 @ 40% Multiplier Frontline Growth: ₹46,080 @ 40% Multiplier Two-Time Cash: ₹1,60,000</small>	<b>= ₹13,98,304<sup>#</sup></b> <small>in 12 months</small>
	<b>YOUR FOUNDERS EMERALD BUSINESS</b>  10,050 ENHANCED SALES VOLUME* PER MONTH INCLUDES 3 21% TEAMS				
	<b>₹12,000</b> <small>Points: 125 (Excludes customer points)</small>	<b>+ ₹28,800</b> <small>Points: 300</small>	<b>+ ₹30,24,403</b> <small>Points: 10,050 NSV: 8,04,000 21% Sales Commission: ₹8,55,360 Leadership Development Commission: ₹17,28,000 (Structure) Group Development Commission: ₹4,41,043 (Avg. 2017-18)</small>	<b>+ ₹14,73,153</b> <small><b>Incentives*:</b> Personal Group Growth: ₹85,536 @ 10% Multiplier Frontline Growth: ₹8,67,617 @ 40% Multiplier Two-Time Cash: ₹5,20,000</small>	<b>= ₹45,38,356<sup>#</sup></b> <small>in 12 months</small>
	<b>₹12,000</b> <small>Points: 125 (Excludes customer points)</small>	<b>+ ₹28,800</b> <small>Points: 300</small>	<b>+ ₹59,65,454</b> <small>Points: 10,050 NSV: 8,04,000 21% Sales Commission: ₹9,36,000 LDC: ₹34,56,000 (Structure) Enhancement Sales Commission: ₹3,27,664 (Avg. 2017-18) GDC: ₹12,45,790 (Avg. 2017-18)</small>	<b>+ ₹27,54,316</b> <small><b>Incentives*:</b> Personal Group Growth: ₹93,600 @ 10% Multiplier Frontline Growth: ₹18,80,716 @ 40% Multiplier Two-Time Cash: ₹7,80,000</small>	<b>= ₹87,60,570<sup>#</sup></b> <small>in 12 months</small>

**Important to know:**

- One Point equal ₹ 80 Net Sales Volume (excluding taxes and discounts). The ratio of Points to Net Sale Volume (excluding taxes and discounts) is adjusted periodically by Amway.
- The above example is only illustrative of income which may be earned by Amway Direct Seller in a month/year. Actual Income is dependent of structure & efforts resulting in Individual and Direct Sellers Sales (based on the published Sales Commission Schedule).
- The Trade Discount shown in this example is a symbolic depiction only. Retail Margin is not calculated or paid by Amway. The Retail Margin shown in this example is a symbolic depiction only.
- However, important to know that commissions only get generated when you retail Amway products. Amway does not pay any commission for the sheer act of building the sales team without any product sales.
- \*Enhanced Sales Volume includes non-21% teams points/net sales volume, but excludes points/net sales volume from a downline Platinum and his/her downline (even if they did not have a 21% month).
- #Average Annual (Core Plan + Core Plus<sup>+</sup>) Incomes at these levels and exclude other incentives.
- All incomes are subject to applicable taxes.
- For further clarifications please contact your Account Manager.

\*AMWAY™ CORE PLUS DISCRETIONARY INCENTIVES PROGRAM

# RECOGNIZING YOUR SUCCESS AND DEDICATION TO OTHERS

You are building a long-term and sustainable businesses and not just short-term recognition. The new global recognition program rewards profitable and sustainable businesses that are developing future leaders and putting people first.

## GLOBAL AWARD RECOGNITION

### Eligibility

- ✓ Amway Direct Sellers must qualify for Founders Diamond by being an Emerald Commission Recipient (ECR) with six or more qualified 12 month teams, including internationally sponsored teams, in at least one of their #1 or #2 businesses.
- ✓ Global Award based on combined performance of #1 and #2 Multiple Businesses.

### Earning Credits

- ✓ **Width is measured in Founders Platinum (FP) teams.** Above Founders Diamond level, this does not include internationally sponsored teams, a qualified internationally sponsored business or teams without a Founders Platinum.
- ✓ **Depth is measured in Qualification Credits (QC),** which are earned based on downline development.

### QUALIFICATION CREDITS

Each Founders Platinum up to 3 QC per team = 1.0; Emerald Commission Recipient (ECR) = 1.5; Diamond Commission Recipient (DCR) = 3.0; Founders DCR (F. DCR) = 6.0.

	AWARD LEVEL	FP TEAMS	QC	
FOUNDERS COUNCIL	Founders Crown Ambassador	14+	100	Up to 12 QC per team
	Crown Ambassador	14+	88	
	Founders Crown	12+	76	
	Crown	12+	64	
LEADER OF LEADERS	Founders Triple Diamond	10+	52	Up to 9 QC per team
	Triple Diamond	10+	43	
	Founders Double Diamond	8+	34	
	Double Diamond	8+	25	
GLOBAL LEADER	Founders Executive Diamond	6+	16	Up to 6 QC per team
	Executive Diamond	6+	10	

• For further clarifications please contact your Account Manager.



## Two-Time Cash Awards

**Achieve new levels and solidify your growth.** If you achieve multiple new qualifications in one Performance Year, you can earn multiple incentives.

AWARD LEVEL	YEAR 1 CASH AWARD	YEAR 2 REQUAL AWARD
Executive Diamond	₹ 14,00,000	₹ 4,70,000
Founders Executive Diamond	₹ 16,00,000	₹ 5,30,000
Double Diamond	₹ 20,00,000	₹ 6,70,000
Founders Double Diamond	₹ 28,00,000	₹ 9,30,000
Triple Diamond	₹ 36,00,000	₹ 12,00,000
Founders Triple Diamond	₹ 48,00,000	₹ 16,00,000
Crown	₹ 64,00,000	₹ 21,30,000
Founders Crown	₹ 80,00,000	₹ 26,70,000
Crown Ambassador	₹ 96,00,000	₹ 32,00,000
Founders Crown Ambassador	₹ 1,12,00,000	₹ 37,00,000

**First time Executive Diamonds and above, qualified under the Global Award Recognition program (GAR), are eligible.**

**Important to know:**

- One Point equal ₹ 80 Net Sales Volume (excluding taxes and discounts). The ratio of Points to Net Sale Volume (excluding taxes and discounts) is adjusted periodically by Amway.
- However, important to know that commissions only get generated when you retail Amway products. Amway does not pay any commission for the sheer act of building the sales team without any product sales.
- All incomes are subject to applicable taxes.
- For further clarifications please contact your Account Manager.



# KNOW THE KEY CONCEPTS

Please refer to the Business Reference Guide and your upline for details.  
Use this section as a convenient guide.

## DEFINITIONS

### POINT VALUE

Point Value is a unit amount assigned to each product. The total Point associated with your group's monthly volume is tracked to determine your Sales Commission bracket. The higher your Point, the higher percentage (up to 21%) used in calculating your commission.

### NET SALES VOLUME (NSV)

Net Sales Volume is a rupee figure assigned to each product. The total NSV associated with your monthly volume is multiplied by the percent from the Sales Commission Schedule to determine your gross Sales Commission.

### VERIFIED CUSTOMER SALES

Total volume from customer sales that meet Verified Customer Sales requirements. This includes Amway Direct Sellers at or below 9% Sales Commission level.

### TEAM

When an ADS registers an individual and helps them build a team, a "Team" in the Line of Sponsorship (LOS) is formed.

### PERFORMANCE YEAR (PY)

September 1 to August 31, also known as Performance Year.

### BALANCED BUSINESS

ADS/ADR can build a balanced business by selling products to customers and helping ADS/ADR they sponsor to do the same.

### BRONZE PIN

Through the Core Plus+ discretionary incentives program, ADS can earn a Bronze pin the first month they qualify for the Bronze Builder Incentive+.

### PERSONAL Q (PQ)

ADS earn a Personal Q (PQ) each month you reach 10,000 Enhanced Sales Volume or 4,000 Enhanced Sales Volume with a team at 21% Sales Commission level. In other words the Enhanced Sales Volume includes non-21% teams points/net sales volume, but excludes points/net sales volume from a downline Platinum and his/her downline (even if they did not have a 21% month).

### FRONTLINE Q (FQ)

ADS earn a Frontline Q for every in-market team that qualifies at the 21% Sales Commission bracket in the month. Through the Core Plus+ discretionary incentives program, ADS can earn an annual multiplier by increasing or maintaining their total Frontline Qs compared to the prior year. (See also Frontline Growth Incentive+.)

## AMWAY™ CORE PLUS DISCRETIONARY INCENTIVES PROGRAM (CORE PLUS+)

The Amway™ Core Plus discretionary incentives program rewards key achievements of ADS in building a sustainable, balanced business. Incentives are awarded at Amway's discretion, may change from year to year, and are separate from and in addition to the Amway™ ADS Compensation Plan (Core Plan). **ADS must be in good standing with Amway to qualify (see Amway Rules of Conduct and Code of Ethics).**

- For further clarifications please contact your Account Manager.



#### CUSTOMER SALES INCENTIVE\*

##### Eligibility

- Must earn income from Verified Customer Sales
- Must achieve 9% or below on the Sales Commission Schedule
- No minimum sales or volume requirement

##### Payment

- Earn up to 10% on Verified Customer Sales; incentive pays 10% minus ADS monthly Sales Commission percentage level
- Paid monthly
- Available every month an ADS qualifies; no limit to the number of payments

#### BRONZE FOUNDATION INCENTIVE\*

##### Eligibility

- Each month:
  - Achieve 9% or above on the Sales Commission Schedule
  - Have at least three personally sponsored sales teams who achieve 3% Sales Commission level or more
- *Amway Direct Sellers have been at or below 12% on the Sales Commission Schedule in the previous Performance Year.*
- *For PY'2019-20, as an exception an ADS who meets the below criteria is also eligible to participate in Bronze Foundation Incentive:*
  - *Must be below Silver Producer Level in PY'2019*
  - *Must have no more than 1 month at 13% or higher from Sep'2018 to April'2019.*

##### Payment

- Earn a Core Plus+ Sales Commission multiplier in qualifying months
- Paid monthly
- Available for up to 12 consecutive months, beginning the first month of qualification
- Maximum 12 payments
- Can be earned concurrently with the Bronze Builder Incentive\*

- *For further clarifications please contact your Account Manager.*

#### BRONZE BUILDER INCENTIVE\*

##### Eligibility

- Each month:
  - Achieve 15% or above on the monthly Sales Commission schedule
  - Have at least three personally sponsored sales teams who achieve 6% Sales Commission level or more
- Your highest qualification since September 2014 must be at Silver Producer or below.
- Have not yet earned a Bronze Builder Incentive+
- Still be within the 12-month Bronze Builder Incentive+ period.

##### Payment:

- Earn a Core Plus+ Sales Commission multiplier in qualifying months
- Paid monthly
- Available for up to 12 consecutive months, beginning the first month of qualification
- Maximum 12 payments
- Can be earned concurrently with the Bronze Foundation Incentive\*

#### PERSONAL GROUP GROWTH INCENTIVE\*

##### Eligibility

- Qualify Silver Producer and above
- Increase or maintain your total Personal Qs each year over the prior year baseline
- Earn a Personal Q (PQ) every month you reach 10,000 Enhanced Sales Volume or 4,000 Enhanced Sales Volume with a 21% Team. In other words the Enhanced Sales Volume includes non-21% teams points/net sales volume, but excludes points/net sales volume from a downline Platinum and his /her downline (even if they did not have a 21% month) (Ruby principle applies).

##### Payment

- Earn a multiplier on a portion of your Core Plan income
- Paid annually
- Available every year an ADS qualifies; no limit to the number of payments
- Only Sales Commissions earned during PQ months will be used in incentive calculation



## FRONTLINE GROWTH INCENTIVE\*

### Eligibility

- Qualify Founders Platinum and above
- Increase or maintain your total Frontline Qs each year over the prior year baseline
- Earn a Frontline Q (FQ) each month for every in-market frontline leader who qualifies at 21% Sales Commission level
- Multiplier is identified on the number of incremental FQ months over previous performance year.
- At the end of the Performance Year, you can earn an annual multiplier (10% to 40%) on your Total Leadership Development Commission (LDC) and Group Development Commission (GDC).

### Payment

- Earn a multiplier on a portion of your Core Plan income
- Paid annually
- Available every year an ADS qualifies; no limit to the number of payments

## TWO-TIME CASH INCENTIVE\*

### Eligibility

- Grow and earn a new pin level, then requalify the second consecutive year:
  - Achieve Platinum with 6 Qs in a PY, Founders Platinum, Sapphire, Emerald, Founders Emerald, Diamond or Founders Diamond
- For Platinum up to Sapphire, the entire qualification history will be looked at to see if the ADS has already qualified for these awards in the past.
- Emerald through Founders Diamond ADS must qualify with in-market teams only
  - Eligibility is determined using in-market qualification records from PY15 through qualification year

### Payment

- Earn a fixed payment for first-time higher pin achievement and subsequent second-year payment for consecutively requalifying
- Payments are cumulative; an ADS can earn multiple Two-Time Cash Incentive\* payments for multiple qualifications during a year
- Payments are additive; second-year payments from a prior year qualification can be paid on top of new first-year payments for achieving higher qualifications
- Requalification payment is earned only if ADS achieves same award level in second consecutive year

## GLOBAL AWARD RECOGNITION

### Eligibility

- ✓ Amway Direct Sellers must qualify for Founders Diamond by being an Emerald Commission Recipient (ECR) with six or more qualified 12 month teams, including internationally sponsored teams, in at least one of their #1 or #2 businesses.
- ✓ Global Award based on combined performance of #1 and #2 Multiple Businesses.

### Earning Credits

- ✓ **Width is measured in Founders Platinum (FP) teams.** Above Founders Diamond level, this does not include internationally sponsored teams, a qualified internationally sponsored business or teams without a Founders Platinum.
- ✓ **Depth is measured in Qualification Credits (QC),** which are earned based on downline development.

## QUALIFICATION CREDITS

Each Founders Platinum up to 3 QC per team = 1.0; Emerald Commission Recipient (ECR) = 1.5; Diamond Commission Recipient (DCR) = 3.0; Founders DCR (F. DCR) = 6.0.



\*AMWAY™ CORE PLUS DISCRETIONARY INCENTIVES PROGRAM



“

**THE FUTURE IS YOURS – RUN WITH IT.**

– JAY VAN ANDEL, CO-FOUNDER OF AMWAY

