


SALES AND MARKETING PLAN



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SECTION 1: INTRODUCTION TO THE SALES AND MARKETING PLAN

Integral to the worldwide success of Amway, is its unique Sales and Marketing Plan. This Plan has withstood the test of time, in multiple currencies, cultures and climates around the globe. The Plan provides a simple and unique mechanism of achieving one's own goals while helping others achieve their own.

The AMWAY Sales and Marketing Plan offers you the flexibility that fits in with your lifestyle. We provide reward for effort by offering substantial bonuses, business seminars, commissions on product sales and a long-term, willable business opportunity to all ABOs.

“My business is really my business and my business can be anything I want it to be.”



SECTION 2: HOW TO CALCULATE YOUR INCOME

The Amway Business Opportunity provides an opportunity to expand your business as far as you wish.

Note: If a term is used that is unfamiliar to you, please consult Section 2 of Rules of Conduct in this Business Handbook.

Income from Product Sales

Firstly, you receive profit from your sale of Amway products to clients. The difference between your purchase cost and the retail price is your retail margin. If you follow Amway's suggested retail price, your retail margin will average 30% of your purchase price before VAT. The suggested retail margin may be higher or lower on individual Amway products.

Performance Commission based on Product Purchases

Secondly, you can receive a Performance Commission based on a monthly accumulation of points. All Amway Products are assigned two numbers: Point Value (PV) and Business Volume (BV). Point Value is a numerical quantity assigned to each product. Business Volume is a monetary amount assigned to each product. A product's BV may change due to periodic price adjustments.

The total Point Value (PV) of all the Amway products you and your Downline (whose Personal Volume is considered in calculating your Group Volume) purchase from Amway to support your independent business during a particular month, determines your Performance Commission Percentage for that month. This percentage multiplied by the total BV of all such products will be your gross Performance Commission Percentage for that month.

Performance Commissions earned by ABOs within your Downline (whose Personal Volume is considered in calculating your Group Volume) are deducted from your gross Performance Commission and are paid by Amway directly to your sponsored Amway Business Owners (ABOs). Your Performance Commission earnings are paid directly to you.

How income is generated under the Amway Sales and Marketing Plan

You can earn income through:

- Retail Margin attached to all products sold;
- Performance Commission, based on the total volume of products sold to clients through your business;
- Leadership Commissions (as described later) paid to you for successfully assisting others within your eligible Downline to achieve the 21% Performance Commission level; and
- Higher Award Commissions, including annual commissions, one-time cash awards and discretionary commissions for retail and sponsoring performance at established levels.

Important

All of the examples provided in this section are intended to illustrate how to calculate Performance Commission and combine it with income from gross retail margins under the Amway Sales and Marketing Plan. They are not intended to suggest an average achievement under the Plan. The examples are based on assumptions that may or may not apply to your circumstances. Actual results will depend on a number of factors and will vary from person to person. For example, net income will be determined after subtracting any applicable taxes and costs of overhead, including business expenses, that you may have. Your net profit may differ greatly from the examples below and will depend on many factors, including how efficiently you are able to conduct your business activities. Further details of how commissions are calculated can be found in this section or by contacting Amway directly.

How Income is Earned

Your Amway Business income is based on a monthly accumulation of points. All Amway products are assigned four sets of numbers: ABO Price (which is the price ABOs pay for the Amway products), Suggested Retail Price (which is the amount Amway suggests that clients pay for the same Amway Products purchased by the ABO), Point Value or 'PV' and Business Volume or 'BV'.

If your monthly Point Value is:	The Performance Commission generated is:
200 PV	3% of total BV
600 PV	6% of total BV
1 200 PV	9% of total BV
2 400 PV	12% of total BV
4 000 PV	15% of total BV
7 000 PV	18% of total BV
10 000 PV	21% of total BV

The Performance Commission Schedule

Your Performance Commission Percentage for each month is determined by the total PV of Amway products that you order during that particular month. Your Performance Commission is then calculated by multiplying the appropriate Performance Commission Percentage by your BV for the month.

Performance Fee is not only based on your own PV/BV Volume, but also on the sales of products attributed to your Downline ABOs.

The following examples show how the Amway Sales and Marketing Plan functions. These are examples only. They are not intended to serve as any guarantee of income by Amway. Rather, they show the methodology used in calculating Performance Commissions in the Amway Sales and Marketing Plan.

The Performance Commission achieved by ABOs within your eligible Downline will be paid by Amway directly to them; the remaining difference in your group's total Performance Commission will be paid by Amway directly to you.

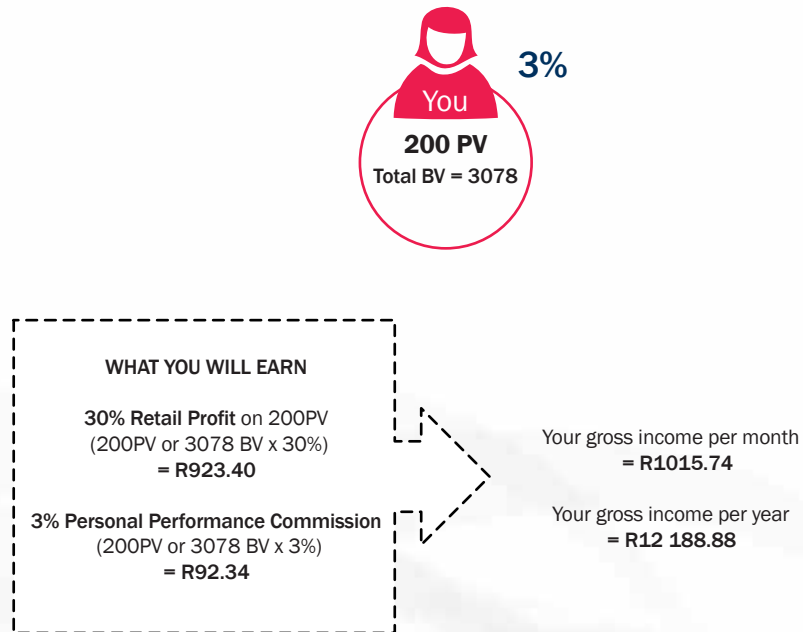
PLEASE NOTE: For ALL EXAMPLES the ratio between PV and BV in SA to be 1PV = 15.39BV and the Retail Margin as 30% of the ABO Price before VAT.**

Your Retail Margin may be higher or lower on individual Amway Products, depending on the retail price at which you sell such product. The Retail Margin is calculated before payment of VAT. The most up-to-date data regarding Suggested Retail Prices for all Amway Products can be found in the current Product Brochure.

PERSONAL PERFORMANCE COMMISSION AND RETAIL COMMISSION

EXAMPLE 1

Assuming that your monthly retail sales are equal to 200 PV*, your immediate gross income would accumulate as follows:



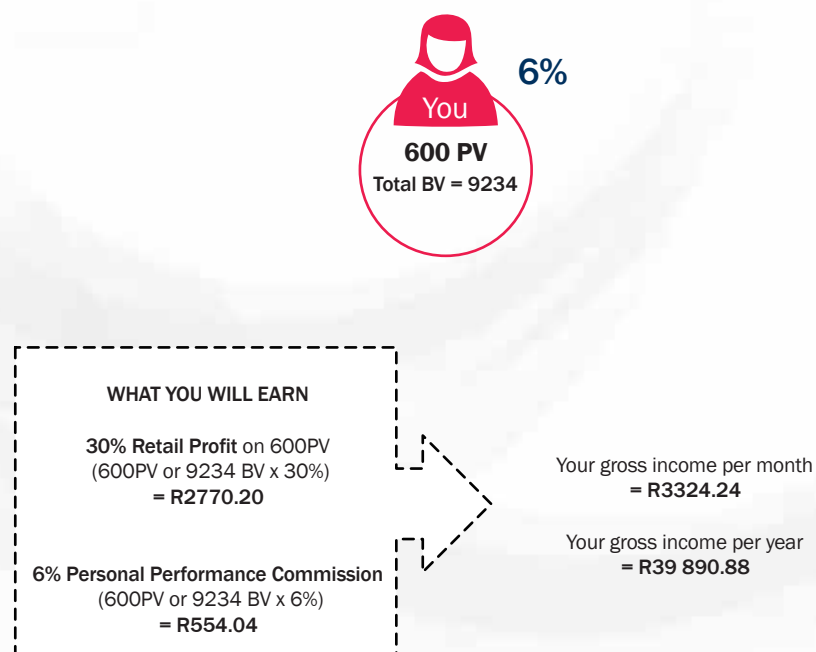
* Not everyone will have 200 points per month. Some ABOs will have more and some less. This figure is used to demonstrate the Amway Business Opportunity, not as a guarantee of income.

** The Retail Margin varies with each product.

EXAMPLE 2

Assuming that your monthly retail sales increased to 600 PV, your total monthly BV would be 9 234 BV. So, your immediate gross income would rise accordingly:

Already your part-time Amway Business is beginning to offer a meaningful income, but there are ways to expand this even further.



DIFFERENTIAL COMMISSION

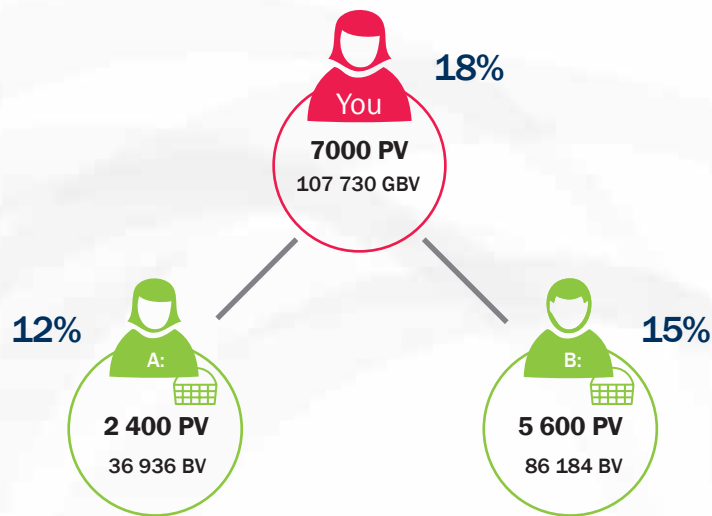
Differential Commission is earned based on calculating the difference in percentage levels reached between you and your frontline.

If you are at a higher percentage level than your frontline, you will earn this percentage difference between you and each of your frontline who is at a lower percentage level than you in that month.

Differential Commission can only be earned by an ABO who achieves a higher percentage level than that of their frontline in the same month.

Your income from Differential Commission ONLY would be as follows:

- GPV** Group Point Volume or Group PV
- GBV** Group Business Volume or Group BV



WHAT YOU WILL EARN

Differential Commission is calculated as follows

18% - 12% = 6% (You - A)
 6% x 2 400 PV or 36 936 BV
 = R2 216.16

18% - 15% = 3% (You - B)
 3% x 5 600 PV or 86 184 BV
 = R2 585.52

Your gross income in this month from **Differential Commission ONLY:**

R2 216.16 (from ABO A)
 +
 R2 585.52 (from ABO B)
 = R4 801.68 Total Differential Commission

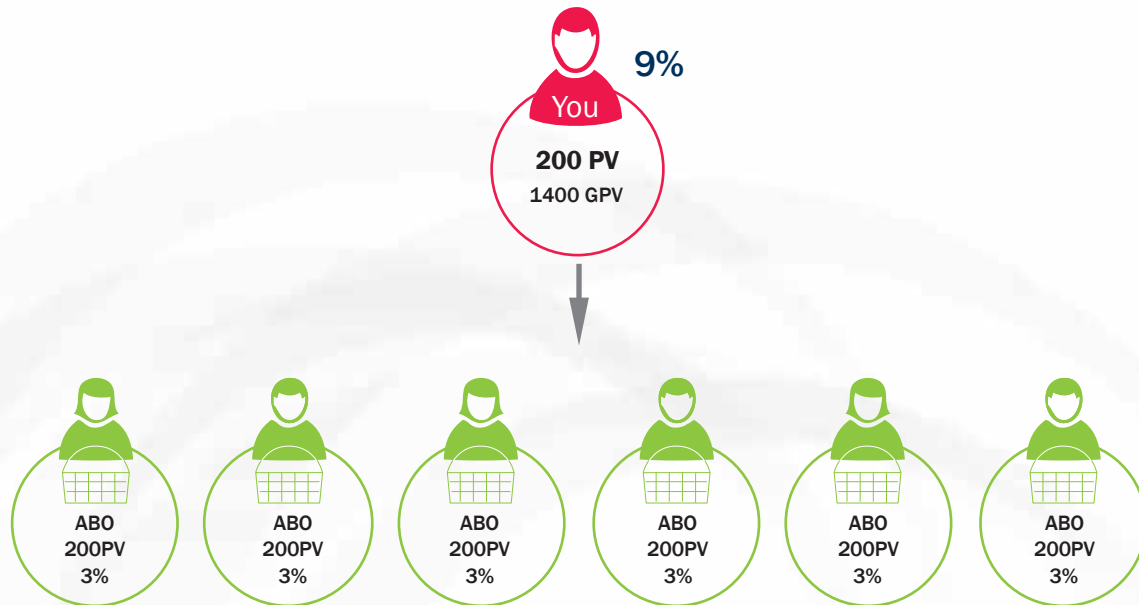
GROWTH THROUGH DOWNLINE SALES

EXAMPLE 3

Let's now assume that you sponsor six other ABOs*, each of whom generates 200 PV in a month, while you, at the same time; personally retail 200 PV a month.

Your gross income would be as follows:

* Not every ABO will sponsor other ABOs. Some will sponsor more and some less, depending on the time and effort expended on building the business.



WHAT YOUR GROUP LOOKS LIKE

Your total monthly group
PV = **1 400**
Your total monthly group
BV = **21 546**

**9% Personal Performance
Commission** on 3 078 BV
= **R277.02**

Performance Commission paid
out by Amway to your eligible
downline ABOs:
(200 PV or 3 708 BV x 3% x 6 ABOs)
= **R554.04**

WHAT YOU WILL EARN

**Personal Performance
Commission**
= **R277.02**

30% Retail Profit on
your 200 PV
(200 PV or 3 078 BV x 30%)
= **R923.40**

Differential Commission
you keep
(200 PV or 3 078 BV x 6% x 6)
= **R1 108.08**

Your gross income per month
= **R2 308.50**

Your gross income per year
= **R27 702.00**

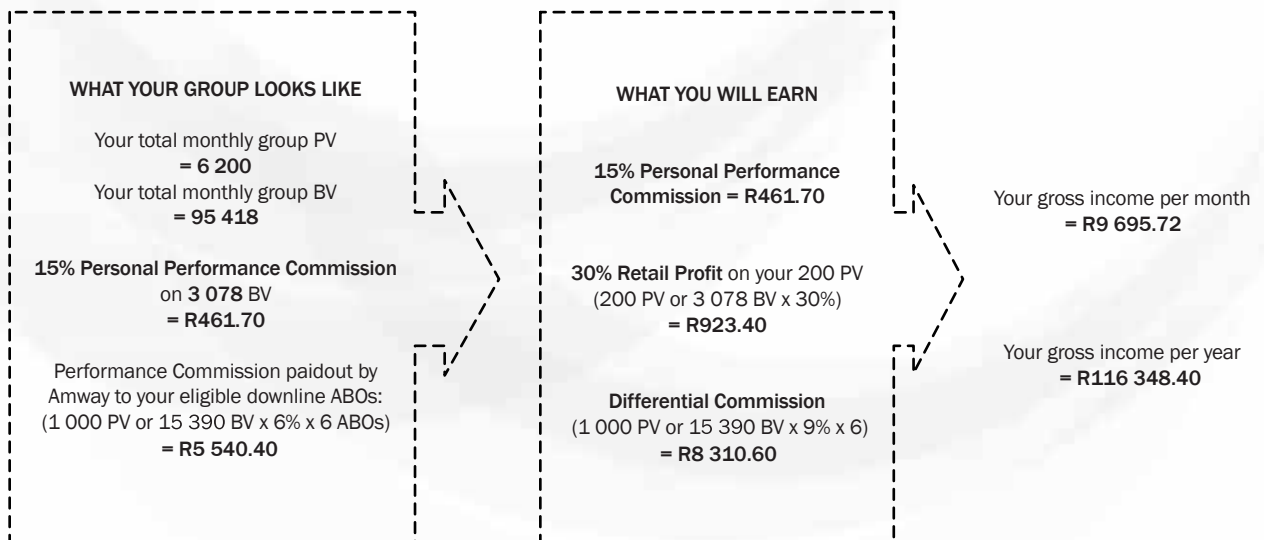
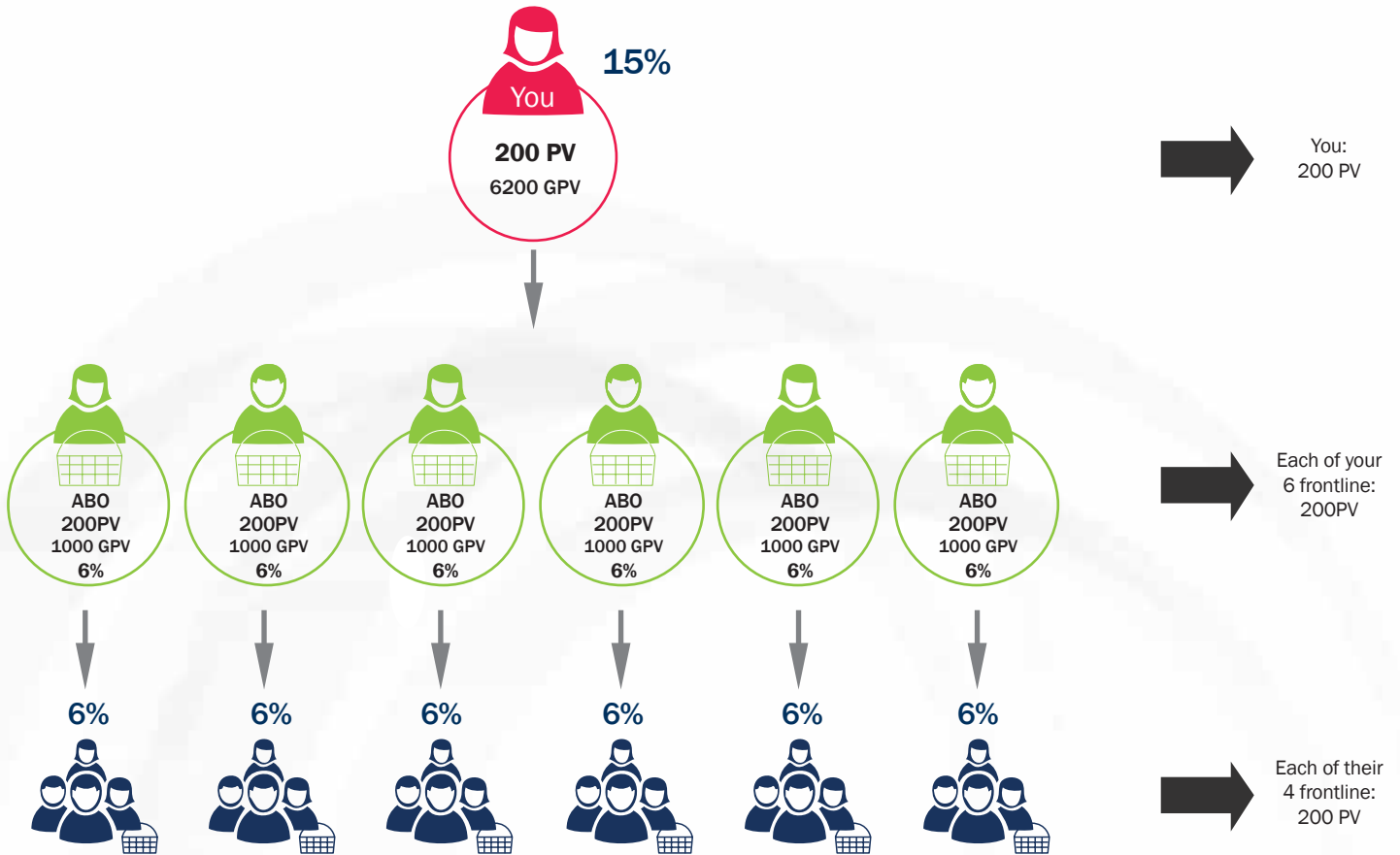
GROWTH THROUGH REPLICATION OF YOUR SUCCESS

Your business grows as those that you have trained and motivated follow your example.

EXAMPLE 4

Let's now assume that your six Frontline ABOs each sponsor four other ABOs; each of whom achieve 200 PV in the same month; while you at the same time personally retail 200 PV a month.

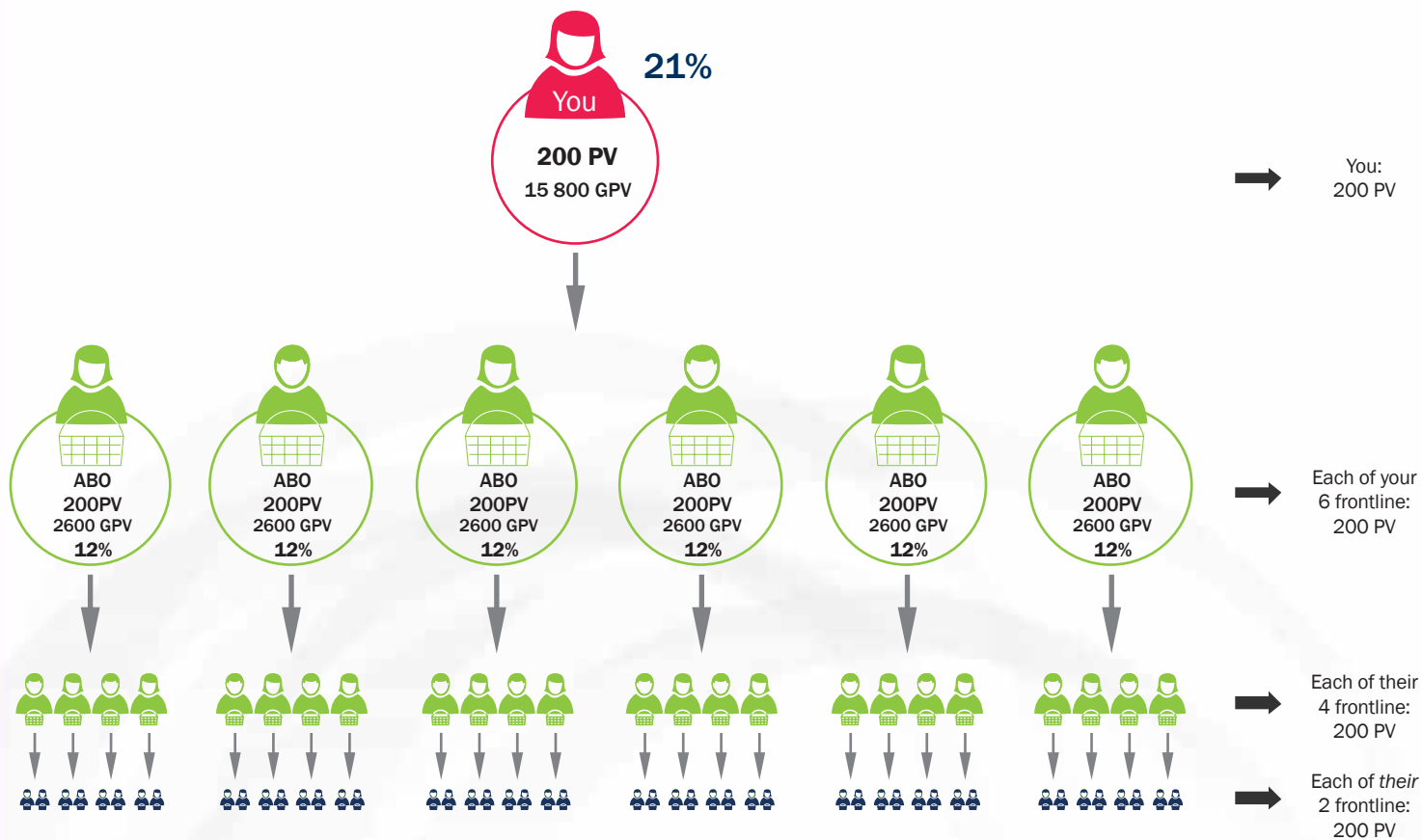
Your total Group Volume would be 6 200 PV and your gross income would be as follows:



EXAMPLE 5

If the four new ABOs in your group in turn each sponsor two new ABOs and everyone generates 200 PV per month, including yourself, the total for your Group Volume would be 15 800 PV.

Your gross income would be as follows:



WHAT YOUR GROUP LOOKS LIKE

Your total monthly group PV
= 15 800

Your total monthly BV
= 243 162

21% Personal Performance Commission
on 3 078 BV
= R646.38

Performance Commission payout by Amway to your eligible downline ABOs:
(2 600 PV or 40 014 BV x 12% x 6 ABOs)
= R28 810.08

WHAT YOU WILL EARN

Personal Performance Commission you keep
= R646.38

30% Retail Profit on your 200 PV
(200 PV or 3 078 BV x 30%)
= R923.40

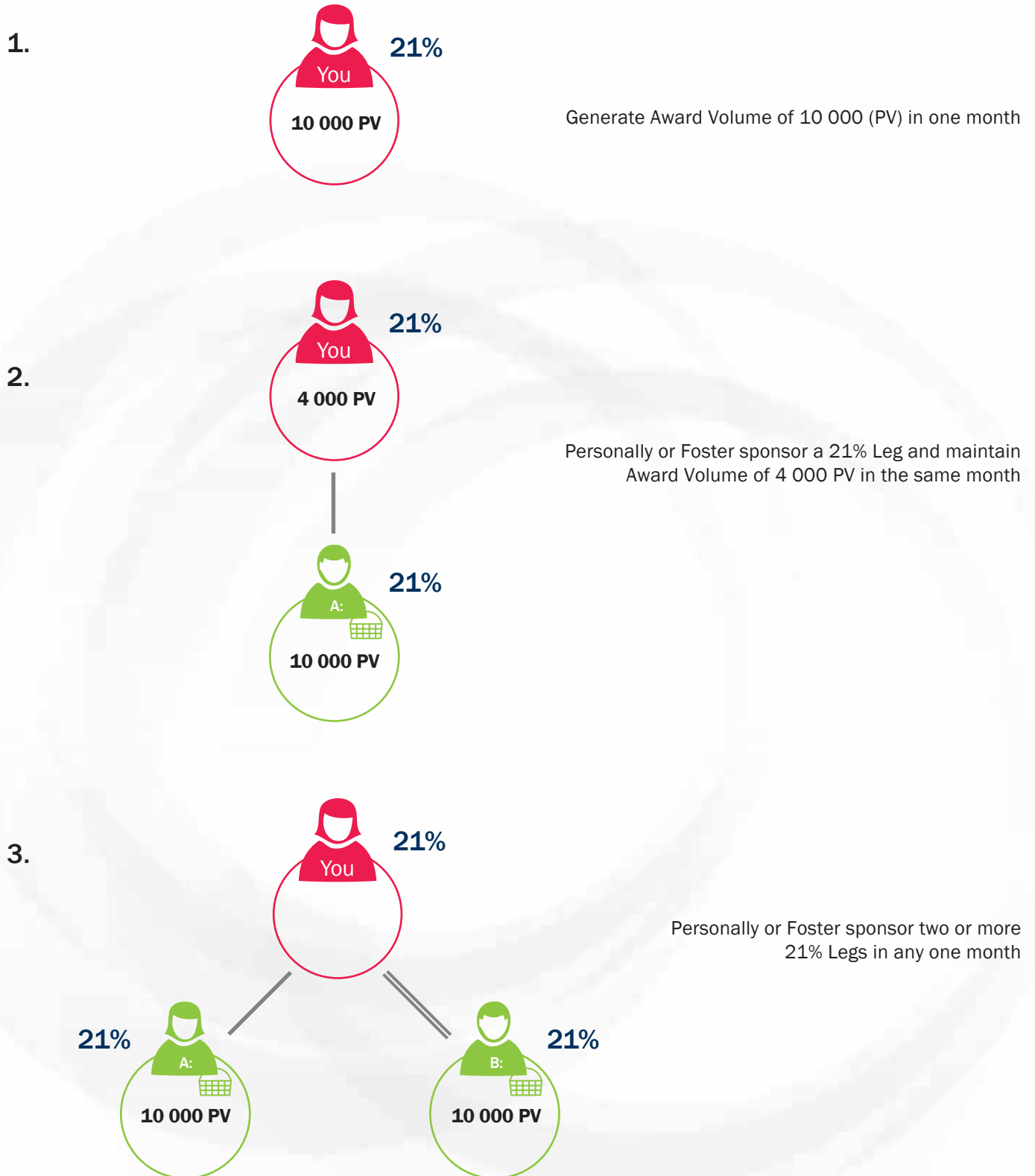
Differential Commission you keep
(2 600 PV or 40 014 BV x 9 % x 6)
= R21 607.56

Your gross income per month
= R23 177.34

Your gross income per year
= R278 128.08

SILVER PRODUCER

The Silver Producer level can be achieved **ONE OF THREE WAYS:**

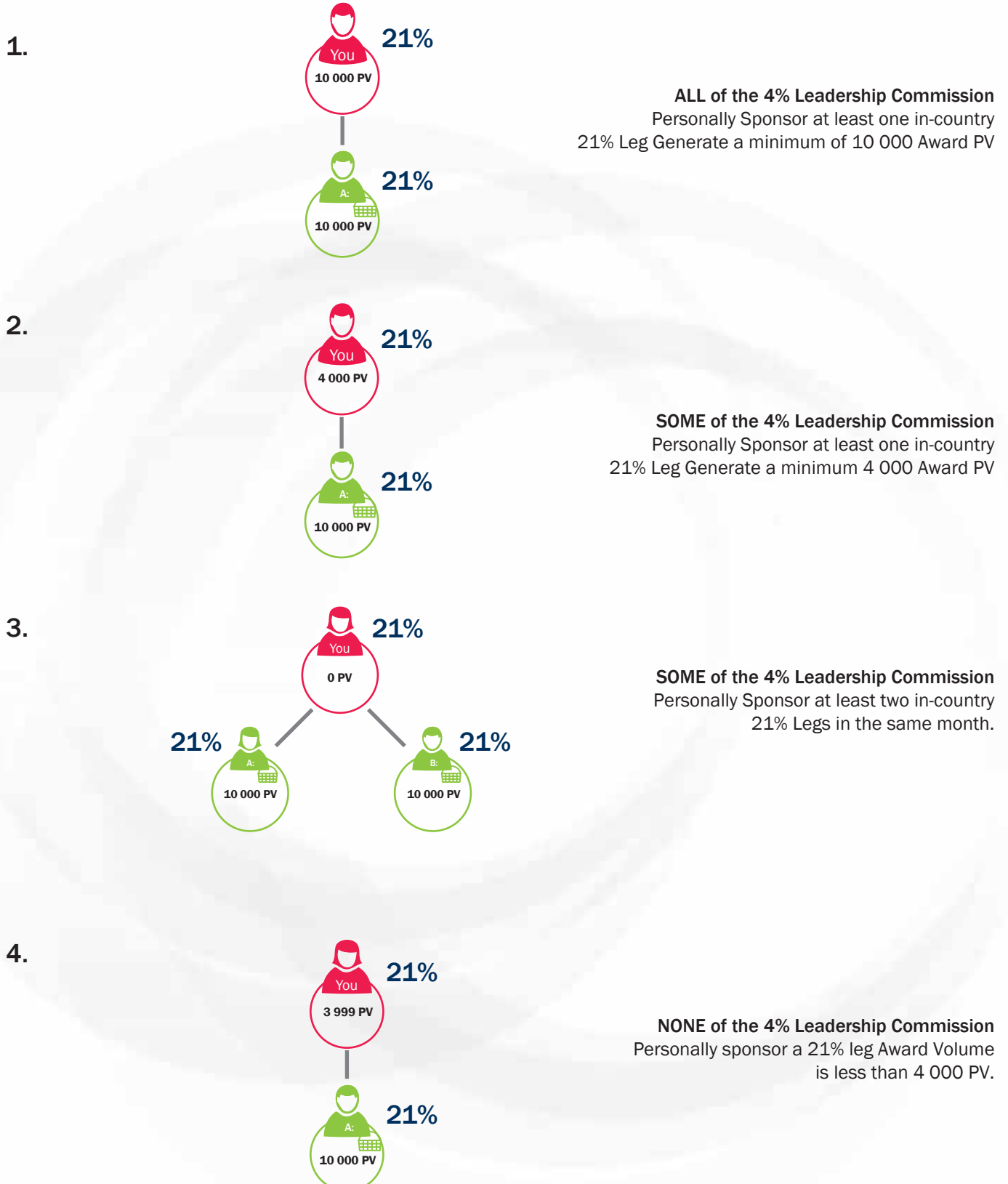


4% LEADERSHIP COMMISSION

To be eligible to receive **ALL of the 4% Leadership Commission** you must, during the same month, Personally Sponsor at least one in-country 21% Leg and your Award PV must be at least 10 000 PV.

To be eligible to receive **SOME of the 4% Leadership Commission** you must, during the same month, personally Sponsor at least one in-country 21% Leg and generate a minimum of 4 000 Award PV, or Personally Sponsor at least two in-country 21% Legs in the same month.

ABO receives **NONE of the Leadership Commission** if they personally sponsor a 21% leg and their Award Volume is less than 4 000 PV.

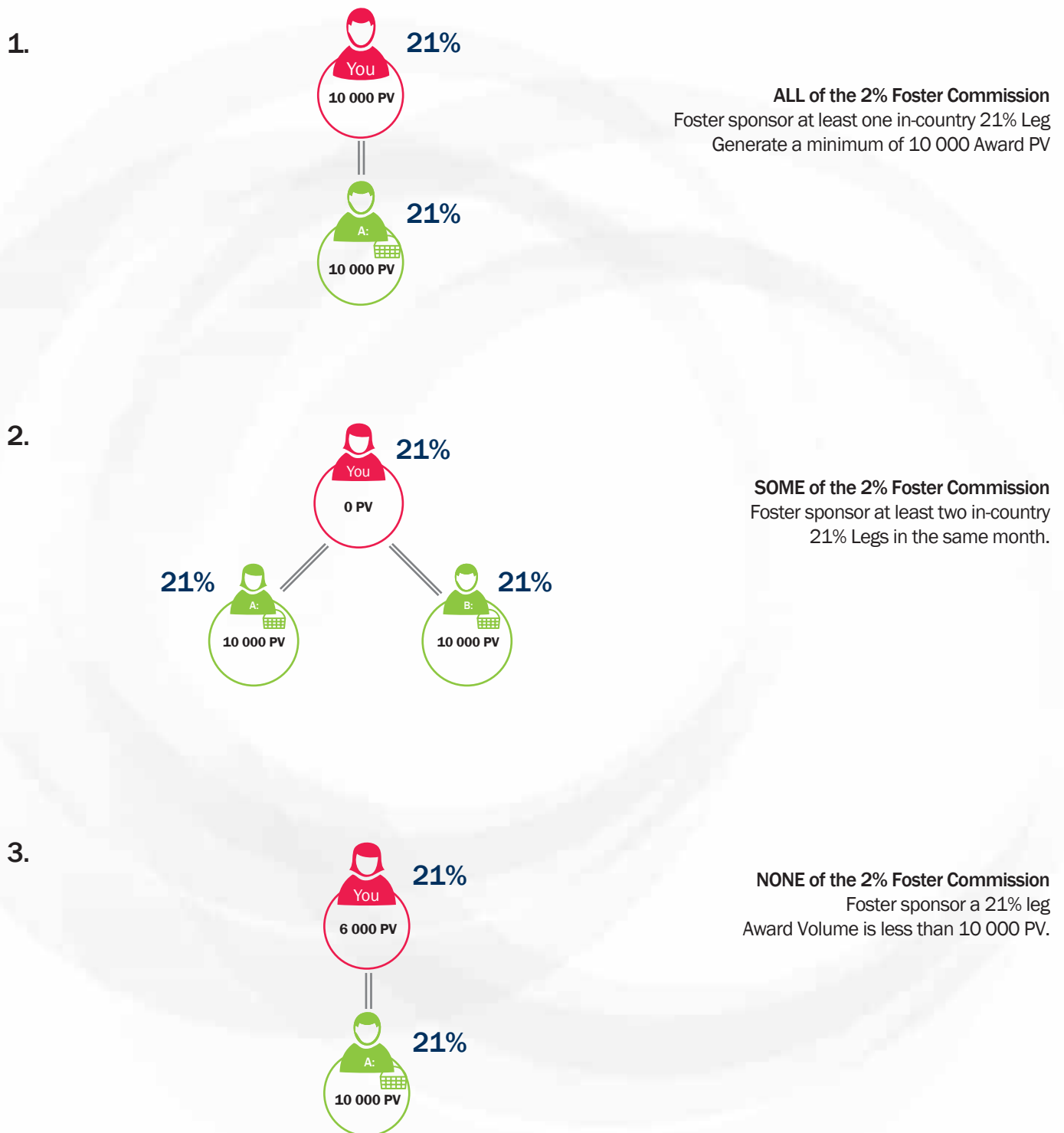


2% FOSTER COMMISSION

To be eligible to receive **ALL of the 2% Foster Commission** you must, during the same month, Foster Sponsor at least one in-country 21% Leg and be at 21% Leadership Percentage level yourself.

To be eligible to receive **SOME of the 2% Foster Commission** you must Foster sponsor at least two in-country 21% Legs in the same month.

ABO receives **NONE of the 2% Foster Commission** if they foster sponsor a 21% leg and their Award Volume is less than 10 000 PV.



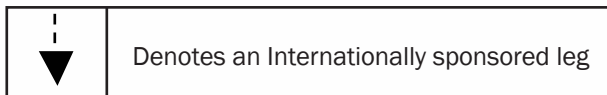
2% INTERNATIONAL LEADERSHIP COMMISSION

To be eligible to **receive ALL of the 2% International Leadership Commission** you must, during the same month, sponsor at least one International 21% Leg and be at 21% Leadership Volume Percentage level in your own country.

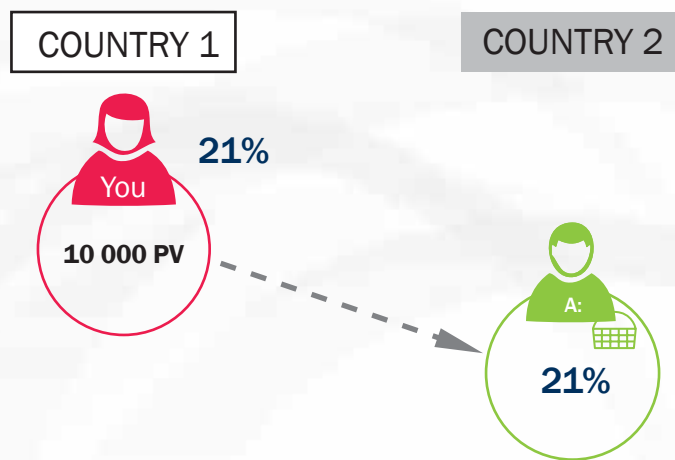
To be eligible to **receive SOME of the 2% International Leadership Commission** you must sponsor at least two International 21% Legs in the same month.

ABO receives **NONE of the 2% International Leadership Commission** if they internationally sponsor a 21% leg and they are not at the 21% Leadership Volume Percentage level in their own country.

If you would like to know more about the possibilities of expanding your business internationally, please contact Amway.

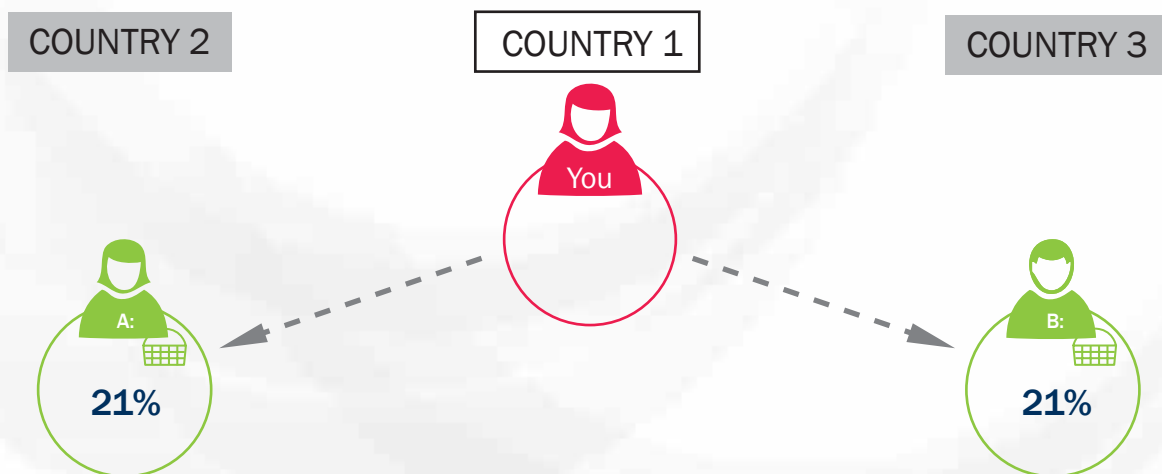


1.



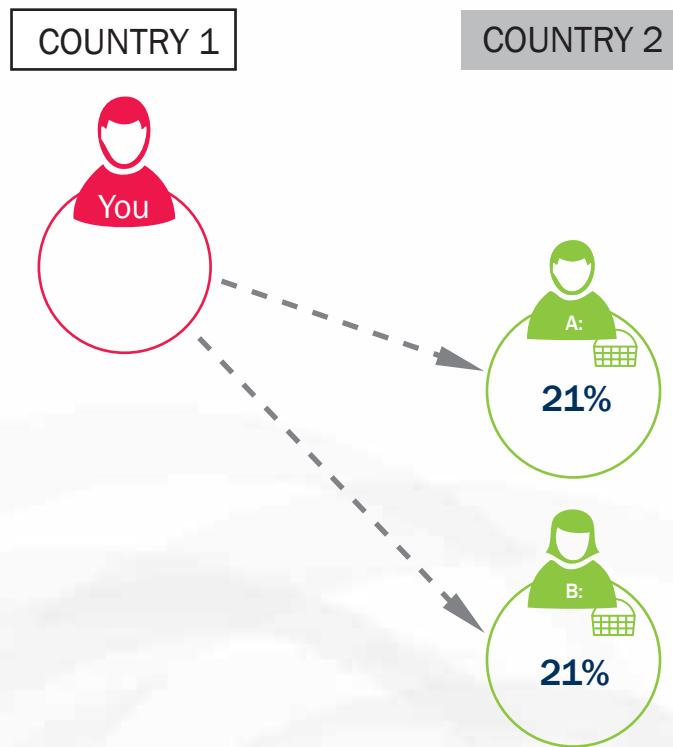
ALL of the 2% International Leadership Commission
Sponsor at least one International 21% Leg
Be at 21% Leadership Volume Percentage level in your own country.

2.



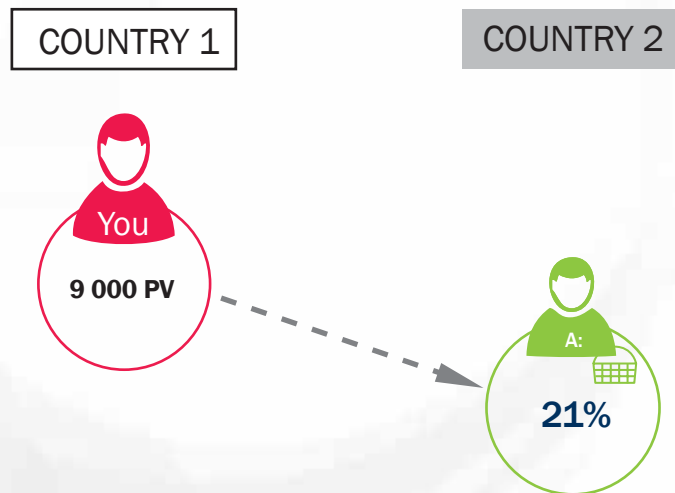
SOME of the 2% International Leadership Commission
Sponsor at least two International 21% Legs

— OR —



SOME of the 2% International Leadership Commission
Sponsor at least two International 21% Legs

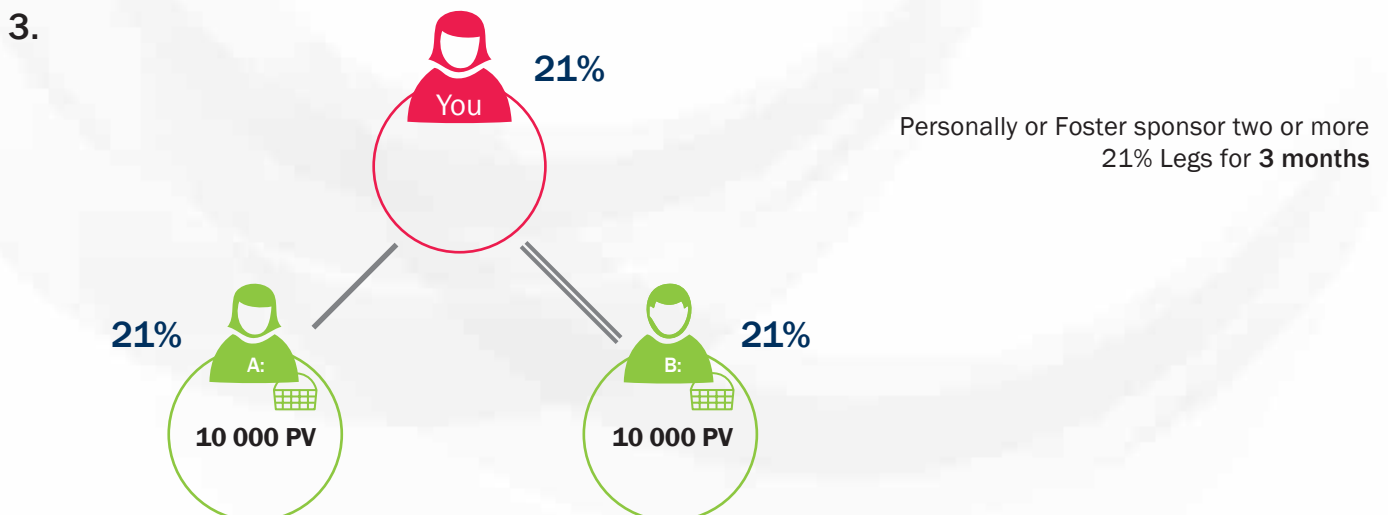
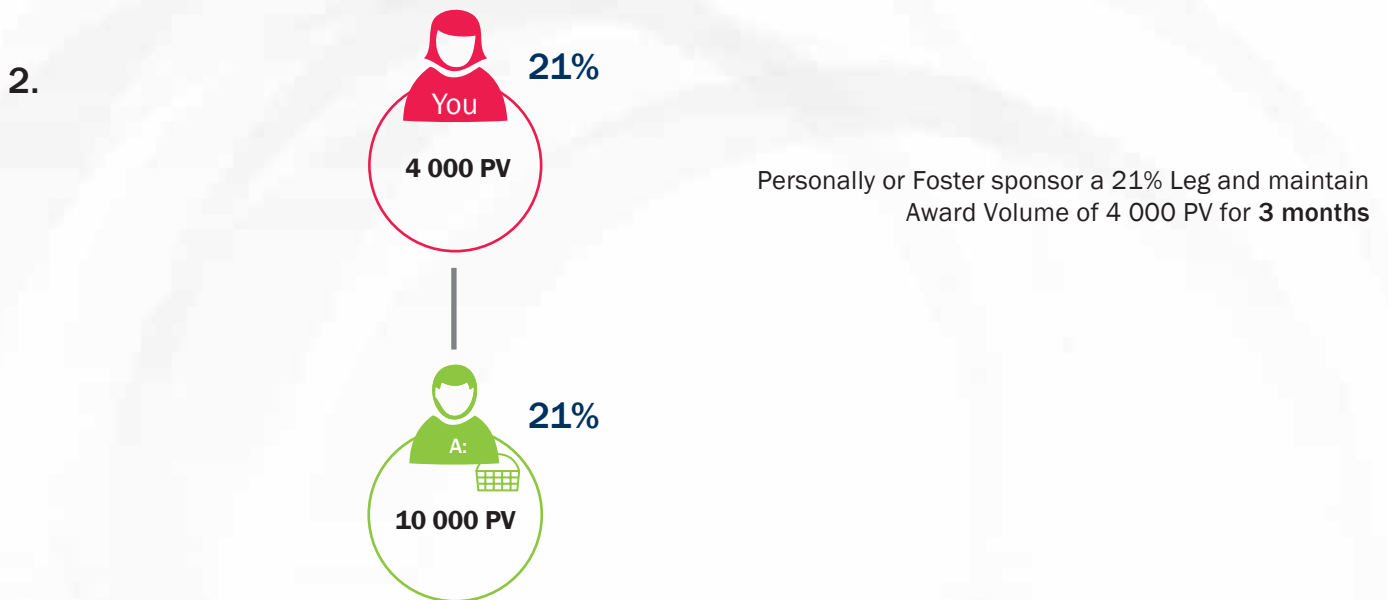
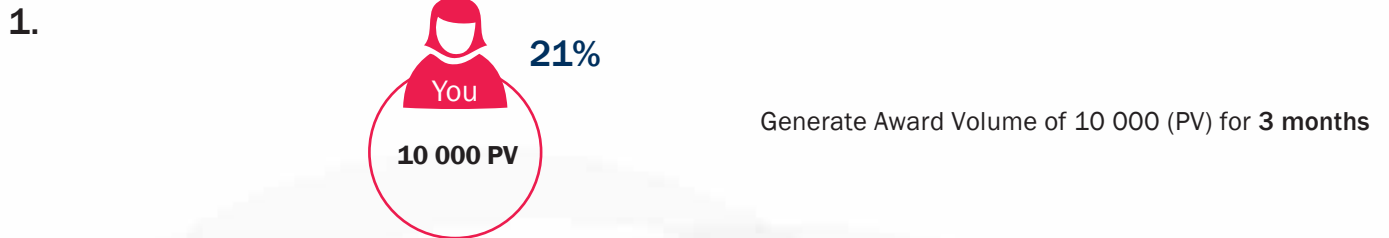
3.



NONE of the 2% International Leadership Commission
Internationally sponsor a 21% leg
Not at 21% Leadership Volume Percentage level in own country.

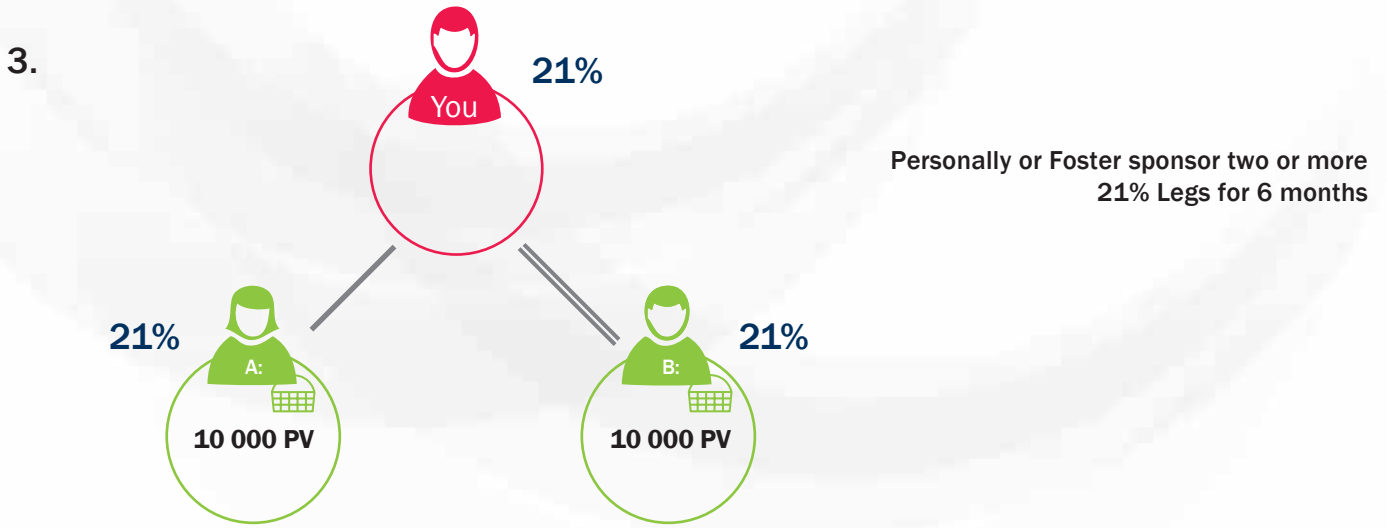
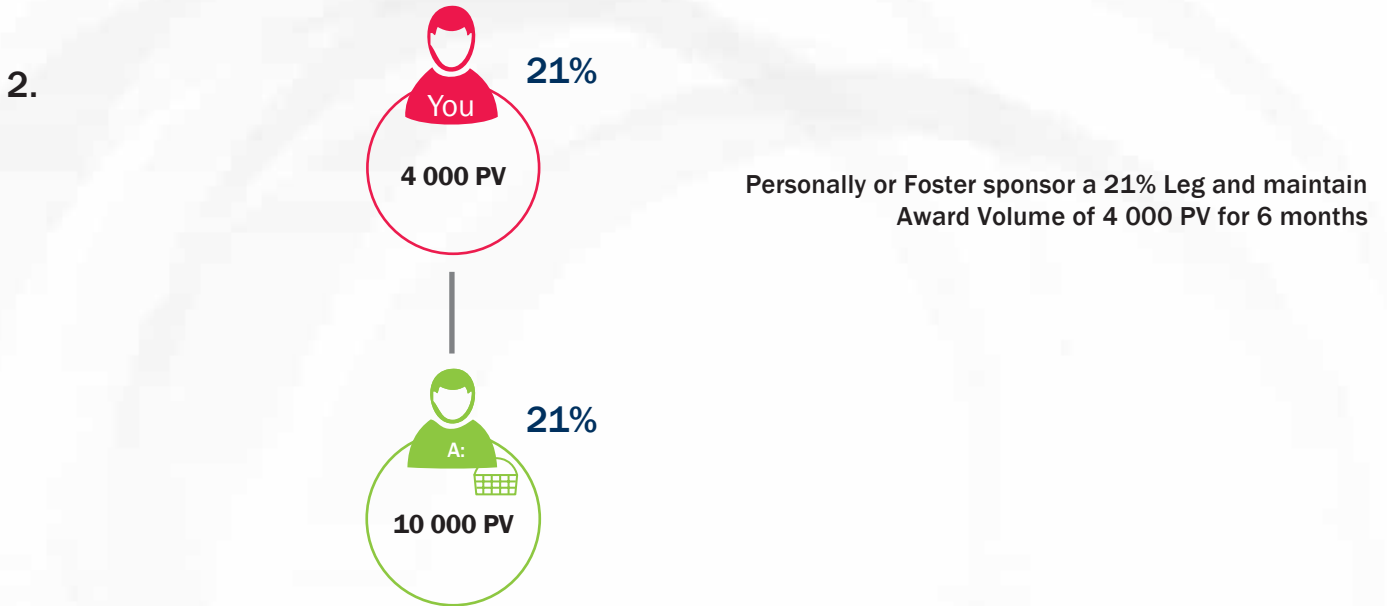
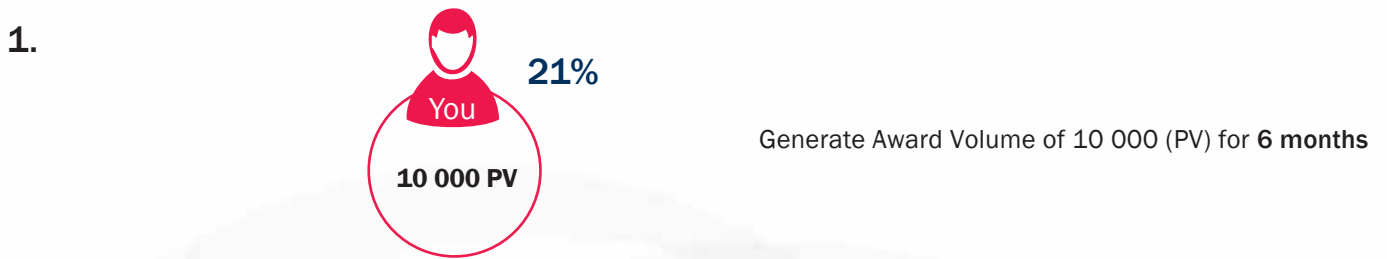
GOLD PRODUCER

The Gold Producer level is awarded to ABOs who qualify at the Silver Producer level **FOR ANY THREE MONTHS** in the most recent 12-month period. To re-qualify as Gold Producer, you must qualify for a period of any three months within the fiscal year.



PLATINUM

Awarded by Amway to ABOs who maintain the Silver Producer level, as described above, **FOR SIX MONTHS, THREE OF WHICH MUST BE CONSECUTIVE**, within the most recent 12-month period. To re-qualify as a Platinum, you must qualify for a period of six months within the fiscal year.



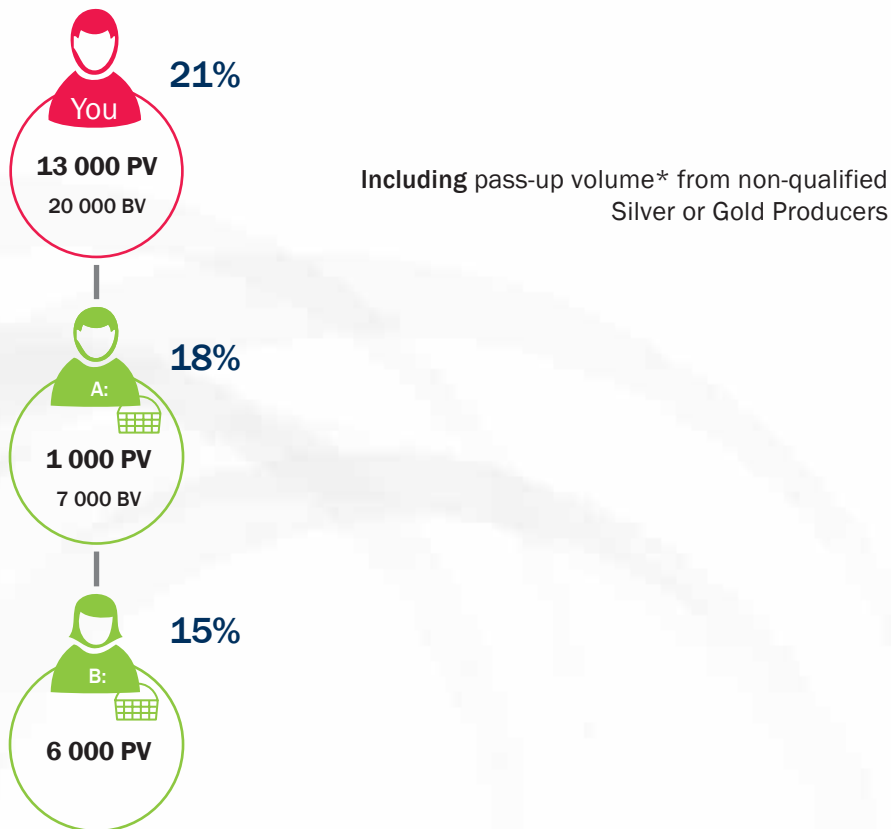
RUBY

Ruby qualification is attained by the ABOs who generate **20 000 AWARD VOLUME PV DURING ONE MONTH**, including pass-up volume* from non-qualified Silver or Gold Producers, but excluding volume of non-qualifying downline Platinum ABOs and volume of a downline ABO qualifying at the 21% Performance Commission Percentage level. This volume is referred to as 'Ruby Volume'. For the commission you can qualify as an ABO but for the Pin you have to be Platinum.

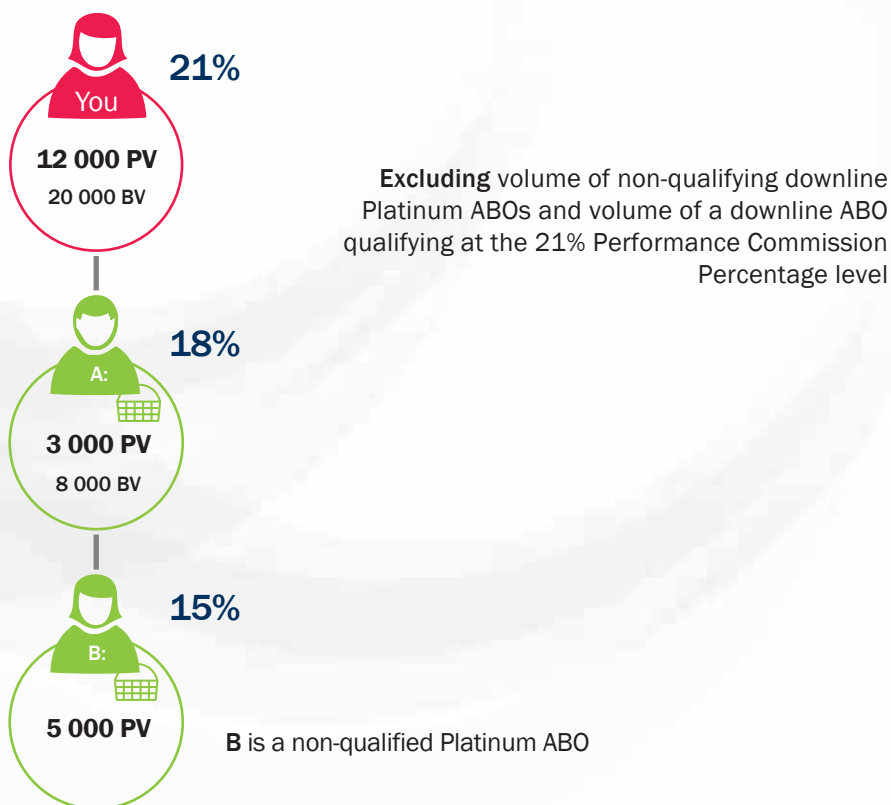
* Pass-up volume is PV/BV generated by an ABO who has failed to qualify (non-qualified ABO) at the 21% performance commission level in any given month. This volume is passed up to the sponsoring ABO until such time as the non-qualified ABO's volume again reaches the 21% Performance Commission Percentage Level.

GPV Group Point Value or Group PV

1. QUALIFIED MONTH



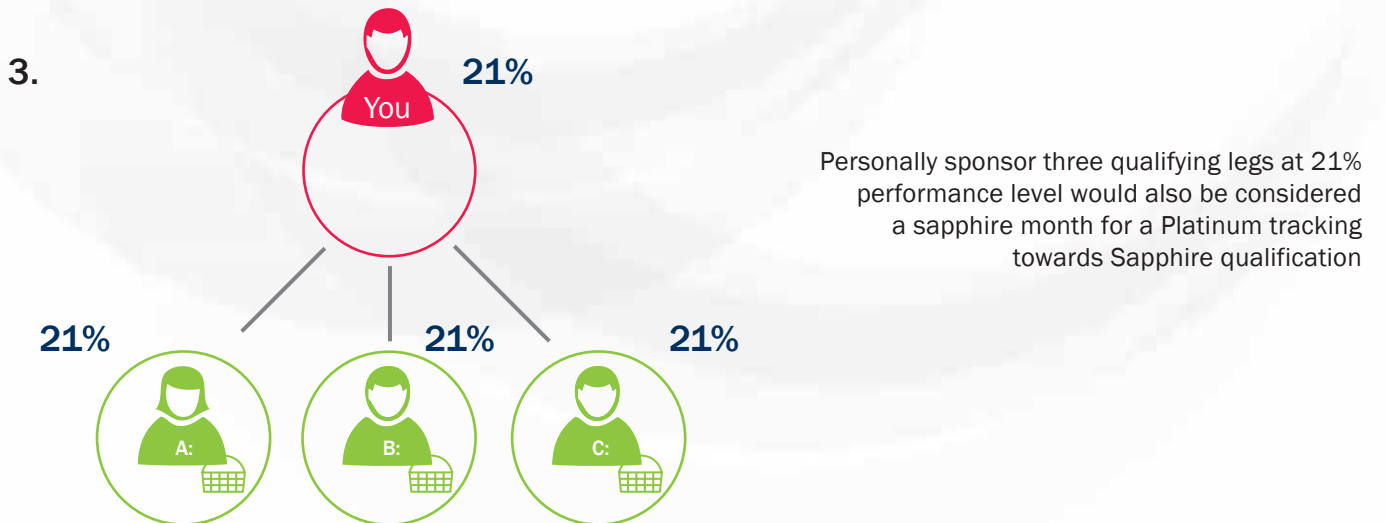
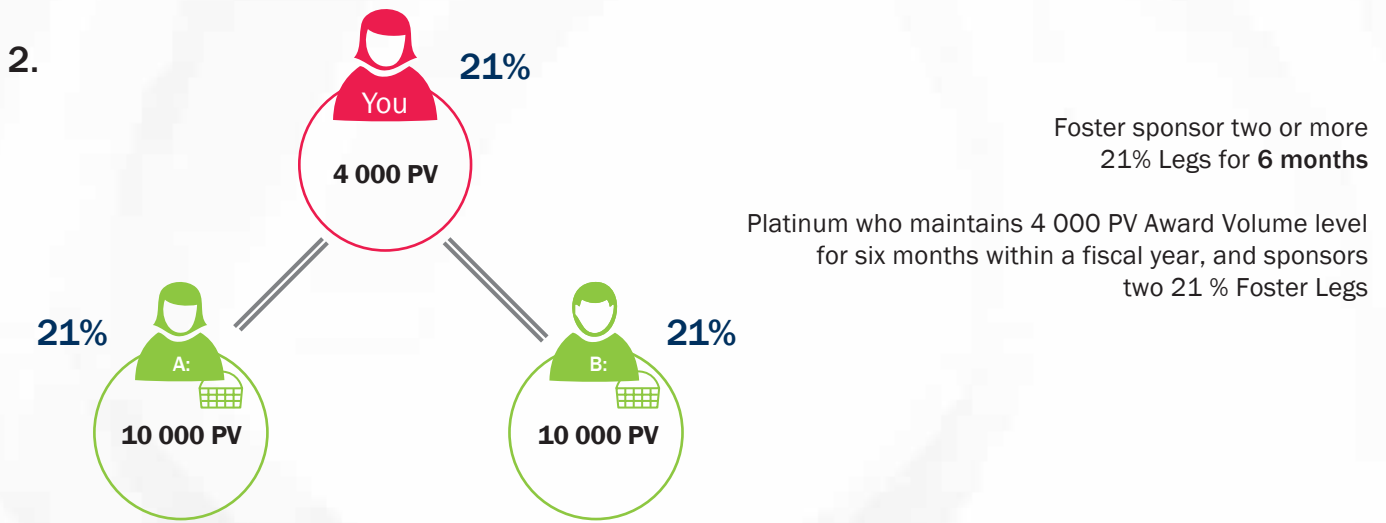
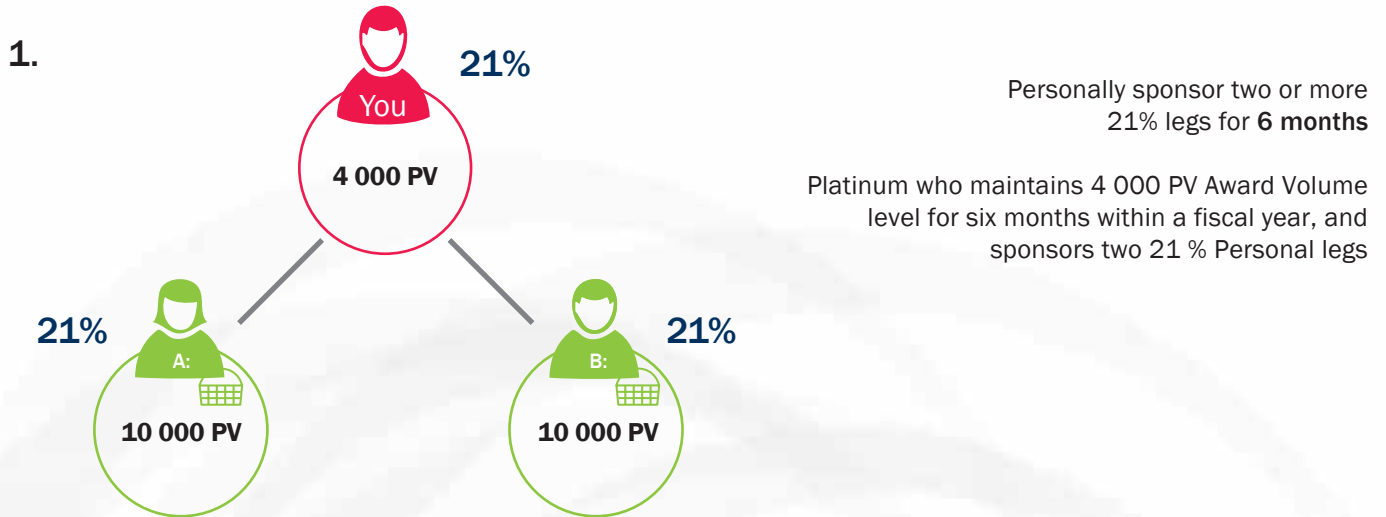
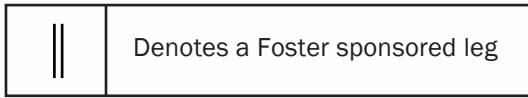
2. NON-QUALIFIED MONTH



SAPPHIRE

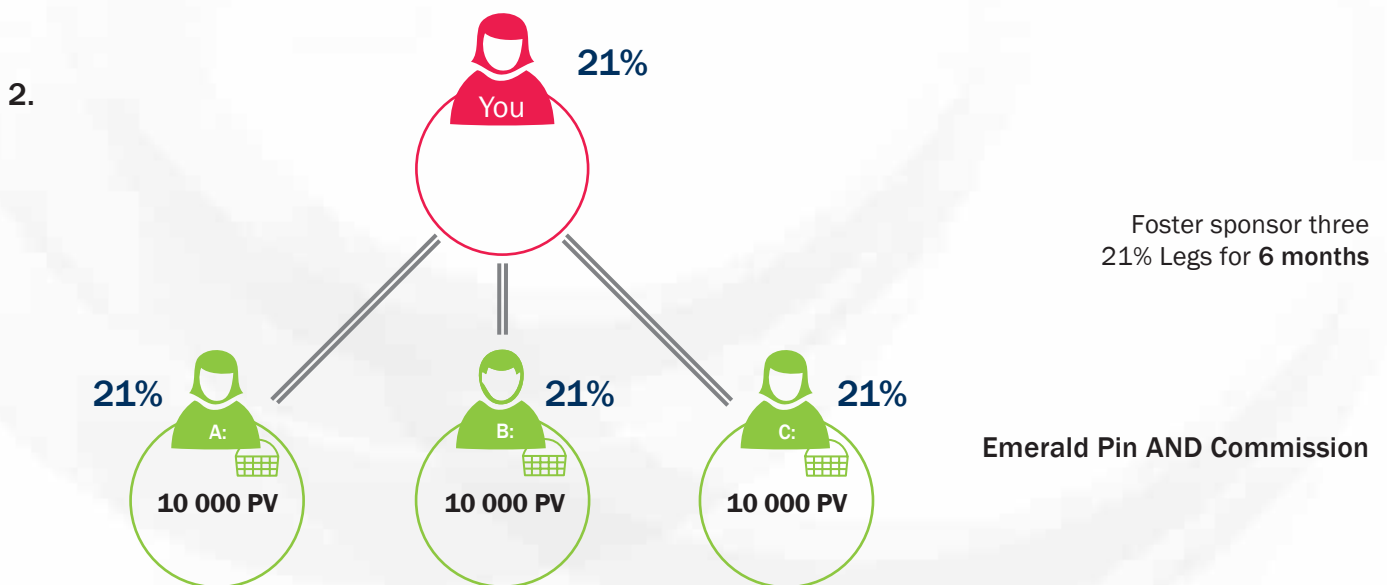
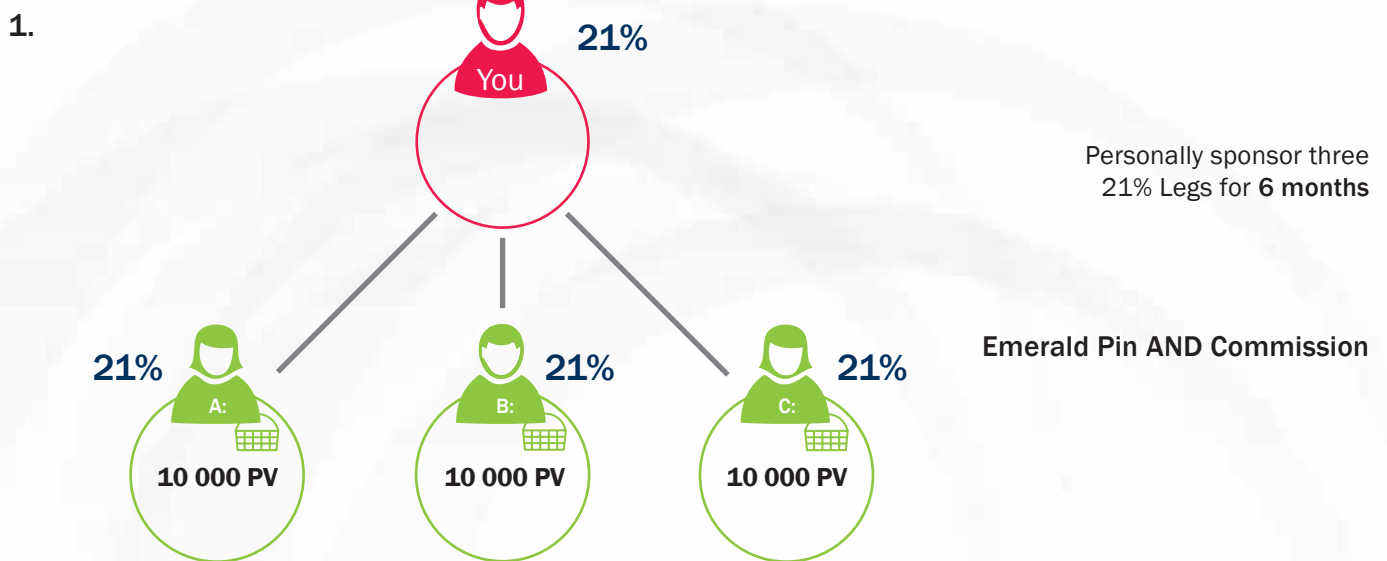
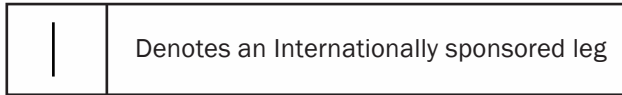
Awarded by Amway to a Platinum who maintains 4 000 PV Award Volume level for **SIX MONTHS WITHIN A FISCAL YEAR**, and sponsors two Personal or Foster legs both qualifying at the 21% Performance Commission Percentage level.

As an alternative, an ABO can have three Personal or Foster legs qualifying at the 21% Performance Commission Percentage level with no Award Volume requirements.

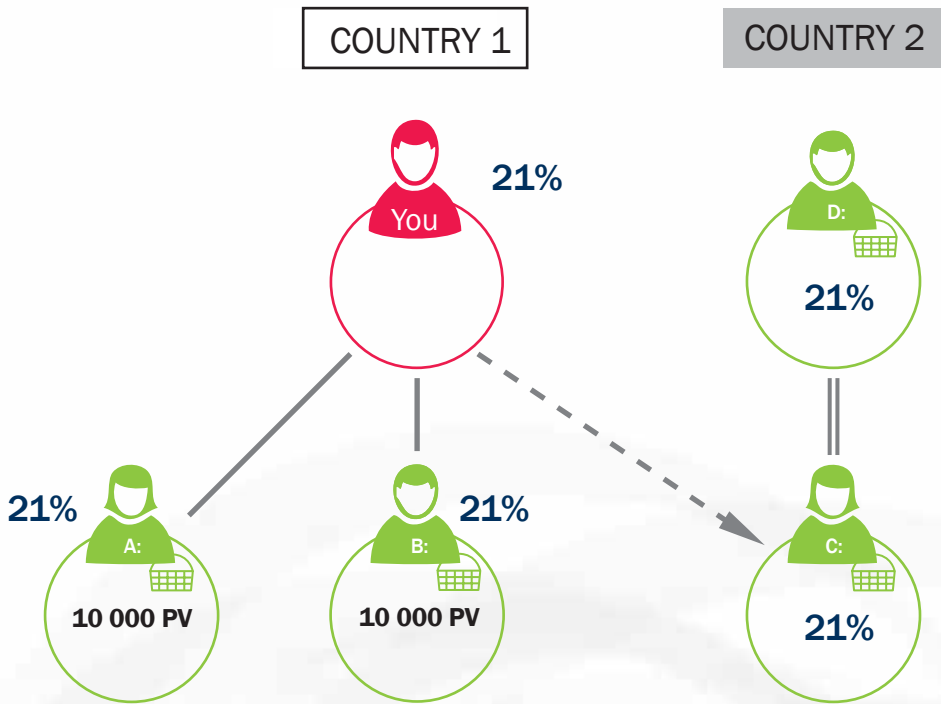


EMERALD

Emerald qualification is attained by Platinum ABOs who Personally, Foster or Internationally (or a combination thereof) sponsor three Legs, each qualifying at the 21% Performance level for **SIX MONTHS DURING THE SAME FISCAL YEAR.**



3.



Here the diagram shows how an internationally sponsored 21% Leg can be used towards a qualified Emerald Month.

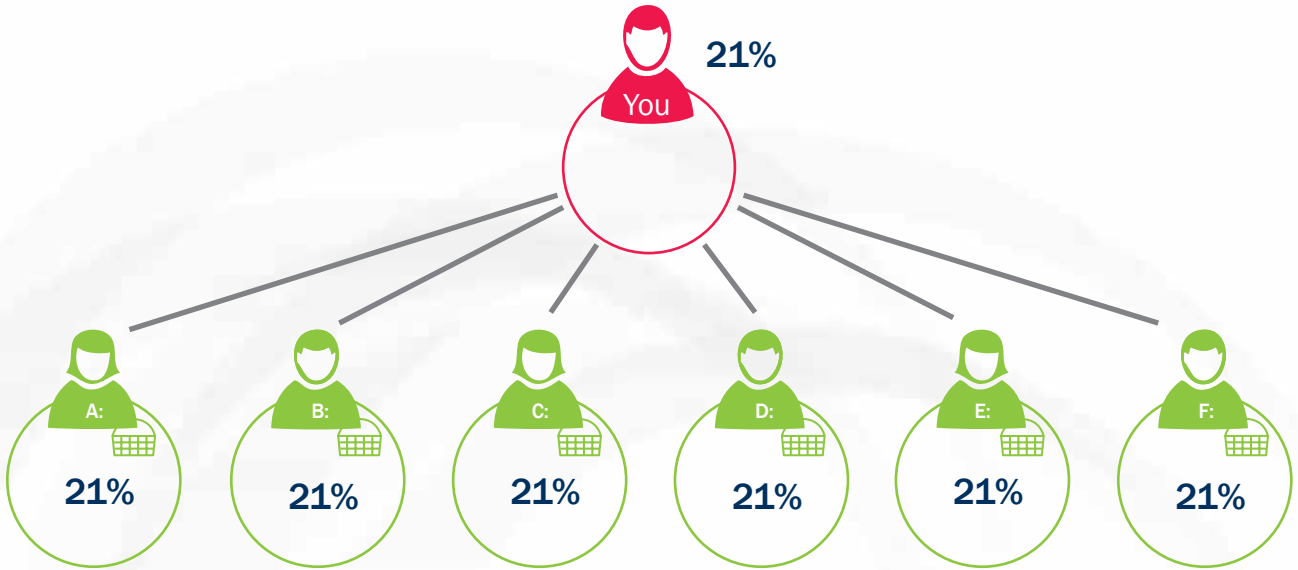
Emerald Pin ONLY

DIAMOND

Diamond qualification is attained by Platinum ABOs who Personally, Foster or Internationally (or a combination thereof) sponsor six Legs, each qualifying at the 21% Performance Commission Level for **SIX MONTHS DURING THE SAME FISCAL YEAR.**



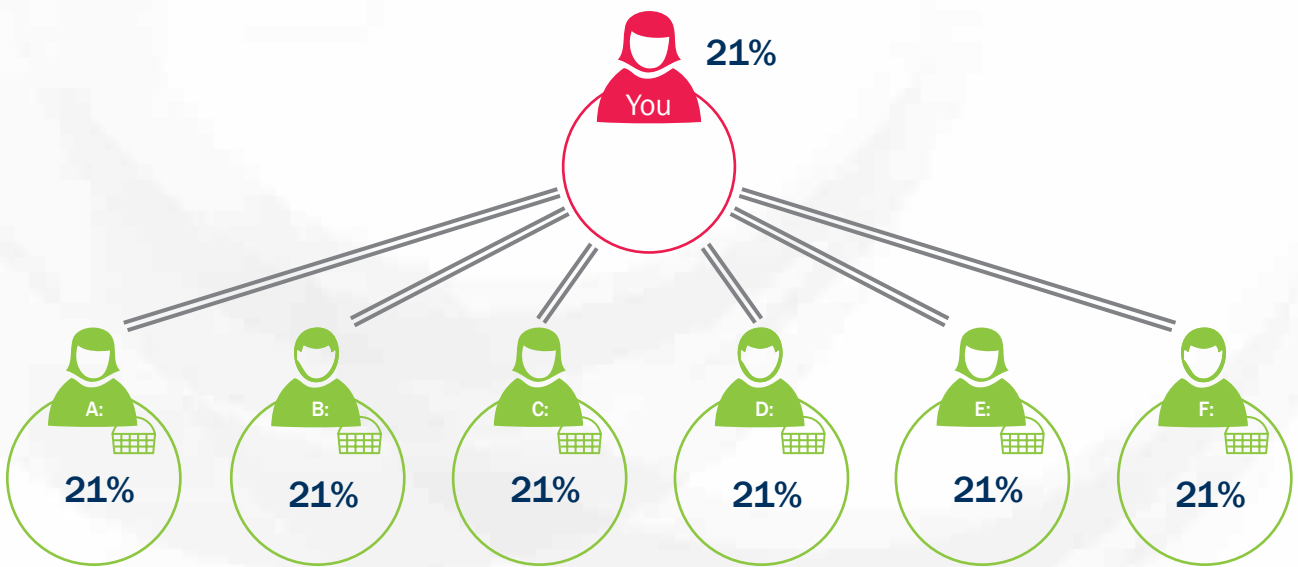
1.



Personally sponsor six 21% Legs for 6 months

Diamond Pin AND Commission

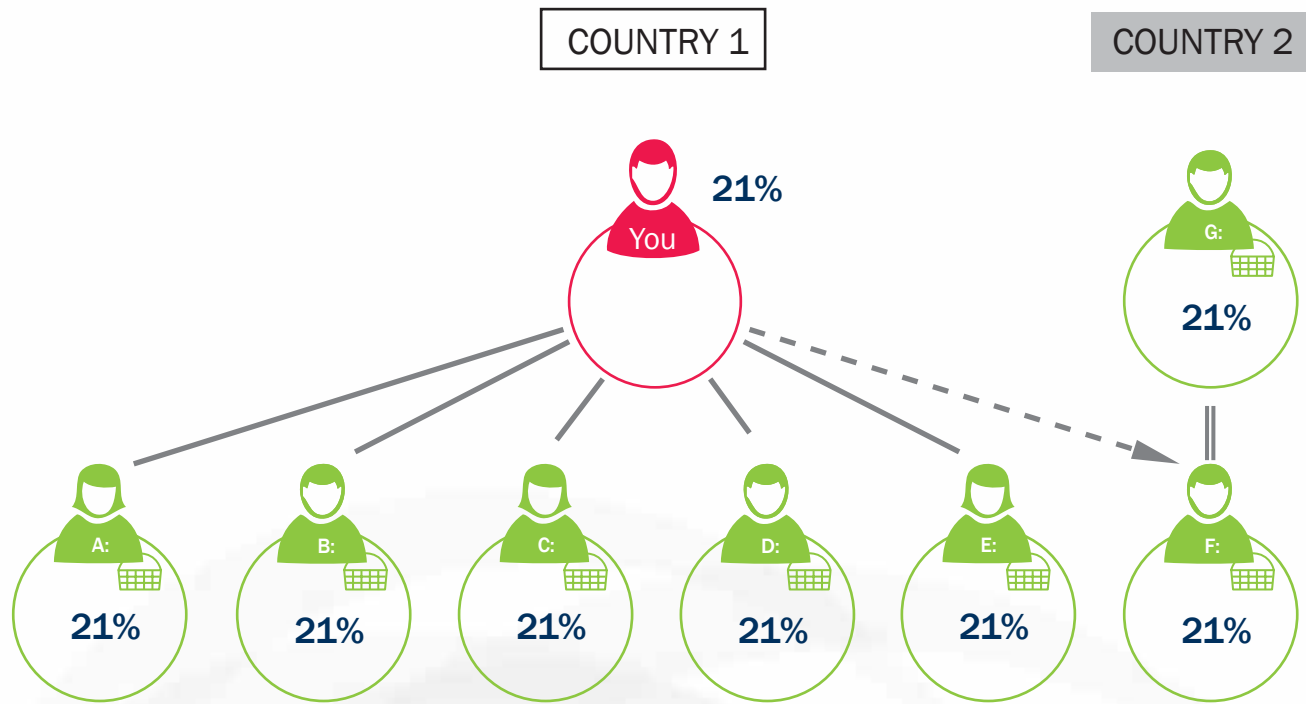
2.



Foster sponsor six 21% Legs for 6 months

Diamond Pin AND Commission

3.



Here the diagram shows how an internationally sponsored 21% Leg can be used towards a qualified Diamond Month.

Diamond Pin ONLY



SECTION 3: RECOGNITION AND REWARDS

Recognition of ABO achievement is crucial in the Amway Business. This is carried out through Awards and Rewards. Award is to be understood as all recognition elements such as Pin, www.amway.co.za, and participation in incentive trips.

To be recognised as a high achiever is a valid and understandable desire. As you begin to build a business of your own, Amway will acknowledge the commitment you make by rewarding you for outstanding effort.

Amway is proud of its network of successful ABOs and has developed a wide range of recognition awards. Additionally, as you achieve new levels of recognition, your income will also increase.

ABOs who are climbing the first steps of the ladder of Amway success and who comply with the criteria within the Amway Rules of Conduct are eligible to receive the following awards for both sponsoring and retailing.

Levels of Achievement

The following pin awards are earned on the basis of Personal Volume (PV) and Personal Group Volume (PGV). They are colour-coded to identify the different levels of achievement.

3% recognition pin

for 200 Group PV in one month

6% recognition pin

for 600 Group PV in one month

9% recognition pin

for 1 200 Group PV in one month

12% recognition pin

for 2 400 Group PV in one month

15% recognition pin

for 4 000 Group PV in one month


























18% recognition pin

for 7 000 Group PV in one month

These pins are generally obtained by your Upline ABO and presented to you by him/her. For further information about the basis for qualifications of these awards, please see your Upline or contact Amway.

Higher Awards - Recognition, Awards and Rewards

The following levels of Achievement are recognised by the Rewards listed on the following page as your business continues to grow. There are also Awards made by Amway when ABOs reach the following levels - these are listed in the following chart.

	1	2	3	4	5	6	7	8	9	10	11	12
Silver		▪										
Gold		▪		▪								
Platinum		▪		▪								
Ruby		▪		▪								
Founders Platinum		▪		▪								
Founders Ruby		▪		▪								
Sapphire		▪		▪								
Founders Sapphire		▪		▪								
Emerald		▪			▪							
Founders Emerald		▪			▪							
Diamond		▪			▪	▪	▪	▪	▪	▪	▪	▪
Founders Diamond		▪			▪	▪	▪	▪	▪	▪	▪	▪
Executive Diamond		▪			▪	▪	▪	▪	▪	▪	▪	▪
Founders Executive Diamond		▪			▪	▪	▪	▪	▪	▪	▪	▪
Double Diamond		▪			▪	▪	▪	▪	▪	▪	▪	▪
Founders Double Diamond		▪			▪	▪	▪	▪	▪	▪	▪	▪
Triple Diamond		▪			▪	▪	▪	▪	▪	▪	▪	▪
Founders Triple Diamond		▪			▪	▪	▪	▪	▪	▪	▪	▪
Crown		▪			▪	▪	▪	▪	▪	▪	▪	▪
Founders Crown		▪			▪	▪	▪	▪	▪	▪	▪	▪
Crown Ambassador		▪			▪	▪	▪	▪	▪	▪	▪	▪
Founders Crown Ambassador		▪			▪	▪	▪	▪	▪	▪	▪	▪
Founders Crown Ambassador 40		▪			▪	▪	▪	▪	▪	▪	▪	▪
Founders Crown Ambassador 50		▪			▪	▪	▪	▪	▪	▪	▪	▪
Founders Crown Ambassador 60		▪			▪	▪	▪	▪	▪	▪	▪	▪

Key to Awards Chart

1	Pin for level achieved
2	Recognition www.amway.co.za
3	A personal message of congratulations from Amway
4	Personal letter from a senior executive of Amway
5	Personal letter of congratulations from the Managing Director of Amway Southern Africa
6	On-line recognition in the market of qualification, as well as in the all other markets where Amway operates
7	Personal letter of congratulations from the President of Amway
8	Personal letters of congratulations from the Managing Director of Amway Southern Africa
9	Personal call from the Regional Director
10	Display of the name on the VIP board at the Corporate Headquarters in Ada, Michigan and on the VIP board in the market of qualification
11	Invitation to the Diamond Invitational trip that is organised by Amway Southern Africa management annually for the most successful IBOs in Southern Africa
12	Invitational to the Founders Invitational trip that is organised by Corporate Headquarters annually for the top IBOs in Southern Africa

FOUNDERS DIAMOND

Founders Diamond qualification is attained by Platinum ABOs who have six or more Legs, each of which qualifies at the 21% Performance Commission Percentage level for 12 months within the fiscal year. You can also qualify as Founders Diamond with 8 FAA points.

Rewards:

- All commissions that an ABO at Diamond qualification level receives, subject to the same qualification criteria as Diamond achievers' rewards.

DIAMOND PLUS COMMISSION

Diamond Plus Commission is an Annual Commission that can be achieved by Personally or Foster- Sponsoring seven or more Legs each qualifying at the 21% Performance Commission Percentage Level for at least six months during the same fiscal year.

EXECUTIVE DIAMOND

Executive Diamond qualification is attained by Platinum ABOs who Personally, Foster, or Internationally- Sponsor nine Legs, each qualifying at the 21% Performance Commission Percentage level for six months during the same fiscal year. You can also qualify as Executive Diamond with 10 FAA points.

Rewards:

- Up to 21% Performance Commission during each month of qualification
- 4% Leadership Commission
- 2% Foster Commission
- 2% International Commission
- 2% Ruby Commission
- 1% Monthly Depth Commission
- Emerald Commission
- Diamond Commission
- Diamond Plus Commission (if qualified)

FOUNDERS EXECUTIVE DIAMOND

Founders Executive Diamond qualification is attained by Platinum ABOs who have nine or more Legs, each of which qualifies at the 21% Performance Commission Percentage Level for 12 months within the business year. You can also qualify as Founders Executive Diamond with 12 FAA points.

Rewards:

- All commissions that an ABO at Executive Diamond qualification level receives, subject to the same qualification criteria as Executive Diamond achievers' rewards.

DOUBLE DIAMOND

Double Diamond qualification is attained by Platinum ABOs who Personally, Internationally or Foster-Sponsor twelve Legs, each qualifying at the 21% Performance Commission Percentage Level for six months during the same business year. You can also qualify as Double Diamond with 14 FAA points.

Rewards:

- Up to 21% Performance Commission during each month of qualification
- 4% Leadership Commission
- 2% Foster Commission
- 2% International Commission
- 2% Ruby Commission
- 1% Monthly Depth Commission
- Emerald Commission
- Diamond Commission
- Diamond Plus Commission
- One-time cash award

FOUNDERS DOUBLE DIAMOND

Founders Double Diamond qualification is attained by Platinum ABOs who have twelve or more Legs, each of which qualifies at the 21% Performance Commission Percentage Level for 12 months within the business year. You can also qualify as Founders Double Diamond with 16 FAA points.

Rewards:

- All commissions that an ABO at Double Diamond qualification level receives, subject to the same qualification criteria as Double Diamond achievers' rewards.
- One-time cash award for Founders Double Diamond.

TRIPLE DIAMOND

Triple Diamond qualification is attained by Platinum ABOs who Personally, Internationally or Foster-Sponsor fifteen Legs, each qualifying at the 21% Performance Commission Percentage Level for six months during the same business year. You can also qualify as Triple Diamond with 18 FAA points.

Rewards:

- Up to 21% Performance Commission during each month of qualification
- 4% Leadership Commission
- 2% Foster Commission
- 2% International Commission
- 2% Ruby Commission
- 1% Monthly Depth Commission
- Emerald Commission
- Diamond Commission
- Diamond Plus Commission
- One-time cash award

FOUNDERS TRIPLE DIAMOND

Founders Triple Diamond qualification is attained by Platinum ABOs who have fifteen or more Legs, each of which qualifies at the 21% Performance Commission Percentage Level for 12 months within the business year. You can also qualify as Founders Triple Diamond with 20 FAA points.

Rewards:

- All commissions that an ABO at Triple Diamond qualification level receives, subject to the same qualification criteria as Triple Diamond achievers' rewards
- One-time cash award for Founders Triple Diamond.

CROWN

Crown qualification is attained by Platinum ABOs who Personally, Internationally or Foster-Sponsor eighteen Legs, each qualifying at the 21% Performance Commission Percentage Level for six months during the same business year. You can also qualify as Crown with 22 FAA points.

Rewards:

- Up to 21% Performance Commission during each month of qualification
- 4% Leadership Commission
- 2% Foster Commission
- 2% International Commission
- 2% Ruby Commission
- 1% Monthly Depth Commission
- Emerald Commission
- Diamond Commission
- Diamond Plus Commission
- One-time cash award

FOUNDERS CROWN

Founders Crown qualification is attained by Platinum ABOs who have eighteen or more Legs, each of which qualifies at the 21% Performance Commission Percentage Level for 12 months within the business year. You can also qualify as Founders Crown with 25 FAA points.

Rewards:

- All commissions that an ABO at Crown qualification level receives are subject to the same qualification criteria as Crown achievers' rewards.
- One-time cash award for Founders Crown.

CROWN AMBASSADOR

Crown Ambassador qualification is attained by Platinum ABOs who Personally, Internationally or Foster-Sponsor twenty Legs, each qualifying at the 21% Performance Commission Percentage Level for six months during the same business year. You can also qualify as Crown Ambassador with 27 FAA points.

Rewards:

- Up to 21% Performance Commission during each month of qualification
- 4% Leadership Commission
- 2% Foster Commission
- 2% International Commission
- 2% Ruby Commission
- 1% Monthly Depth Commission
- Emerald Commission
- Diamond Commission
- Diamond Plus Commission
- One-time cash award

FOUNDERS CROWN AMBASSADOR

Founders Crown Ambassador qualification is attained by Platinum ABOs who have twenty or more Legs, each of which qualifies at the 21% Performance Commission Percentage Level for 12 months within the business year. You can also qualify as Crown Ambassador with 30 FAA points.

Rewards:

- All commissions that an ABO at Crown Ambassador qualification level receives are subject to the same qualification criteria as Crown Ambassador achievers' rewards.
- One-time cash award for Founders Crown Ambassador.

FOUNDERS ACHIEVEMENT AWARD (FAA)

This is a discretionary reward. It is awarded at the discretion of the Chairman and President of Amway Corporation in order to recognise those ABO leaders who have built a strong Amway business in compliance with Amway's Rules of Conduct/Code of Ethics/Zero Tolerance Policies and who have met the qualification criteria. All FAA recipients must be Diamond Commission qualified with minimum of 8 FAA points.

FAA credits are earned based on the ABO's achievements as summarised in the table below, during the Amway's Fiscal Year that runs from September to August.

	Domestic Leg	Multiple (#2) Leg	International Leg
Q12*	1.0	1.0	0.5
Emerald Commission	1.5	1.5	0.5
Diamond Commission	3.0	Up to 6.0	0.5

*Q12 is a Personal, Foster or International Leg that achieves the 21% Performance Commission level 12 times within the business year.

- There is no limit on the number of Personal or Foster-Sponsored Legs that can generate FAA points.
- There is a limit of one International Leg per country that can generate FAA points.
- Multiple Businesses that have reached the Diamond Commission level can generate more than the standard 3 FAA points. If the points of the multiple business, when divided in two, is greater than 3, then the higher points will be used up to a maximum of 6 points per multiple business.

Higher Pin levels can be achieved based on number of qualified Legs or FAA credits as summarised in the below table:

FOUNDERS DIAMOND	6 Legs x 12 months or 8 FAA points
EXECUTIVE DIAMOND	9 Legs x 6 months or 10 FAA points
FOUNDERS EXECUTIVE DIAMOND	9 Legs x 12 months or 12 FAA points
DOUBLE DIAMOND	12 Legs x 6 months or 14 FAA points
FOUNDERS DOUBLE DIAMOND	12 Legs x 12 months or 16 FAA points
TRIPLE DIAMOND	15 Legs x 6 months or 18 FAA points
FOUNDERS TRIPLE DIAMOND	15 Legs x 12 months or 20 FAA points
CROWN	18 Legs x 6 months or 22 FAA points
FOUNDERS CROWN	18 Legs x 12 months or 25 FAA points
CROWN AMBASSADOR	20 Legs x 6 months or 27 FAA points
FOUNDERS CROWN AMBASSADOR	20 Legs x 12 months or 30 FAA points
FOUNDERS CROWN AMBASSADOR 40	requires minimum of 40 FAA points
FOUNDERS CROWN AMBASSADOR 50	requires minimum of 50 FAA points
FOUNDERS CROWN AMBASSADOR 60	requires minimum of 60 FAA points

Opportunities for Development

During the year, Amway hosts various meetings for ABOs at different achievement levels. The meetings and seminars below, sponsored by Amway, provide excellent opportunities to learn more in-depth skills, to share common experiences, and to generate resolutions to challenges by interacting with Amway staff and other ABOs from around the world. Please note that all meetings and seminars are by invitation only.

New PLATINUM Forum

The New Platinum Forum is a 2-day seminar that offers those ABOs who achieve the Platinum level for the first time the opportunity not only to meet with the management of Amway, but also to meet other newly qualified Platinum ABOs. During the two days, ABOs will attend informative and motivational business sessions and a fabulous New Platinum Banquet.

ACHIEVERS

This Leadership Seminar is a 5-day business event held annually at fabulous foreign locations. It offers a tremendous reward to all participants for their business-building efforts. The event provides the ideal venue to both relax and work together with fellow leaders. These seminars provide a great opportunity for leading ABOs to help map the development of their Amway Business in Southern Africa to learn more about how other successful leaders operate, and to receive additional information from Amway.

DIAMOND Business Partner Conference

The Diamond Forum is an unforgettable and unique trip organised annually. This is open to qualified Diamond ABOs and above. All participants can expect four days of business discussions in luxurious surroundings.

FOUNDERS Conference

When ABOs qualify for the exclusive Founders Invitational, they are given special treatment all the way. Together with the top leaders of Southern Africa, every year participants have the opportunity to discuss the future success of their Amway Business. This is open to qualified Executive Diamond ABOs and Above.