



Core Plus⁺

The global Amway™ Core Plus+ discretionary incentives program replaces GIP and complements the Amway™ ABO Compensation Plan (Core Plan) to reward best practices in building a strong, sustainable business.

Core Plus⁺ Goals

01

**Help new
ABOs and
builders earn
more**

Incentives
further
encourage
selling to
customers and
building sales
teams

02

**Meet
business
owners'
expectations
and improve
ABO
engagement**

Business
owners earn
sooner and
stay inspired

03

**Further
reward
profitable
and
sustainable
structures**

Core Plan and
Core Plus+
teach ways to
optimize
business and

04

**Offer
premium
compensatio
n
opportunities
for leaders**

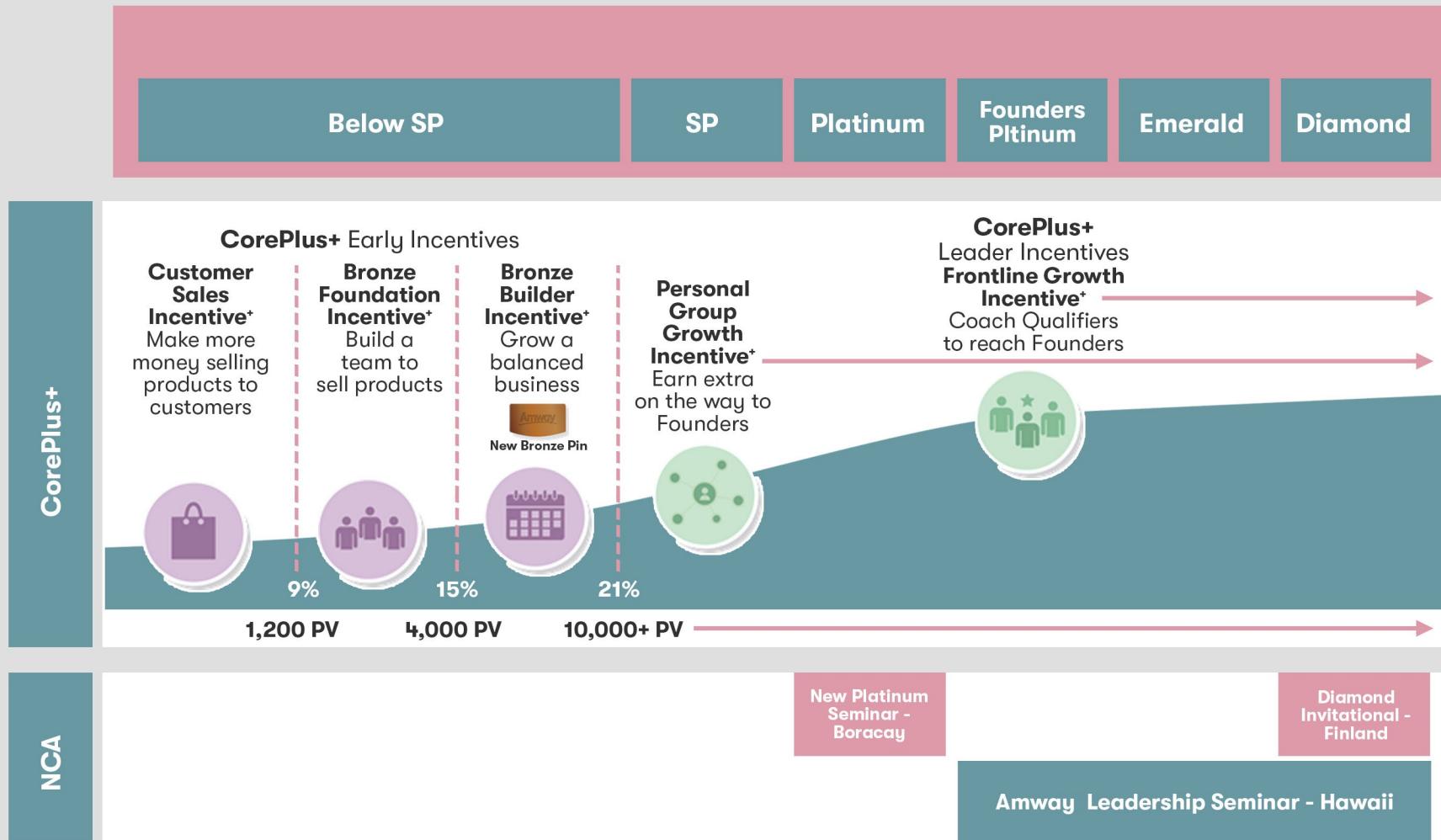
More
consistent
ways for
leaders to
earn money

...earn more, sustainably!

ABO INCENTIVES JOURNEY 2022

Core Plus+ ● NCA

"Enjoy various reward and incentives according to your milestone by practicing strong, sustainable business behavior. Continuous success awaits you!"





CORE PLUS+ CUSTOMER SALES INCENTIVE:

**Objective:**

Customer Sales Incentive rewards you for every single verified customer sale you make.

Eligibility:

All ABOs who are at or below 9% on the Performance Bonus schedule.

Payment:

To calculate this incentive, start with your monthly personal volume. This total determines your Performance Bonus percentage using the Performance Bonus Schedule. Next, take your Performance Bonus percentage and subtract it from 10% to get your multiplier. Then, apply the multiplier to your total verified customer sales for the month.

PB%	CSI% (10% - PB%)	Total %
12%	0%	12%
9%	1%	10%
6%	4%	10%
3%	7%	10%
0%	10%	10%

Mia's **Performance Bonus** level is **3%**.

Mia's **Verified Customer Volume** is **225 PV / 11,229.75 BV**.

Subtract Mia's Performance Bonus percentage **from 10%** ($10\% - 3\% = 7\%$)
Customer Sales Incentive+ multiplier.

Apply Mia's **7% multiplier** to her Verified Customer **Volume of 11,229.75 = P786.08 for the month**.

WHAT ARE THE REQUIREMENTS?

Must have **verified customer sales (VCS)**.

A verified customer sale is an order that meets the market criteria related to the **Customer Sales Incentive Program**.

- AES must have a unique Mobile & Email Address.
- AES must have an Amway ID (complete online registration that includes creation of User ID & password using the unique Mobile Number or Email Address).
- The order must be completed through an Amway authorized channel.
- The customer or AES making the purchase is connected to you at the time of the purchase.
- The transaction itself can be further validated as follow:
 - a. For online order, must match delivery address recorded in the system.
 - b. For GCO orders, SMS or Email will be sent to AES to confirm their order.
 - c. For Shop purchase, an ID will be required from AES during issuance of stocks.





CORE PLUS+ BRONZE FOUNDATION INCENTIVE:



Objective:

- Bronze Foundation Incentive rewards you as you build your business by selling to customers and helping at least three other ABOs you have sponsored do the same.

Eligibility:

- Have been at or below 12% on the Performance Bonus schedule in the previous Performance Year.
- Have not yet earned a Bronze Foundation Incentive OR.
- Still within the 12-month Bronze Foundation Incentive period.

Requirement:

- Achieve 9% or higher on the Performance Bonus schedule.
- Have at least 3 downlines, each earning a minimum of 3% Performance Bonus.
- Minimum 2 of 3% legs have 40 of Personal PV VCS.
- Generate at least 40 Personal VCS PV.

Payment:

- This incentive can be earned up to 12 payments within 18 consecutive months.
- That means the period starts the first month you earn the Bronze Foundation Incentive. And there is a maximum of 12 payments.
- It works as a multiplier on your Performance Bonus during the months you qualify.

9% – 1,200+ GROUP PV



ABO VOLUME INCLUDES
VERIFIED CUSTOMER SALES



3 LEGS EARN 3% PERFORMANCE BONUS

20% Bronze Foundation Incentive+
multiplier on Performance Bonus in the months you qualify.





CORE PLUS+ BRONZE BUILDER INCENTIVE:

Objective:

- Bronze Builder Incentive was designed to continue rewarding ABOs who build their business by selling to customers and helping at least three frontline ABOs they have sponsored do the same.

Eligibility:

- To be eligible for the Bronze Builder Incentive, your highest qualification since September 2014 prior to the first Bronze Builder month you achieve must be below Gold Producer.

Requirement:

- Achieve 15% or higher on the Performance Bonus schedule.
- Have at least 3 downlines, each earning a minimum of 6% Performance Bonus.
- Minimum 2 of 3 legs have 40 of Personal PV VCS.
- Generate at least 40 Personal VCS PV.

Payment:

- Just like the Bronze Foundation, this discretionary incentive can be earned up to 12 payments within 18 consecutive months.
 - The eligibility period starts the first month you earn a Bronze Builder Incentive. And there is a maximum of 12 payments.
- The incentive works as a multiplier on your Performance Bonus during the months you qualify.

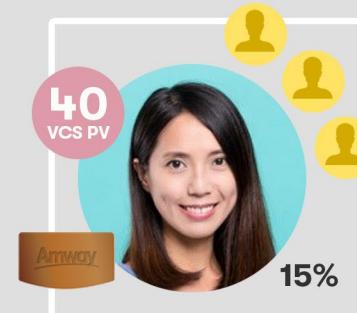
20% multiplier
on Performance Bonus during the months you qualify. Keep building beyond **15% Performance Bonus** to earn even more.



The best part is, it is possible to earn both incentives during the same time period!

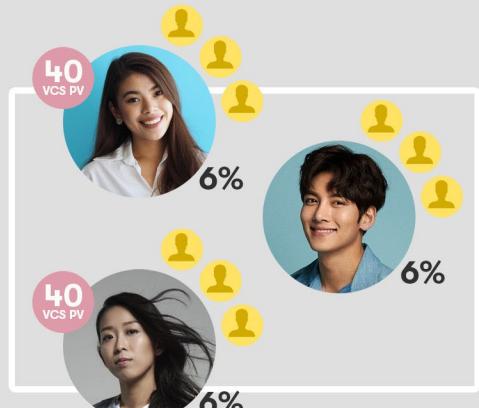


15% – 4,000+ GROUP PV



ABO VOLUME INCLUDES VERIFIED CUSTOMER SALES

*The first time you earn the Bronze Builder Incentive, you will also achieve the Bronze pin!



3 LEGS EARN 6% PERFORMANCE BONUS



Core Plus⁺ Leaders

Personal Group Growth Incentive

Objective:

Reward healthy qualification and growth towards Founders Platinum.

Eligibility:

Silver and above.

Payment:

- Paid on Performance Bonus.
- Only Performance Bonuses earned during PQ months will be used in incentive calculation.
- No limit to number of payments earned.



Category	Multiplier
Maintain*	10%
Grow 1-2	20%
Grow 3-5	25%
Grow 6+	30%

Criteria:

- QV and Q1 months based on Ruby PV.
- Minimum of 1,200 annual PPV.
- Multiplier depends on PQ growth over prior year.
- Minimum of 60,000 Annual Ruby PV.
- Minimum of 480 annual VCS PV.

*An additional 10% multiplier is added for ABOs in Maintain category, who qualify at least F Platinum with 12 PQs.

*QV = 10,000 Ruby PV

Q1 = 4,000 Ruby PV for those with 1 or more qualified legs.

EXAMPLE	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	PQs	Multiplier
PY20	10,000	9,000	7,000	11,000	9,000	10,000	10,000	11,000	12,000	10,000	9,000	10,000	8	n/a
PY21	10,000	9,000	7,000	11,000	9,000	10,000	10,000	11,000	12,000	10,000	9,000	10,000	8	10%
PY22	10,000	9,000	7,000	7,000	7,000	7,000	10,000	11,000	12,000	10,000	9,000	10,000	6	0%
PY23	10,000	10,000	10,000	10,000	10,000	10,000	10,000	11,000	12,000	10,000	10,000	10,000	12	30%



Core Plus⁺

Frontline Growth Incentive

ANNUAL

Objective:

Reward development of qualified legs with healthy balance of width, depth, and side volume.

Eligibility:

Founders Platinum and above.

Payment:

- Payment base is determined by ABO award level.
- No limit to number of payments earned.

Criteria:

- QV, Q1 and Q2 sales plan qualified months.
- Minimum of 1,200 annual PPV.
- Multiplier depends on FQ growth over baseline*.
- Minimum of 60,000 Annual Ruby PV.
- Minimum of 480 annual VCS PV.

EXAMPLE

Emerald	PY20	PY21	PY22	PY23
Award Level	Emerald	F Emerald	Diamond	F Emerald
Frontline Qs	32	36	54	52
YoY Growth	1	4	18	-2
Mult Base	Leadership Bonus	Leadership Bonus	Leadership Bonus	Leadership Bonus
Multiplier	20%	25%	30%	0%
Diamond	PY20	PY21	PY22	PY23
Award Level	Diamond	F Diamond	Diamond	Diamond
Frontline Qs	60	72	72	71
YoY Growth	5	12	0	-1
Mult Base	Leadership Bonus	Leadership Bonus	Leadership Bonus	Leadership Bonus
Multiplier	25%	30%	10%	0%

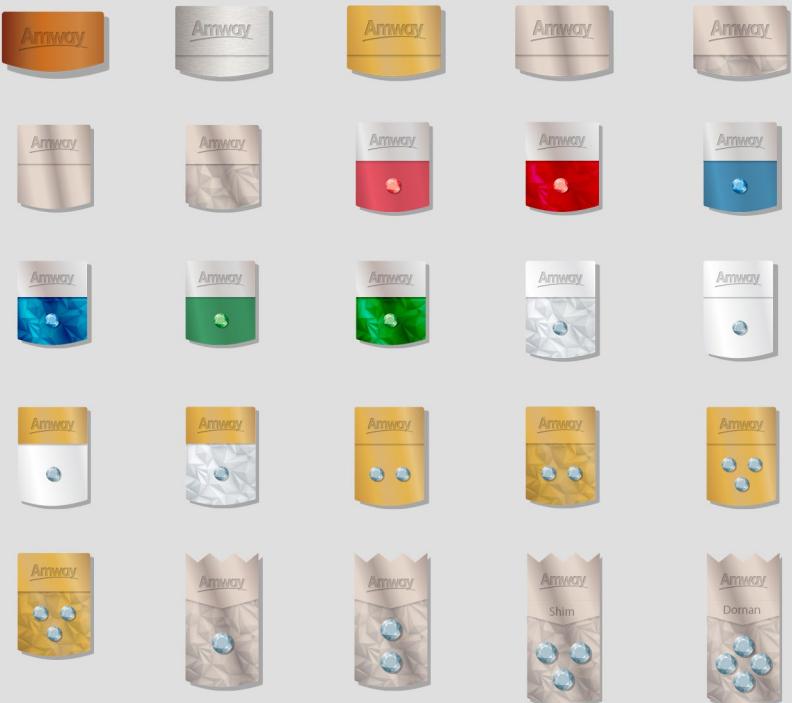
Category	F Platinum and above
Maintain 0	10%
Grow 1-2	20%
Grow 3-5	25%
Grow 6+	30%
Payment Base	Leadership Bonus

*Baseline is equal to prior year or reverts to year before prior year in case Lifeline Q used in prior year.





EACH PIN TELLS A STORY. YOURS.



Amway is here to support and celebrate your success at every step along the way. And while the designs may be different, the meaning and motivation behind each one remains unchanged.