



Frequently Asked Questions

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START
with **Amway**

START PROGRAM – FREQUENTLY ASKED QUESTIONS

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Frequently Asked Questions

START Program

General information

1. What is the START Program?

The Start program is a promotional program designed by Amway for all the new Amway Business Owner (ABO) / provisional ABOs who will decide to join Amway from June 2024 onwards.

2. Who will be eligible for the START program?

New ABOs & Provisional ABOs who register from June 1st 2024 will be eligible for the START program.

3. How long does the START program last?

The program is designed to support new ABOs during the first 4 months starting from the month of registration.

4. What are the benefits new ABOs/ provisional ABOs will receive from the START program?

New ABOs/ Provisional ABOs can get Free Registration and save up to £320 with START coupons during the first 4 months. Please refer to the START program page for more details:

www.amway.co.uk/business-opportunity/new-abo-start-program

5. How are the 4 months of the START program counted?

They are counted based on the **calendar month**.

For example, if a new ABO registers on June 10th, the START program will be applied from June until September.

6. If no order is placed during the first month of the registration, will the ABO still be eligible to earn START coupons for 2nd, 3rd and 4th month after registration?

Yes, he will. If a new ABO completes the registration process, he will be able to earn START coupon in the 2nd, 3rd and 4th month after registration.

7. If no order is placed during the 2nd or 3rd month after registration, will the START program extend to their 5th or 6th month?

No. START program won't be extended.

8. What will happen after the 4 months of the START program?

After the first 4 months, new ABOs will be eligible for the Gift for Growth promotion. To learn more about the program, click here: <https://www.amway.co.uk/business-info/gift-coupons>.

9. Will START coupons be available for new ABOs who register before June 1st 2024?

No. Only new ABOs who register from June 1st, 2024, will be eligible for the START program.

10. How can Sponsors promote the START program?

Sponsors can use all the available assets on the dedicated START program webpage to discover the program and learn how it can benefit their business. Approaching prospects, they can talk about how starting a new business now can bring them great advantages, encourage them to discover our product portfolio, and highlight the chance to save money with this new promotional program.

11. Will new ABOs who registered before 1st June 2024 be eligible for START program?

No. However, new ABOs registered before 1st June 2024 still can receive first order discount 30 days after registration

12. If new ABOs earned a gift coupon before June 1st, 2024, will the coupon still valid for 3 months?

Yes. The expiration date of these coupon will remain unchanged.



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- 13. If new ABOs earned a gift coupon before June 1st, 2024, and transfer it to Registered Customers, what will be the redemption threshold for Registered Customers?**

The redemption threshold will be £100.

START Coupons

- 14. How is the PV accumulation counted for START coupons?**

PV accumulation will be counted by the calendar month.

For example, if ABO registers on 15th of the month, PV will be counted from 15th until end date of the calendar month.

- 15. What are the PV thresholds to earn START coupons?**

There are different PV thresholds for ABOs/ provisional ABOs to earn START coupons.

The following apply during the first 4 months after registration:

Monthly PPV	Coupon value
>=50 – 99.99	1 x £20 START coupon (£20)
>=100 – 199.99	2 x £20 START coupon (£40)
>=200	4 x £20 START coupon (£80)

- 16. Will PV from Customers, Extra cart, and Group combined orders be counted?**

Yes. PV from Customers, Extra cart, and Group combined orders are counted for START coupons.

- 17. Will PV from Partner Store be counted for START coupons?**

No. PV from Partner Store is not counted.

- 18. Will PV accumulation from markets in the same CLOS?**

Yes. All personal PV will be counted.

For example, if a Spanish ABO earns 25PV in Spain and 25PV in Portugal in a month they will receive one START coupon.

- 19. What is the value of a START coupon?**

Each START coupon is worth £20. Coupon value does not include VAT.

- 20. What are the maximum number of START coupons new ABOs can receive per month?**

Each new ABO can receive up to 4 START coupons (each coupon worth £20) for a total amount of £80 each month.

- 21. When will the START coupon be visible on the ABO's account?**

The START coupon will be added to the ABO's account on the first day of the following month.

For example, if a new ABO earns 100PV in the month of registration, 2 START coupons will be added to their account on the 1st of the following month.

- 22. Where can ABOs track their START coupons?**

Their coupons can be viewed in 'My Coupon': <https://www.amway.co.uk/my-account/coupon>. It will also be visible in their cart when the ABO adds any product to their cart.



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23. When will the START coupon expire?

It will expire on the 28th of the month.

24. Will START coupons be transferrable?

No. START coupons are personal and not transferrable.

25. Can ABOs send the START coupon to their account in other countries?

Yes, it's possible. However, START coupon value might change. We recommend not trying to use START coupon in other countries.

26. How can the START coupon be redeemed?

Each START coupon can be redeemed with every 50PV.

For example, if the order value is 50PV, one START coupon can be redeemed. If the order value is 100PV, two START coupons can be used.

27. Can START coupons be used with other promotions?

Yes. START coupons can be used with other promotions when the coupon redemption criteria are met.

28. Can START coupons be used with Recurring Orders? And how?

Yes. START coupons will be added automatically to Recurring Orders when the redemption criteria (50PV) are met.

29. If new ABOs receive a Gift coupon (£10) from their upline, can they use it together with a START coupon?

Yes. However, please note that the redemption threshold for Gift coupons is 100PV. This means that if an ABO wants to use one START coupon and one Gift coupon, they will need to place an order of at least 150PV.

