

YOUR GUIDE TO

Earning with Amway

Performance Year 2026 | Effective September 1, 2025 |
Europe¹ and Southern Africa

¹Austria, Belgium, Bulgaria, Croatia, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, Ukraine and United Kingdom



Amway

CorePlus⁺



“
The future is yours – run with it.

– JAY VAN ANDEL, CO-FOUNDER OF AMWAY



Terms and Conditions

The terms of the discretionary programmes, including but not limited to CORE PLUS+ DISCRETIONARY INCENTIVES PROGRAMME may be revoked, cancelled, modified or conditioned by Amway at any time, at its sole discretion.

Prior to approving qualification, Amway may track and verify volumes leading to ABO’s qualification throughout the period of qualification and up to and including the time the award or bonus is to be disbursed to ensure that the qualification is earned in accordance to the Amway Rules of Conduct, Standards and Policies, which can be found under (www.amway.co.uk or www.amway.ie).

These websites also include the “Amway Principles on Qualification” document, providing information regarding how the Amway Rules of Conduct are enforced. In addition to the performance criteria and adherence to the Amway Rules of Conduct, ABOs must be in good standing and not in breach of their ABO contract with Amway throughout the period of qualification and up to and including the time the award or bonus is to be disbursed.

Amway may adjust the Core Plus+ Discretionary Incentive Programme components or any other discretionary elements considering the market situation at any time, at its sole discretion.

ALL INCOME AMOUNTS MENTIONED IN THIS DOCUMENT ARE EARNED BONUS AMOUNTS WITHOUT VAT².

The possible duration of this Core Plus+ is until the end of PY26, if it generates the expected benefits.

² Only those ABOs, who have sufficient registration of business activity with the local state and/or tax authorities, are eligible to receive bonuses and cash incentives as well as income deriving from retailing.

At-A-Glance

Build a healthy business and maximize your earnings through the Amway™ Core Plan, the Amway™ Core Plus+ discretionary incentives programme and additional discretionary recognition and rewards.

#	Retail Margin %	20%
#	Core Plan	
#	Performance Bonus	Up to 21% of BV
#	Monthly Leadership Bonuses	2%, 4% and 6% of Leadership BV
#	Ruby Bonus	Earn 2% - 4% of Ruby BV
#	Monthly Depth Bonus	1% of BV
#	Annual Emerald, Diamond and Diamond Plus Bonuses	0.25% of BV
#	CorePlus+	
#	Bronze Foundation Incentive*	30% multiplier on monthly Performance Bonus
#	Bronze Builder Incentive*	40% multiplier on monthly Performance Bonus
#	Bronze Pin	
#	Bronze Builder Incentive*	Fixed amounts
#	Performance Plus Incentive*	40% multiplier on monthly Performance Bonus
#	Leadership Plus Incentive*	Multiplier on qualified Core Plan Bonuses 20% - 50%
#	Two-Time Cash Incentive* Gold Producer to Founders Diamond	Fixed amounts
#	Founders Achievement Awards (FAA) and Global Award Recognition (GAR)	

Please log-in on to www.amway.co.uk or www.amway.ie or contact Sales / Account Managers for full details.

Three Ways to Earn

on Product Sales

Through your Amway™ business, you offer a broad portfolio of high-quality products. Successfully promoting these products to customers can earn you money and monthly rewards.



1. Retail Profit

Earn 20% retail profit from selling products to customers.

RETAIL PRICE
- VAT x 10%

= **RETAIL PROFIT³**



2. Core Plan Bonuses³

You earn points on all products that customers purchase. Those points add up to determine monthly bonuses from the Core Plan. If you choose to build a team and sponsor other Amway Business Owners (ABO), you earn points on the products their customers purchase through them.

YOUR POINTS
+ **DOWNLINE ABO POINTS**

= **BONUSES**



3. Core Plus⁺ Discretionary Incentives

Programmes like Core Plus⁺ award extra money for key business achievements. These are awarded at Amway's discretion and are subject to change.

³ Only those ABOs, who have sufficient registration of business activity with the local state and/or tax authorities, are eligible to receive bonuses and cash incentives as well as income deriving from retailing. All income amounts mentioned in this document are earned bonus amounts without VAT.

Start connecting to customers with Amway Most Loved

Every product purchased by a customer can help you earn more with Core Plan and Core Plus⁺. **Amway Most Loved** are an easy way to get started. These best-selling, **Amway favourites** and on-trend products from each Amway™ category meet a variety of customer needs. Each **Amway Most Loved** is designed to be simple to recommend because it has one of three important advantages: **easy to explain**, great for demonstrations or a simple switch from other brands.

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

FIND MORE PRODUCTS AT
amway.co.uk/amway-most-loved
amway.ie/amway-most-loved



Anna 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 acquaintances. Several people she knows try the products and love them, too. They start buying Artistry™ skincare products through Anna's Amway™ business on a monthly basis.



EXAMPLE: RETAIL MARGIN

PERSONAL VOLUME	100 PV / 173 BV / 208 BV
REGISTERED CUSTOMER SALES	100 PV / 173 BV / 208 BV
RETAIL PROFIT	£35/€42
PERFORMANCE BONUS 3%	£10/€12

TOTAL INCOME **£45/€54 PER MONTH⁴**

⁴Assumes ABO performs consistently and meets requirements each month. PV/BV ratio of "1.72828 (UK) / 2.0791 (ROI)" is used as an example only. For the currently valid PV/BV ratio please contact Amway Contact center.

! PV AND BV

All Amway™ products have an assigned Point Value (PV) and Business Volume (BV) that you earn when registered customers purchase them. Those numbers are used to calculate bonuses and incentives, such as the monthly Performance Bonus (see page 8).

Find courses to help you build your business at every step.
www.amway.co.uk/AmwayAcademy
or
www.amway.ie/AmwayAcademy





Monthly Bonuses

on Your Volume

Your business can help you earn bonuses each month.
Amway calculates monthly bonuses for you based on the Point Value (PV) and Business Volume (BV) that you and your team generate by successfully promoting products to customers and purchasing for personal use.

Personal Performance Bonus

Earned on personal volume that you generate by successfully promoting to customers and purchasing for personal use.

To find your Performance Bonus percentage, add your Personal PV and Pass-Up PV from frontline ABOs and refer to the schedule below.

How it is calculated

x

MONTHLY PERSONAL BV
PERFORMANCE BONUS PERCENTAGE

=

PERSONAL PERFORMANCE BONUS

Differential Bonus

Pays you based on the difference between your Performance Bonus percentage and the Performance Bonus percentage of a frontline ABO.

This bonus is calculated separately for each frontline.

How it is calculated

(YOUR PERFORMANCE BONUS PERCENTAGE –
FRONTLINE ABO'S PERFORMANCE BONUS PERCENTAGE)

x

GROUP BV OF FRONTLINE ABO

=

DIFFERENTIAL BONUS

PERFORMANCE BONUS SCHEDULE

IF YOUR MONTHLY PV IS:	YOUR MONTHLY PERFORMANCE BONUS IS:
10,000	21% of your BV
7,000	18% of your BV
4,000	15% of your BV
2,400	12% of your BV
1,200	9% of your BV
600	6% of your BV
200	3% of your BV



GET A TEAM GOING

Customers and other people you know may be interested in starting an Amway™ business. You can be their sponsor and earn additional bonuses and incentives when they successfully promoting Amway™ products and purchase for personal use.

Mia is starting to grow her business. She already uses Amway™ products and successfully promotes them to acquaintances, so they are purchasing through her. Now she wants to earn even more to help pay for her bills and have extra spending money. She sponsors some friends who start their own Amway™ businesses and does the same.

600 GROUP PV
6% Performance Bonus



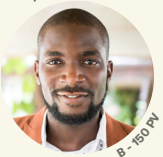
PERSONAL PERFORMANCE BONUS
200 PV
Includes 100 PV of Registered Customer Sales

BV for 200 Personal PV	346 (UK) / 416 (ROI)
x Performance Bonus	
Percentage on 600 Group PV	6%
= Personal Performance Bonus	£21 / €25

EXAMPLE: PERFORMANCE BONUS

TOTAL PERFORMANCE BONUS	£62/€75
RETAIL PROFIT	£35/€42
TOTAL INCOME	£97/€116 PER MONTH ⁵

⁵ Assumes ABO performs consistently and meets requirements each month. PV/BV ratio of "1.72828 (UK) / 2.07910 (ROI)" is used as an example only. For the currently valid PV/BV ratio please contact Amway Contact center.



REGISTERED
CUSTOMER
SALES

DIFFERENTIAL BONUS
3 legs earn 0% Performance Bonus

ABO	PV	BV	DIFFERENTIAL BONUS	
A	100	173/208	6% - 0% = 6%	£10/€12
B	150	259/312	6% - 0% = 6%	£16/€19
C	150	259/312	6% - 0% = 6%	£16/€19
Total				£41/€50

Build a Team

to Go Bronze

Take your business to the next level. Bronze Foundation and Bronze Builder Incentives* reward you for sponsoring and supporting customer sales while you grow your volume, too. Set your foundation, and then build on it.



Bronze Foundation Incentive+

Help three (3) or more people start their own Amway™ business and support customer sales. Earn it by:

- ✓ Achieving 9% or higher on the Performance Bonus Schedule
- ✓ Personally or foster sponsoring at least 3 legs, each earning a minimum of 3% Performance Bonus
- ✓ Generating 100 Personal PV or more

To be eligible for this incentive, ABO must have been at or below 12% Performance Bonus in prior Performance Year

How it is calculated

30%
MULTIPLIER



PERFORMANCE
BONUS



MAXIMIZE YOUR MULTIPLIERS

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



Earn this incentive up to 12 times within 18 months beginning the first month you earn Bronze Foundation Incentive*.

All ABOs who started earning Bronze Foundation Incentive* before Performance Year 2026 and have not earned all 12 Bronze Foundation Incentive payments are eligible for the timer valid in Performance Year 2025 (3 consecutive Performance Years).



Jordan has been an ABO for several months. He presents and successfully promotes product to customers to meet their needs. Every month, three of his team members achieve 3% Performance Bonus level, and Jordan achieves 9%. He earns the maximum 12 Bronze Foundation Incentive+ payments within the 18-months eligibility period.

1,200 GROUP PV
9% Performance Bonus



EXAMPLE: EARLY BUSINESS BUILDER

PERSONAL VOLUME	200 PV / 100 PV REGISTERED CUSTOMER SALES
GROUP VOLUME	1,200 GROUP PV
PERFORMANCE BONUS	£140/€168
BRONZE FOUNDATION INCENTIVE*	£42/€51
RETAIL PROFIT	£35/€42
TOTAL INCOME	£217/€260 MONTH / £2,599/€3,126 YEAR⁶

⁶ Assumes ABO performs consistently and meets requirements each month. PV/BV ratio of “1.72828 (UK) / 2.0791 (ROI)” is used as an example only. For the currently valid PV/BV ratio please contact Amway Contact center.



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 frontline ABOs keep building their businesses. The Bronze Builder Incentive* pays you more as you grow strong.



Bronze Builder Incentive*

Help downline ABOs follow the path to Bronze and duplicate your results. Receive your Bronze pin the first month you earn the Bronze Builder Incentive*. Earn it by:

- ✓ Achieving 15% or higher on the Performance Bonus Schedule
- ✓ Personally or foster sponsoring at least three (3) legs, and helping each earn a minimum of 6% Performance Bonus
- ✓ Generating 100 Personal PV or more

To be eligible for this incentive, ABO's highest qualification since September 2019 (Performance Year 2020) prior to the first Bronze Builder month must be below Gold Producer. Global Award Recognition (GAR) awards are not included in verifying if an ABO has qualified Gold Producer or above.

How it is calculated

**40%
MULTIPLIER**



**PERFORMANCE
BONUS**



Earn this incentive up to 12 times within 18-months beginning the first month you earn Bronze Builder Incentive*.

All ABOs who started earning Bronze Builder Incentive before Performance Year 2026 and have not earned all 12 Bronze Builder Incentive* payments are eligible for the timer valid in Performance Year 2025 (3 consecutive Performance Years).*

BRONZE PIN

You qualify for a Bronze Pin the first month you earn the Bronze Builder Incentive*. The Core Plus* Bronze pin is a significant achievement. It can be your first step to higher Core Plan levels like Silver Producer, Gold Producer, Platinum and beyond.



Salma is driven and dedicated to her business. She makes sure all her customers are satisfied so she can count on their monthly purchases. And Salma teaches the team members she sponsors to go for the Bronze Foundation Incentive*, just like she did. Salma earns her first Bronze Builder Incentive* and Bronze pin. Then she earns the maximum 12 Bronze Builder Incentive* payments within the 18-month eligibility period.



EXAMPLE: BRONZE BUSINESS

PERSONAL VOLUME	200 PV / 100 REGISTERED CUSTOMER SALES
GROUP VOLUME	4,000 GROUP PV
PERFORMANCE BONUS	£529/€636
BRONZE BUILDER INCENTIVE*	£212/€254
BRONZE BUILDER CONSISTENCY INCENTIVE* (6)	£400/€500
BRONZE BUILDER CONSISTENCY INCENTIVE* (12)	£800/€1,000
RETAIL PROFIT	£35/€42
TOTAL INCOME	£775/€932 MONTH / £10,500/€12,687 YEAR⁷

⁷ Assumes ABO performs consistently and meets requirements each month. PV/BV ratio of "1.72828 (UK) / 2.0791 (ROI)" is used as an example only. For the currently valid PV/BV ratio please contact Amway Contact center.



Bronze Builder Consistency Incentive*

Earn Bronze Builder Incentives consistently and earn additional One-Time incentives for six (6) and twelve (12) Bronze Builder Incentive* months.

- ✓ Bronze Builder Consistency Incentive* for **6 BBI** months - £400/€500
- ✓ Bronze Builder Consistency Incentive* for **12 BBI** months - £800/€1,000

Only Bronze Builder qualified months within the ABO's 3 consecutive Performance Years timer is counted.



Help Downline ABOs Qualify at 21%

to Increase Core Plan Bonuses

Your monthly bonuses can increase as your team grows and by supporting customer sales. Earn rewards as you coach others to build their businesses.

Monthly Leadership Bonuses

6% Performance Bonus

Earn 6% for helping personally sponsored downline ABOs qualify at 21%. Leadership Bonus is calculated beginning with the furthest downline in each leg who qualified at 21% Performance Bonus level. 6% of that ABO's BV is rolled up to their immediate sponsor. A sponsor keeps **ALL, SOME or NONE** of this amount, depending on their Leadership PV (LPV).

4% Foster Leadership and 2% International Leadership Bonuses

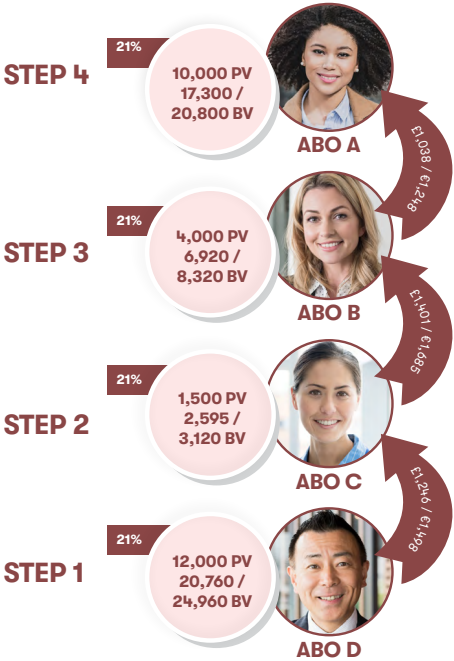
Note that in case of foster sponsored downline ABO qualified at 21% you are entitled for 4% Foster Leadership bonus and in case of internationally sponsored ABO qualified at 21% you are entitled for 2% International Leadership bonus. For more information and eligibility criteria check the section "Know the Key Concept" at the end of this Guide.

Minimum Guarantee

Leadership Bonus Minimum Guarantee is the minimum amount of a Leadership Bonus that must pass up to a qualified upline sponsor as their minimum guarantee. This amount is different for each market and will vary based on the PV/BV ratio of the country.

For more information about Leadership bonuses visit Amway Academy course.

The example that follows is for Leadership Bonus and is based on a PV/BV (PV/£/€) ratio of "1.73 (UK) / 2.08 (ROI)". Leadership Bonus Minimum Guarantee for this example is 6% x 17,300 BV (UK) = £1,038 / 20,800 BV (ROI) = €1,248. It is used as an example only. For the currently valid ratio please contact Amway Contact center.



EXAMPLE BONUS CALCULATION

ABO A keeps ALL of the passed up Leadership Bonus as she has 10,000 LPV.

6% x 17,300 BV = £1,038 / 6% x 20,800 BV = €1,248
Minimum Guarantee passed up to sponsor

Leader B generates enough LPV to keep SOME Leadership Bonus.

6% x 6,920 = £415 / 6% x 8,320 = €499 Leadership bonus generated by leader B
£1,038 - £415 = £623 / €1,248 - €499 = €749 Amount leader B is missing to fulfill Minimum Guarantee
£1,401 - £623 = £779 / €1,685 - €749 = €936 Leadership Bonus earned
£415 + £623 = £1,038 / €499 + €749 = €1,248 Minimum Guarantee passes up to sponsor

Because the ABO C has less than 4,000 LPV, the ABO does not keep any of the bonus passed up.

6% x 2,595 = £156 / 6% x 3,120 = €187 passes up to sponsor

Calculation starts with the furthest downline at 21% Performance Bonus level in a leg.

6% x 20,760 = £1,246 / 6% x 24,960 = €1,498

Monthly Depth Bonus

Earn 1% of BV for building a team of qualifying ABOs in depth. Receive a Monthly Depth Bonus when you have three (3) or more in-market legs at 21% Performance Bonus in a month and at least one of those frontline ABOs has one or more downline qualified at 21%. Depth Bonus is calculated separately for each qualified leg.

Depth Bonus Minimum Guarantee is the minimum amount of a Depth Bonus that must pass up to a qualified upline sponsor as their minimum guarantee. This amount is different for each market and will vary based on the PV/BV ratio of the country.

EXAMPLE BONUS CALCULATION

The example that follows is based on a PV/BV (PV/£/€) ratio of "1.73 (UK) / 2.08 (ROI)". Depth Bonus Minimum Guarantee for this example is 1% x 17,300 BV = £173 / 1% x 20,800 BV = €208. It is used as an example only. For the currently valid ratio please contact Amway Contact center.

Each qualified frontline of the Depth Bonus recipient passes up £173/€208 to the next Depth Bonus recipient.

In this example, all 21% ABOs have 10,000 PV and 17,300 BV (UK) / 20,800 BV (ROI). The bonus calculation starts with the second level qualified ABO: 17,300 x 1% = £173 / 20,800 x 1% = €208

Since the first level ABO of this leg is able to generate the Minimum Guarantee with her own volume, Gigi keeps all of the Monthly Depth Bonus that is generated by the second level ABO.



ANNUAL LEADER BONUSES

Each year Amway rewards ABOs for developing leaders and growing their business with three Annual Bonuses. Emerald and Diamond Bonuses are based on total in-market BV and traceable international volume for the year, while Diamond Plus is based solely on in-market BV.

- Emerald Bonus
- Diamond Bonus
- Diamond Plus Bonus

For more information log in to www.amway.co.uk or www.amway.ie and search for Core Annual Bonuses Europe or contact Amway Contact Center.

*AMWAY™ CORE PLUS DISCRETIONARY INCENTIVES PROGRAMME

Aim for a Qualified Month

to Make the Most

A balanced business can be more profitable. Core Plus⁺ discretionary incentives reward best practices by paying multipliers on sales volume or Core Plan bonuses. The more you earn under Core Plan, the more you can earn under Core Plus⁺.



Performance Plus Incentive⁺

Grow or Maintain the number of Qualified months and boost your monthly earnings with rewards up to 40% on your Performance Bonus.

✓ 40% of Performance bonus is paid on the following criteria:

- Generate a Qualified month with
 - a) 10,000 Group PV OR
 - b) 4,000 Group PV and at least one Qualified leg
- Generate a minimum of 200 Personal PV
- Have an approved Qualified month (Silver Producer month)

✓ Baseline and current Performance Year tracking Q months:

The baseline and the current Performance Year tracking Q months are the total # of Q months in the last Performance Year and in the current Performance Year tracking, including Q months achieved by all of the three methods⁸.

⁸ ABOs have a Qualified/Silver Producer month if they:

1. Generate 10,000 Group PV in a month, or
2. Personally or foster sponsor 1 x 21% leg and maintain 4,000 Group PV in the same month, or
3. Personally or foster sponsor at least 2 x 21% legs in the same month.



Build a Sustainable 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.



Leadership Plus Incentive⁺

Coach downline leaders to go for Founders Platinum. Keep increasing the number of legs with sales qualifying them at the 21% Performance Bonus level and get rewarded every year.

At the end of the PY, you can earn an annual multiplier on annual Leadership, Foster Leadership and Depth bonuses from Core Plan.

- ✓ Earn a Frontline Q (FQ) each month for every in-market leg that qualifies at 21% Performance Bonus level.
- ✓ Maintain or increase FQs compared to the previous PY.
- ✓ Generate minimum 2,400 Personal PV annually.
- ✓ Qualify Founders Platinum.
- ✓ Generate Annual 24,000 Ruby PV (Diamonds and above are excluded).

RUBY VOLUME CAN EARN YOU MORE

More Ruby Volume⁹ can mean:

- ✓ Maximum Leadership Bonuses on qualified legs
- ✓ More income from Differential Bonus on non-qualified legs
- ✓ Opportunity for future qualified legs
- ✓ Extra Core Plus⁺ incentive earnings

⁹ Ruby Volume includes Personal Volume plus Pass-up Volume from in-market legs who are not at 21% on the Performance Bonus schedule. Group Volume from downline qualified Platinums is not included, regardless of whether or not they are at 21% on the Performance Bonus Schedule for the month. Find a video about Ruby Volume [here](#).

Maintain FQs

+1 to 5 FQs

+6 or more FQs



YOUR ANNUAL LEADERSHIP, FOSTER LEADERSHIP AND DEPTH BONUSES TOTAL:	20% MULTIPLIER	40% MULTIPLIER	50% MULTIPLIER
£26,000/€ 30,000	£5,200/€ 6,000	£10,400/€ 12,000	£13,000/€ 15,000
£26,000/€ 50,000	£8,600/€ 10,000	£17,200/€ 20,000	£21,500/€ 25,000
£61,000/€ 70,000	£12,200/€ 14,000	£24,400/€ 28,000	£30,500/€ 35,000

¹⁰ MULTIPLIER APPLIES TO ANNUAL LEADERSHIP, FOSTER LEADERSHIP AND DEPTH BONUSES FROM CORE PLAN. NOTE THAT A PAYMENT CAP IS SET TO £78,000/€100,000.



Two-Time Cash Incentive⁺

Reach new levels. ABOs can earn an incentive the first time they qualify for a pin, and earn another incentive by requalifying the next PY.

PIN LEVEL	FIRST YEAR	SECOND YEAR	TOTAL
Gold Producer	£900/€ 1,050	£900/€ 1,050	£1,800/€ 2,100
Platinum	£2,600/€ 3,100	£2,600/€ 3,100	£5,200/€ 6,200
Founders Platinum	£4,500/€ 5,550	£4,500/€ 5,550	£9,000/€ 11,100
Sapphire	£4,500/€ 5,550	£4,500/€ 5,550	£9,000/€ 11,100
Founders Sapphire	£6,800/€ 8,300	£6,800/€ 8,300	£13,600/€ 16,600
Emerald ¹⁵	£9,050/€ 11,050	£9,050/€ 11,050	£18,100/€ 22,100
Founders Emerald ¹⁵	£11,300/€ 13,850	£11,300/€ 13,850	£22,600/€ 27,700
Diamond ¹⁵	£14,100/€ 17,300	£14,100/€ 17,300	£28,200/€ 34,600
Founders Diamond ¹⁵	£17,000/€ 20,750	£17,000/€ 20,750	£34,000/€ 41,500

¹⁵ Emerald through Founders Diamond ABOs must qualify with in-market legs only. European legs are counted as in-market legs. Eligibility is determined by Emerald Bonus Recipient and/or Diamond Bonus Recipient record from Base Year PY15.

MAKE THE MOST WITH YOUR AMWAY™ BUSINESS

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

- ✓ Build width by sponsoring new ABOs supporting customer sales
- ✓ Grow depth by helping downline ABOs achieve their goals
- ✓ Qualify monthly

You Have What It Takes

to Achieve Your Goals

Keep growing your Core Plan bonuses and teach your team to do the same. Core Plus* incentives can continue to build as your business does. Work with your Sales/Account Managers to set a plan.

YOUR FOUNDERS PLATINUM BUSINESS	RETAIL MARGIN	CORE PLAN	CORE PLUS*	YOU CAN EARN
10,000 GROUP PV PER MONTH 1 LEG WITH 4,000 GPV 1 LEG WITH 2,400 GPV 2 LEGS WITH 1,200 GPV 1 LEG WITH 600 GPV 2 LEGS WITH 200 GPV	£415/ €499 PPV: 200 (Registered Customers PV 100)	+ £19,661/ €23,652 10,000 Group PV 21% Performance Bonus	+ £12,364/ €15,011 Incentives*: Performance Plus £7,864 / €9,461 TTCI: £4,500 / €5,550	= £32,440/ €39,162 in 12 months

YOUR FOUNDERS EMERALD BUSINESS	RETAIL MARGIN	CORE PLAN	CORE PLUS*	YOU CAN EARN
2,000 RUBY PV PER MONTH 3 LEGS WITH 10,000 GPV 1 LEG WITH 1,200 GPV 1 LEG WITH 600 GPV 1 LEG WITH 200 GPV	£415/ €499 PPV: 200 (Registered Customers PV 100)	+ £34,096/ €41,017 PV: 2,000 21% Performance Bonus: £6,471 / €7,784 6% Leadership Bonus: £27,625 / €33,232	+ £25,112/ €30,466 Incentives*: LPI: £13,812 / €16,616 TTCI: £11,300 / €13,850	= £59,623/ €71,982 in 12 months

YOUR FOUNDERS DIAMOND BUSINESS	RETAIL MARGIN	CORE PLAN	CORE PLUS*	YOU CAN EARN
200 GROUP PV PER MONTH 6 LEGS WITH 10,000 GPV	£415/ €499 PPV: 200 (Registered Customers PV 100)	+ £63,338/ €76,195 PV: 200 21% Performance Bonus: £871 / €1,048 6% Leadership Bonus: £62,467 / €75,147	+ £48,234/ €58,324 Incentives*: LPI: £31,234 / €37,574 TTCI: £17,000 / €20,750	= £111,987/ €135,017 in 12 months

Assumes ABO performs consistently and meets requirements each month. PV/BV ratio of "1.72828 (UK) / 2.0791 (ROI)" is used as an example only. For the currently valid PV/BV (PV/£/€) ratio please contact Amway Contact center.
Bonuses in all the income examples in this guide are neither guaranteed nor projected nor do they represent ABO profit. The figures given are gross and do not consider any state fees, taxes and other business expenses. Do not be misled by claims that high earnings are easily achieved. Please note that only Amway Business Owners, who have sufficient registration of their business activity with the local state and tax authorities, are eligible to receive bonuses and cash incentives as well as any income deriving from retailing products or intermediation of the sale of products.
Income and sales figures are rounded for ease of reference.
For more Income examples please use Income Simulator at <https://www.amway.co.uk/business-info/apps#IncomeCalculator> or <https://www.amway.ie/business-info/apps#IncomeCalculator>
*Amway Core Plus discretionary incentives programme



Reach Executive Levels

Being a leader comes with amazing benefits. More money, exclusive Amway resources and business consultations, and once-in-a-lifetime adventures are waiting for you.

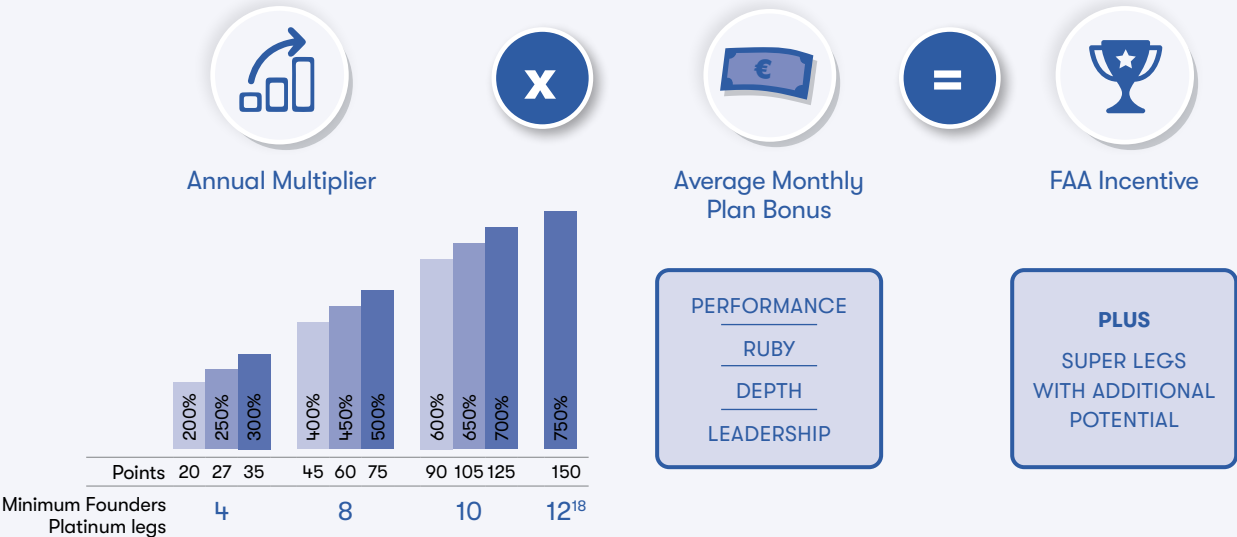
Founders Achievement Awards

This discretionary incentive recognizes outstanding leaders by making significant annual payouts. Coach downline Founders Platinum, Emerald Bonus Recipients and Diamond Bonus Recipients to build healthy businesses. To qualify, leaders must be a Diamond Bonus Recipient with a minimum of 20 FAA points.

FOR EACH...	POINTS ¹⁷
Founders Platinum ¹⁶	1.0
Emerald Bonus Recipient	1.5
Diamond Bonus Recipient	3.0

¹⁶ Maximum: 6.0 points per leg
¹⁷ Maximum: 30 points per leg

How it is calculated



¹⁸**SUPER LEGS**
For 750+ leaders who have two or more legs at 30 points or higher, earn \$20,000 for each super leg up to the 5th, and \$40,000 starting from the 6th super leg. Super Leg Bonus will be paid in local currency using August 2026 exchange rate.

☐ Contact your Sales/Account Manager with questions. For more information on FAA program, visit MyBiz and see the FAA brochure.

Recognizing Your Success

and Dedication to Others

You are building your businesses for long-term achievement not just short-term recognition. The global recognition programme rewards profitable and sustainable businesses that are developing future leaders and putting people first.



Global Award Recognition (GAR)

Eligibility

- ✔ ABOs must qualify for Founders Diamond by being an Emerald Bonus Recipient (EBR) with six (6) or more Q12 legs, including internationally sponsored legs, in at least one of their #1 or #2 Multiple Business.
- ✔ Global Award is based on combined performance of #1 and #2 Multiple Businesses.
- ✔ Executive Diamond is the entry point for GAR (6 Founders Platinum legs and 10 Qualification Credits).

Earning Credits

- ✔ **Width is measured by Founders Platinum (FPL) legs** downline of a #1 or #2 multiple business. FPL legs do not include the #2 business itself, any internationally sponsored legs, or any qualified legs without a Founders Platinum. Starting in Performance Year 2026, downline Platinum qualifiers can contribute to GAR qualification for Double Diamond and above, one Platinum leg can contribute to width count.
- ✔ **Depth is measured in Qualification Credits (QC)**, which are earned for downline leadership development.

Two-Time Cash Awards

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

GAR LEVEL	YEAR 1 CASH AWARD	YEAR 2 CASH AWARD
Executive Diamond	£30,000/€35,000	£10,000/€12,000
Founders Executive Diamond	£34,000/€40,000	£11,500/€13,000
Double Diamond	£42,500/€50,000	£14,000/€17,000
Founders Double Diamond	£59,500/€70,000	£20,000/€23,000
Triple Diamond	£76,500/€90,000	£25,500/€30,000
Founders Triple Diamond	£102,000/€120,000	£34,000/€40,000
Crown	£136,000/€160,000	£45,000/€53,000
Founders Crown	£170,000/€200,000	£57,000/€67,000
Crown Ambassador	£204,000/€240,000	£68,000/€80,000
Founders Crown Ambassador	£238,000/€280,000	£80,000/€94,000

For more information please visit MyBiz and see the GAR brochure.

QUALIFICATION CREDITS¹²

Each Platinum up to 3 QC per leg = 0.5; Each Founders Platinum up to 3 QC per leg = 1.0; Emerald Bonus Recipient (EBR) = 1.5; Diamond Bonus Recipient (DBR) = 3.0; Founders DBR (F. DBR) = 6.0.

"TASTE OF FOUNDERS COUNCIL" EXPERIENCE

	AWARD LEVEL	FPL LEGS	QC
FOUNDERS COUNCIL	Founders Crown Ambassador	14+	100
	Crown Ambassador	14+	88
	Founders Crown	12+	76
	Crown	12+	64
PILOT*	Founders Triple Diamond	10+	52
	Triple Diamond	10+	43
LEADER OF LEADERS	Founders Double Diamond	8+	34
	Double Diamond	8+	25
GLOBAL LEADER	Founders Executive Diamond	6+	16
	Executive Diamond	6+	10

Starting at double diamond one platinum leg can contribute to width count!

*All the requirements, schedules and rewards presented here are valid for PY26. The pilot will be reviewed yearly and its continuation or phase out will be communicated. For details, please see the GAR brochure.

¹² #1 and/or #2 multiple businesses must be Founders Platinum for a leg to contribute up to one QC. For a FPL leg to contribute more than one QC, the multiple business must be EBR in the local market.

Maximize Your Earnings

Core Plus⁺ Complements the Core Plan

ABOs at all levels can be rewarded for building profitable, sustainable structures. Aim for these key achievements to increase earnings.



Core Plus⁺



GROW YOUR BUSINESS

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



Bronze Builder Incentive⁺
Grow a balanced business
40% on Performance Bonus

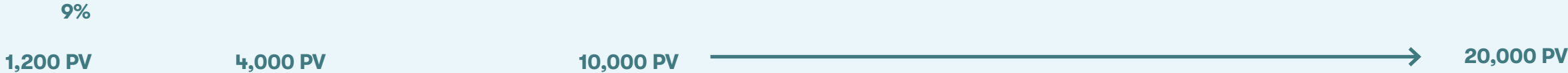
Bronze Builder Consistency Incentive⁺
Achieve 6 and 12 BBI payments



Bronze Foundation Incentive⁺
Build a team that promote customer sales
30% on Performance Bonus



Retail Margin
Make more money promoting customer sales
20% Retail Margin



Leadership Plus Incentive⁺
Coach downlines on their way to Founders Platinum



Performance Plus Incentive⁺
Achieve a Qualified month and earn 40% on Performance Bonus



Two-Time Cash Incentive⁺
Achieve higher levels Gold Producer to Founders Diamond



Know the Key Concepts

Use this section as a convenient guide

Definitions

Discretionary Incentives

Incentives that are given to ABOs at the discretion of Amway and can be changed at any time. These incentives are separate from and in addition to the Core Plan.

Point Value (PV)

Point Value is a unit amount assigned to nearly all product. The total PV of all product orders placed by you and your group together for the month determines your bonus level. The higher your PV, the higher percentage (up to 21%) used in calculating your bonus.

Business Volume (BV)

Business Volume is a monetary figure assigned to each product. BV stands for Business Volume. BV is used to calculate your Performance Bonus.

All products with PV have a BV value, which determines the size of the bonus you will receive at a certain bonus percentage level.

Personal PV exemption

1) Global rule: #1 Business must be minimum Platinum to use PPV exemption in #2 Businesses.

- Valid for Core Plus Incentives* including Performance Plus, and Leadership Plus Incentives*. There is NO PPV Exemption for the Bronze programme (Bronze Foundation, Bronze Builder, and Bronze Builder Consistency Incentives*)
- Valid for Leadership Training Seminar

2) European-specific exemption for all Marketing Advisors: Exemption to all whether their #1 Business is Platinum or not.

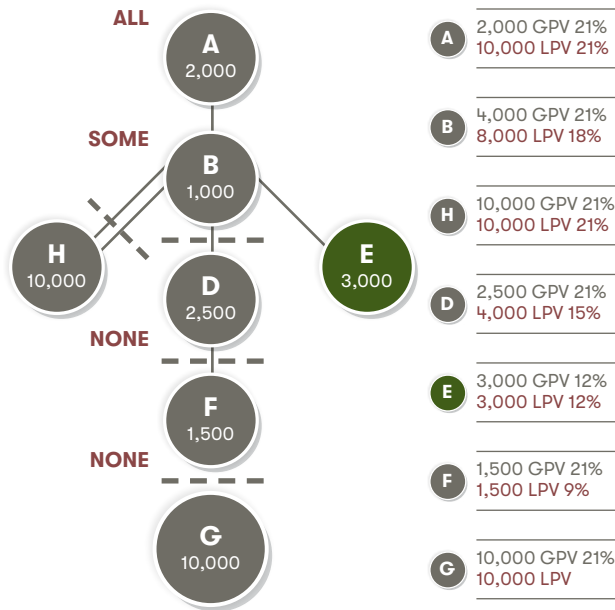
- Valid for Core Plus Incentives* including Performance Plus, and Leadership Plus Incentives*. There is NO PPV Exemption for the Bronze programme (Bronze Foundation, Bronze Builder, and Bronze Builder Consistency Incentives*)
- Valid for Leadership Training Seminar

Annual PPV (Annual Personal PV)

The sum of Personal PV during a Performance Year. Includes PV from Personal purchases and PVs from Registered customers. Note that the Annual PPV requirement for Core Plus* incentives, like Leadership Plus Incentive*, and Leadership Training Seminar, excludes PV from Top-up transactions, while the Annual PPV for Performance bonus includes PV from Top-up transactions.

Leadership Volume/Leadership PV (LPV)

The Volume used to calculate an ABO's Leadership Bonuses (including 6% Leadership Bonus, 4% Foster Leadership Bonus and 2% International Leadership Bonus). This includes Personal Volume plus Leadership Volume from any non-21% Leadership Volume level ABO. Below see an example:



Monthly Leadership bonuses

The purpose of the Leadership bonuses is to provide an incentive for ABOs to display strong, sustainable leadership skills by developing downline ABOs into 21% groups.

6% Leadership bonus

A monetary reward that is equal to 6% of the 21% Leadership BV generated from an ABO's Personally sponsored leg. A sponsor can qualify for ALL, SOME or NONE of this amount, depending on their Leadership PV (LPV).

6% Leadership bonus criteria are based on the Leadership PV & the number of qualified personally sponsored legs:

If the PERSONAL Sponsor has...	...then he/she gets
Min 10,000 LPV	1 or more Personal Q leg ALL
Min 4,000 LPV	1 or more Personal Q leg SOME
Less than 4,000 LPV	2 or more Personal Q legs SOME
	1 Personal Q leg NONE

4% Foster Leadership bonus

The purpose of the Foster Leadership Bonus is to reward International sponsors for recruiting ABOs in other countries that achieve the 21% Leadership Percent level. Foster Leadership bonus is a monetary reward that is equal to 4% of the 21% Leadership BV generated from an ABO's Foster-sponsored leg.

Foster Leadership bonus criteria are based on the Leadership % level & the number of qualified Foster legs respectively:

If the FOSTER Sponsor has...	...then he/she gets
21% Leadership percentage	1 or more Foster Q leg ALL
Less than 21% Leadership percentage	2 or more Foster Q legs SOME
	1 Foster Q leg NONE

2% International Leadership bonus

The purpose of the 2% International Leadership bonus is to reward International sponsors for recruiting ABOs in other countries that achieve the 21% Leadership Percent level.

International Leadership bonus criteria are based on the Leadership % level & the number of qualified International legs respectively:

If the INTERNATIONAL Sponsor has...	...then he/she gets
21% Leadership percentage	1 or more International Q leg ALL
Less than 21% Leadership percentage	2 or more International Q legs SOME
	1 International Q leg NONE

Qualified/Silver Producer Month

ABOs have a Qualified/Silver Producer month if they:

- Generate 10,000 Group PV in a month, or
- Personally or foster sponsor 1 x 21% leg and maintain 4,000 Group PV in the same month, or
- Personally or foster sponsor at least 2 x 21% legs in the same month.

Top-up programme

In order to sustain the development of ABO's business Amway has created a programme that enables once a monthly qualification has been missed for a maximum PV amount of 5%, to automatically add missing PVs, taking them off from personal PVs of the following month.

The programme is available for ABOs already qualified at 21% (excluding the first month of qualification - Silver Producer - at least 1 Q month needs to be achieved within a 12-month period to be eligible for top-up).

Top-up is available for:

ACHIEVING MINIMUM OF:	TOP-UP MAXIMUM	TOTAL
9.500 Group PV	+ 500 PV	= 10.000 Group PV (Q month)
3.800 Group PV + 1 Qualified leg	+ 200 PV	= 4.000 Group PV (Q month)
19.000 Group PV (for Ruby bonus)	+ 1.000 PV	= 20.000 Group PV (Ruby month/bonus)
3.800 Group PV + 2 Qualified months	+ 200 PV	= 4.000 Group PV (Sapphire month)
9.500 Leadership PV + 1 or more Qualified legs	+ 500 PV	= 10.000 Leadership PV (Leadership bonus)

Group Volume/Group PV (GPV)

Groupe Volume is the monthly volume that includes one's own Personal PV, non-qualified downline legs volume as well as negative volume (i.e. from products returns) from downline ABOs. Volume of qualified 21% legs is not included.

Ruby Volume/Ruby PV (RPV)

Ruby Volume includes Personal Volume plus Pass-up Volume from in-market legs who are not at 21% on the Performance Bonus schedule. Group Volume from downline qualified Platinums is not included, regardless of whether or not they are at 21% on the Performance Bonus Schedule for the month.

Registered Customer Sales

Total volume from customer purchases placed by Registered customers via official Amway ordering channels.

Leg

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

Performance Year (PY)

September 1 to August 31.

Balanced Business

ABOs can build a balanced business by supporting customer sales and helping ABOs they sponsor to do the same.

Bronze Pin

Through the Core Plus* discretionary incentives programme, ABOs can earn a Bronze pin the first month they qualify for the Bronze Builder Incentive*.

Frontline Q (FQ)

ABOs earn a an FQ for every in-market leg that qualifies at the 21% Performance Bonus level in the month. Through the Core Plus¹ discretionary incentives programme, ABOs can earn an annual multiplier by increasing or maintaining their total FQs compared to the prior year. (See also Leadership Plus Incentive^{*})

Amway™ Core Plan

Foundational compensation including Performance and Differential bonus available for all ABOs and additional bonuses available for leaders.

Amway™ Core Plus discretionary incentives program (Core Plus^{*})

The Amway™ Core Plus discretionary incentives programme rewards key achievements of ABOs 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™ Core Plan. ABOs must be in good standing with Amway to qualify (see ABO Rules of Conduct).

MyBiz

MyBiz dashboard is an online tracking tool available for ABO after login into the My Office section of the Amway webpage. ABOs can use it to track their business performance and earnings.

Bronze Foundation Incentive^{*}

Eligibility

Each month:

- Achieve 9% or above on the Performance Bonus Schedule
- Have at least three (3) personally sponsored legs who achieve 3% Performance Bonus level or more
- Generate 100 Personal PV or more

Available to ABOs at or below 12% Performance Bonus level in prior Performance Year.

ABO must not have previously earned Bronze Foundation Incentive^{*} or must be within the 18-month eligibility period.

All ABOs who started earning Bronze Foundation Incentive^{*} before September 2025 and have not earned all 12 Bronze Foundation Incentive payments are eligible for the timer valid in Performance Year 2025 (3 consecutive Performance Years).

Payment

- Earn a 30% Core Plus^{*} Performance Bonus multiplier in qualifying months
- Paid monthly
- Available for up to 18-months beginning the first month of qualification
- Maximum 12 payments
- Can be earned concurrently with the Bronze Builder Incentive^{*}

Bronze Builder Incentive^{*}

Eligibility

Each month:

- Achieve 15% or above on the monthly Performance Bonus schedule
- Have at least three (3) personally sponsored legs who achieve 6% Performance Bonus level or more
- Generate 100 Personal PV or more

ABO must not have qualified Gold Producer or higher since September 2019 (PY20). Global Award Recognition (GAR) awards are not included in verifying if an ABO has qualified Gold Producer or above.

ABO must not have previously earned Bronze Builder Incentive^{*} or must be within the 18-month eligibility period.

All ABOs who started earning Bronze Builder Incentive^{*} before September 2025 and have not earned all 12 Bronze Builder Incentive^{*} payments are eligible for the timer valid in Performance Year 2025 (3 consecutive Performance Years).

Payment:

- Earn a 40% Core Plus^{*} Performance Bonus multiplier in qualifying months
- Paid monthly
- Available for up to 18-months, beginning the first month of qualification
- Maximum 12 payments
- Can be earned concurrently with the Bronze Foundation Incentive^{*}

Bronze Builder Consistency Incentive^{*}

Eligibility

- ABOs who achieve six (6) AND
- twelve (12) Bronze Builder Incentive^{*} payments

Payment

- One-Time payments, £400/€500 for 6 and £800/€1,000 for 12 payments. Only Bronze Builder qualified months within the ABO’s 18-month timer is counted.

Performance Plus Incentive^{*}

Qualification Requirements

- Each month:
 - Generate a Qualified month either with a) 10,000 Group PV or b) 4,000 Group PV and at least one Qualified leg
 - Generate 200 Personal PV or more
 - Have approved Qualified month (Silver Producer month)

Payment

- Earn a 40% multiplier based on your Performance Bonus
- Paid monthly
- Baseline and current Performance Year tracking Q months:
The baseline and the current Performance Year tracking Q months are the total # of Q months in the last Performance Year and in the current Performance Year tracking, including Q months achieved by all of the three methods. For more details check Qualified/Silver Producer month.

Leadership Plus Incentive^{*} (LPI)

Available every year an ABO qualifies; no limit to the number of payments.

Qualification Requirements

- Qualify Founders Platinum
- Increase or maintain your total Frontline Qs²³ (FQ) each PY over the prior PY
- Generate minimum 2,400 Personal PV annually
- Generate 24,000 Ruby PY annually (excluding Diamonds and above)

²³ Earn a FQ each month for every in-market leg who qualifies at 21% Performance Bonus level. Founders legs counts as 12 FQs no matter how they qualify.

Note that 12 FQs are counted for the Founders leg as indicated below:

- leg that has 12 Q months
- leg that has 10/11 Q months and total downline PV of min 144,000 Volume Equivalency
- leg that has ABO qualified as Founders Platinum with 10/11 Q months and min 120,000 Group PV

Payment

- Earn an annual multiplier on annual Leadership, Foster Leadership and Depth bonuses from Core Plan; multiplier determined by difference in FQs compared to prior PY:

Maintain FQs	20%
+1 to 5 FQs	40%
+6 and more FQs	50%
- Paid annually
- £78,000/€100,000 payment cap

Two-Time Cash Incentive^{*} (TTCI)

Available to new Gold Producer through Founders Diamond.

Qualification Requirements

- Grow and reach a new pin level, then requalify the second consecutive PY:
Achieve new Gold Producer, Platinum, Founders Platinum, Sapphire, Founders Sapphire, Emerald, Founders Emerald, Diamond or Founders Diamond
- Emerald through Founders Diamond ABOs must qualify with in-market legs only. European legs are counted as in-market legs. Eligibility is determined by Emerald Bonus Recipient and/or Diamond Bonus Recipient record from Base Year PY15 (September 2014 - August 2015).

Payment

- Earn a fixed payment for first-time pin achievement and subsequent second-year payment for consecutive requalification
- ABO can earn multiple payments for multiple qualifications during a Performance Year
- 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 ABO achieves the same award level in second consecutive year

Founders Achievement Awards (FAA)

Contact your Sales/Account Manager with questions and/or visit MyBiz and see the FAA brochure.

FAA discretionary incentives reward both domestic and international business development, and FAA payment amounts are determined by Core Plan monthly bonuses where FAA points are earned.

ABOs must be a DBR in at least one of their multiple businesses (MB) to be eligible to participate in the FAA programme. A global business (all MBs belonging to the same Global Business Owner) earns a single Global FAA payment.

FAA points

- 1.0 FAA point for each Founders Platinum (FPL) in a Leg with a maximum of 6 FPL points per leg.
- 1.5 FAA points for each Emerald Bonus Recipient (EBR) in the leg.
- 3.0 FAA points for each Diamond Bonus Recipient (DBR) in the leg.
- Maximum of 30 points per leg.

Refer to the FAA program brochure for more detailed information.

Two-Time Cash Award (TTCA)

Qualification Requirements

- Earn a cash award for first-time achievement of a GAR award level and earn a second cash award for requalifying the next Performance Year.

Payment

- Earn a fixed payment for first-time pin achievement and subsequent second-year payment for consecutive requalification
- ABO can earn multiple payments for multiple qualifications during a Performance Year
- 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 ABO achieves the same award level in second consecutive year

Global Award Recognition (GAR)

Contact your Sales/Account Manager with questions and/or visit MyBiz and see the GAR brochure.

GAR rewards profitable and sustainable businesses while developing future leaders and putting people first.

ABOs must qualify as Founders Diamond by being EBR with 6 or more Q12 legs, including international legs, in at least one of their #1 or #2 businesses.

Global Award is based on combined performance of #1 and #2 Multiple Businesses.

Depth is measured in Qualification Credits (QC) which are earned based on downline development: PL (up to 3 QCs per leg), FPL (up to 3 QCs per leg) – 1 QC, EBR – 1.5 QCs, DBR – 3 QCs, FDBR – 6 QCs. EBR, DBR and FDBR must also be FPL to count. European ABOs qualifying as EBR and DBR with European legs are treated in the same way as Core EBR and DBR qualifiers. Founders Diamond Bonus Recipient must be a DBR with 6 in-market FPL legs (all legs must be in a single market, international European legs are not included).

#1 and/or #2 Multiple Businesses must be FPL for a leg to contribute to one QC. For a FPL leg to contribute more than one QC the multiple business must be EBR in the local market.

Width is measured in FPL legs, which does not include international legs, a qualified international business, or legs without a FPL. FPL legs must be downline of a #1 and/or #2 Multiple Business. Starting in Performance Year 2026, downline Platinum qualifiers can contribute to GAR qualification for Double Diamond and above, one Platinum leg can contribute to width count.

Founders Platinum (FPL)
Qualification methods

Method 1	Method 2	Method 3
12 Q month	Volume Equivalency (VE)	Group PV (GPV) Pilot PY20 – PY26
12 Silver Producer (SP) months within a PY	10 -11 SP months with a total of 144,000 VE PV ¹³ within a PY	10 - 11 SP months with a total of 120,000 GPV within a PY

¹³ VE PV is the total downline volume within a certain PY, including any downline Silver Producer, Gold Producer and Platinum volume with no restrictions on pass-up.

FPL by any method counts for*

• Founders leg for awards • FAA points	• GAR FPL leg • GAR Qualification Credits	• FPL qualification for LTS • 12 FQ generator in FGI
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* Within a Performance Year for all qualification methods. The Group PV qualification method is a Pilot for PY20-PY26.

