

QUALITY ASSURANCE STANDARDS (QAS)

CONTENT STANDARDS

for Malaysia, Singapore and Brunei

September 2020

Amway

GLOBAL BSM QUALITY CONTENT STANDARDS

This document is intended as a standard for ABOs and speakers representing the Amway Business. In addition, it is intended to support ABOs and ABO Training Organizations in the preparation of Business Support Materials (BSM).

While these standards cover a wide range of topics, it is impossible to illustrate and advise on every possible scenario. Many factors determine compliance including visuals, context, intended audience, regulatory restraints and the overall impression left with a Prospect or ABO.

BSM in any form (e.g. print, audio, visual, apps, e-mail, voicemail, websites, and live conversations) cannot include false, misleading, inaccurate or deceptive statements. All BSM and promotion of BSM, must comply with Amway Rules and Policies established for ABOs, ABO Training Organizations and speakers in their respective markets. Deviations can be made depending on market-specific situations (e.g. cultural issues, local legislation, etc.).

Amway believes the use of BSM and attendance at meetings can be an effective tool in building an ABO's business and use of the tools and teachings developed by successful organizations and their leaders should impact the Amway business in a meaningful way.

Positioning The Amway Opportunity

How the Amway opportunity is presented to Prospects has a critical impact on the reputation and credibility of the presenting ABO/Training Organization and the overall business. It is important that Prospects and ABOs have a clear and accurate understanding about the roles of Amway and the ABO/Training Organization.

Statements about Amway and the Amway opportunity must be truthful, accurate and not misleading.

FOR CONTACTING AND INVITING, DETERMINING INTEREST

At the first contact with Prospects, an ABO must:

a. Introduce himself/herself by name.
b. Truthfully and honestly represent the Amway Sales and Marketing Plan, its products and/or services, if mentioned or discussed.
c. Truthfully and honestly respond with full transparency and candor to any questions that the Prospect has concerning the Amway Business Opportunity, Amway products and services, the ABO or Amway.

DESCRIBING THE AMWAY BUSINESS OPPORTUNITY

The Amway business must be presented as an opportunity to earn income through the selling of products and helping others they sponsor to do the same. It is a business that provides ABOs products, product education, distribution, sales, customer service, and the Amway Sales and Marketing Plan.

The Amway business should not be referred to as anything other than the Amway business opportunity. A substitute group name or non-Amway organizational identity may not be used for the Amway business. The Amway business must always be clearly identified without ambiguity to the participants during any presentation.

It must be clear that the Training Organization does not supply the opportunity but supplies optional training and education materials, as well as community support.

Presenting the business primarily as a self-improvement program, e.g. to improve yourself, save your marriage, or improve relationships with your family or others, rather than a for profit business is a misrepresentation of the business. That would imply the primary activity in the business is something other than generating profit.

Stating or implying that the Amway Sales and Marketing Plan and/or business is a method of tax reduction or tax relief is not allowed.

Using a deceptive synonym for Amway is not allowed.

Some examples of how not to position the Amway business:

- Employment opportunity
- Social event
- Market survey
- Tax seminar
- Financial seminar
- Investment seminar

It must be clear to the prospect that Amway is the principal contracting entity which provides the following:

- Amway Sales and Marketing Plan which includes:
  - Compensation (and its administration)
  - Rewards (and its administration)
  - Recognition (and its administration)
- The Product
- Product education, product support
- Distribution

If the ABO/Training Organization name and/or logo is used or promoted within a prospecting piece, the Amway name and/or logo must also be used with equal prominence the first and last time the ABO/Training Organization name and/or logo appears.

Language that states or indicates that success or income is guaranteed is not allowed.

RECOMMENDED LANGUAGE

The Company manufactures high quality products for 3 key product areas: Health, Home and Beauty – all backed by a satisfaction guarantee.

Amway can provide the opportunity to achieve: Extra Income, Business Skills, Flexibility and Freedom.

You decide what you want your average day to be like – but, every Amway Business involves three activities: First, presenting products to new customers, second, servicing existing customers and third, if you choose, mentoring and helping others you sponsor to build their own Amway Businesses.

When it comes to scheduling your day, you decide how it should be. You can spend as much or as little time on this as you want.

Show the Plan/Business Building

Direct or indirect earnings representations must be truthful, accurate, and not misleading and must only reflect the income available or earned through the Amway Sales and Marketing Plan and other incentive programs. All other sources of income are to be excluded.

When describing the Amway Sales and Marketing Plan, the roles of a balanced business (ABO product sales, personal use, and sponsoring) must be explained accurately and in accordance with all Amway guidelines, directions, procedures and policies.

It may not be stated, suggested or implied that success in the Amway business can be achieved through personal consumption of products without the requirement of selling products to customers. In addition, the promotion of inappropriate product usage and/or unauthorized product claims is prohibited.

- ABO Product Sales – Selling to customers must be stated as being a way to earn immediate income through retail margin and a requirement to earn additional bonuses.
- Personal Use – Personal use must be characterized as a way to learn about the products and develop personal experience that may be useful in the selling of the products. Money saved through personal use is not income and should not be represented as such. Implying that the business is a wholesale buying club is not allowed. Implying that a successful Amway business can be built solely on personal consumption is contrary to the Rules of Conduct as having customers is an essential component of the Amway Sales and Marketing Plan.
- Sponsoring – It must be emphasized that sponsoring allows ABOs to maximize the opportunities of the Amway Sales and Marketing Plan but that income is not earned from the act of sponsoring. Stating or implying that an ABO can be successful or earn bonuses solely from the act of sponsoring others is incorrect and is not allowed. When describing sponsoring, the importance of a prior or existing personal contact between the sponsor and the new ABO must be emphasized.

RECOMMENDED LANGUAGE
Once I started switching products I was using to Amway products, it gave me personal stories and experiences to talk about.

POSITIONING THE AMWAY OPPORTUNITY This list is not all inclusive	
Content Permitted	**Content NOT Permitted**
• Direct selling opportunity • The AMWAY business • The AMWAY Sales and Marketing Plan • The AMWAY Opportunity • Independent Commerce • Personal Commerce	• Private franchising/Franchise • Internship program • Wholesale buying club • Financial or investment seminar • Mentorship program • All you have to do to go Diamond is to find six people and sponsor them

WHY CONTENT IS NOT PERMITTED

Wholesale buying clubs and franchises may be subject to different regulatory guidelines than a direct selling company.

Representing the Amway Sales and Marketing Plan presentation as anything other than an explanation of a business is misleading.

Representing success and achievement as quick and easy is misleading regarding the time and effort required to build a successful business.

Time and Effort
Representations that success is guaranteed are not allowed. ABOs must not make guarantees that one will achieve a particular level in any particular time frame in the Amway business, as results are individual and vary widely. ABOs must not state or imply that the Amway business is an opportunity in which it is easy to achieve success with little or no expenditure of effort or time. In the event that another ABO is used as an example for success, that ABO success must be verifiable, substantiated, and must otherwise comply with the Rules of Conduct and QAS.
Each ABO has complete freedom in determining the number of hours worked and in scheduling those hours. Mandatory quotas of appointments, calls, etc., are not allowed.

Facts and Figures

CORPORATE INFORMATION

For Malaysia https://www.amway.my/en/amway-global/amway-malaysia/about-us
For Singapore https://www.amway.sg/en/amway-global/amway-singapore/about-us
For Brunei https://www.amway.com.bn/en/amway-global/amway-malaysia/about-us

Corporate statistics, rankings, and historical information should be consistent with, and not vary from, what is currently presented by Amway or Alticor Inc. Using proprietary and/or confidential Amway or Alticor Inc. information in any form or medium is not allowed.

Anything, including statements, statistics, direct quotations, and other information, used to promote the business or Amway products must always be truthful, accurate and not misleading. In addition, with the exception of speeches and audio recordings, all BSM with statistics must, within the BSM at point of use, cite both the source and the date of the statistic.

FOUNDING FAMILIES

References to the DeVos and Van Andel families can only be made in conjunction with the ownership of Amway and the Alticor family of companies. References to any of the private projects, businesses, and philanthropy of the Van Andel and DeVos families must always be accurate and have a clear distinction between those and Amway and the Alticor family of companies.

STATISTICAL INFORMATION

Graphs, visuals, quotes, and references to statistical data must be substantiated from an identified, credible, and current source (no more than 3 years) unless historical in nature. Facts must be applicable to the intended market.

RECOMMENDED LANGUAGE

Since 1959, Amway has paid out more bonuses and cash incentives to its Distributors worldwide than any other direct sales company in history.*

*Source: Euromonitor International Limited: www.euromonitor.com/amway-claims

Intellectual Property

USING COPYRIGHTED MATERIAL

The use of any copyrighted materials or other intellectual property including but not limited to music, textual materials, graphics, photos, people or model imaging, logos, or trademarks, either from a third party or produced by Amway or Alticor Inc. without proper licensing, authorization, or permission by the owner and without proof of same is not allowed.

Music played, performed, recorded, or broadcast in connection with the development or use of BSM must be appropriately licensed. Proof of all necessary licensing and authorization shall be retained and produced to Amway upon request.

Copyrighted materials include, but are not limited to: music; books; magazines; articles and other writings, including excerpts and translations; speeches; photographs, artwork, including clip art on the Internet; websites, blogs, and other social media posts; videos; movies; plays; sculptures; buildings, and 3D forms; and computer software.

A Special Note About Music: Music reproduced, altered, played, performed, recorded, broadcast or streamed via the Internet cannot be used in connection with BSM without a proper written assignment, license, or other permission of the owner or through applicable laws that permit the use. **MORE THAN ONE LICENSE IS OFTEN REQUIRED WHEN USING RECORDED MUSIC**. Any written permission obtained shall be retained by the ABO/Training Organization and produced to Amway upon request.

A copyright owner may grant only limited rights to use copyrighted materials. Those rights may be limited in several ways, including by time, manner of use, territory or media. Therefore, a license to use copyrighted material in one situation may not permit the use of the same material in another situation. The ABO/Training Organization is responsible for confirming that its use of copyrighted materials is covered by the permission granted by the copyright owner.

Tips for Avoiding Mistakes

1. Do not assume materials available on the Internet are available for copying without permission. Internet postings may be subject to copyright. This would include re-use of materials submitted by visitors to an ABO/Training Organization site. If you want to republish or reuse material posted on your site, such as republishing a customer quote in promotional materials, you should seek permission.

2. If you permit content to be posted on your website, the conditions for posting of materials by others should comply with the restrictions on BSM, including prohibition of posting BSM without approval of Amway.

3. Purchasing music from the iTunes® store or another music supplier does not mean the purchaser can use the purchased music for any purpose. For example, you may need to obtain additional licenses to use the music in connection with BSMs, such as in videos, or for use on the Internet.

4. Quoting even a small portion of a copyrighted work may violate the author's copyright. Obtain written permission before using the writings or speeches of other people. You may also need to seek written permission to mention the name of author.

5. Even if Amway has obtained a license to use a copyrighted material, it does not necessarily mean that the license extends to an ABO/Training Organization's use of the material.

Rights of Publicity

ABOs/Training Organizations shall refrain from using an individual's likeness, including his or her name, photograph, image or voice in BSM without first obtaining written permission from that individual. This applies to celebrities, Amway employees and other ABOs/Training Organizations. ABO/Training Organization shall maintain the written permission from the individual and produce it to Amway upon request.

Permission to use an individual's image, name, photograph, voice and likeness may be limited in several ways, including by time, manner of use, territory or media. Therefore, permission to use a person's likeness in one situation may not permit the right to use the same image in another situation. You should confirm that your use is covered by the permission granted.

The following are common situations where publicity rights may arise:

1. A photograph contains the images of a number of individuals. The photographer provides written permission to an ABO/Training Organization to use the photograph. However, you should obtain the written permission of the individuals who appear in the photograph prior to using their image in any way (e.g. a model release).

2. A celebrity appears at an ABO/Training Organization meeting to provide a motivational speech and provides permission for the ABO/Training Organization to record the speech. That permission would not automatically include the right to use the celebrity's name in promoting the business or for other purposes.

Proper Trademark Use

The ABO/Training Organizations shall not copy, distribute or in any other manner use trademarks of a third party or Amway or Alticor Inc. without proper written assignment, license, or other permission by the trademark owner. The written permission shall be retained by the ABO/Training Organization and produced to Amway upon request.

Amway or Alticor corporate-owned trademark and logo artwork, product photos, and corporate-related images shall be obtained only from approved corporate sources as specified by Amway.

Trademarks Are Proper Adjectives – A trademark is a proper adjective (never a noun), and it must be followed by the generic (or common descriptive) name of the product. The standard corporate style is to display trademarks in initial capital letters in text, or in stylized, bold, or distinctive type, followed by the "TM" symbol. There may be exceptions to the initial caps rule if the mark itself uses all upper or lower-case letters.

Example: L.O.C.™, Nutrilite™, XS™, iCook™
Generic product descriptors must have lowercase letters only.
Example: Artistry™ waterproof mascara

The trademark notice symbol (TM or ®) must appear after every use of the trademark.
In text or copy, always use a product descriptor or noun after the trademark.

Amway's revised standard corporate style applies to the replication of previously authorized BSM and new BSM created and authorized as of the date of the publication of these content standards. For all BSM previously authorized and existing as of the date of the publication of these Quality Assurance Standards, the previous Amway standard corporate style (all capital letters or in stylized, bold or distinctive type) is acceptable.

Trademarks Must Not Be Pluralized – Since trademarks cannot be nouns, do not use them in the plural form. Instead pluralize the common nouns they describe.
Examples: Correct: Artistry Signature Color Lipsticks
Incorrect: Artistry Signature Colors

Trademarks Should Not Be Used in The Possessive Form – Trademarks should never be used in the possessive form, unless the trademark itself is possessive.
Correct: We enjoy using Nutrilite™ products
Incorrect: We enjoy using Nutrilite's products

Trademarks Are Never Verbs – You can "make six copies on the XEROX copier" or "make a photocopy" but it is improper trademark usage to say "XEROX the report." To determine if you have used the trademark correctly, if you can insert the word "brand" after the trademark and the sentence still make sense, the trademark usage is correct.

Examples: Correct: Use the DITTO™ scheduled ordering program
Incorrect: DITTO your orders

Trademark Notice – Use the TM notice symbol with no footnoted ownership statement unless otherwise directed during Amway's review process. The standard corporate style is to display trademarks with initial capital letters in text, or in stylized, bold or distinctive type. (Example: Nutrilite™ Supplements) It is acceptable to use lower case lettering when a mark appears in a stylized logo format. Generic product descriptors should have lowercase letters only. (Example: Artistry™ waterproof mascara.) The TM symbol should appear after each use of the trademark.

Trade Names and Trademarks Are Not the Same – Trademarks must not be confused with trade names, which are corporate or business names. Trade names are proper nouns. Trade names can be used in the possessive form and do not require a generic term. It is neither necessary nor appropriate to use a trademark notice symbol (™ or ®) after a trade name.

Examples: "Amway makes great products" or "I love Amway's newest NUTRILITE probiotic supplement."

QUALITY OF MATERIALS

All BSM shall produce a professional and pleasant visual, tactile and/or audio experience for the user.

AMWAY-PRODUCED MATERIALS

All Amway-produced materials are protected by copyright law and may not be used or reproduced in whole or in part without Amway's authorization. To the extent BSM incorporates Amway-produced materials, the following notice must be inserted: © (insert year of first publication to intended audience) Alticor Inc. (insert market).

Example:
© 2020 Alticor Inc. (Malaysia)

© 2020 Alticor Inc. (Singapore)

AMWAY EMPLOYEES

Presentations by employees or representatives of Amway may not be recorded, duplicated, used, distributed, or sold in whole or in part without Amway's prior written authorization.

OTHER SOURCES

Test results performed by respective publications in mass media may be quoted if written permission is obtained, but results cannot be characterized as an endorsement of Amway or Amway products. Health or medical associations or similar bodies should not be cited in BSM as a source in connection with Amway products. Permission from the publisher must still comply with requirements in the Describing Products section below.

Describing Products

Claims for Amway™ products must be verbatim from official Amway™ sources and cannot be altered in any way. Statements on Amway™ products may be only taken verbatim from official Amway™ literature and official Amway™ websites intended and approved for use in the respective market.

ENDORSEMENTS AND TESTIMONIALS

- Endorsements and testimonials must be honest and not misleading.
- An endorsement or testimonial must reflect the honest opinion of the person providing it.
- An endorsement or testimonial can't be used to make a claim that Amway couldn't legally make.
- The connection between Amway and the ABO must be clear.

Content NOT permitted
(some examples)

- Statements on illness/disease
- Medical claims
- Analysis, diagnosis
- Direct or implied statements regarding cure, treatment or prevention
- Use of terms herbal, organic or natural

PRODUCT COMPARISONS

Unless provided by Amway, price and/or product comparisons are prohibited due to the potential for legal issues to arise. In addition, the Direct Selling Association Code of Conduct for Direct Sellers prohibits unfairly denigrating another company's products, its sales and marketing plan or any other features of another company. There may be other local legislation, rules, regulations and guidelines in relation to direct selling and/or product description that are applicable to, and must be complied with by, an ABO/Training Organization.

RECOMMENDED LANGUAGE

We sell products people use every day. One of the things that sets Amway apart is the quality of the entire product line. Unlike a lot of other Direct Sellers, we do not offer 1 or 2 product types that MAY meet a need of yours. We have many products - which are backed with a satisfaction guarantee!

Discussing Earnings

INCOME

Direct or indirect earnings representations must be truthful, accurate, and not misleading and must only reflect the income available or earned through the Amway Sales and Marketing Plan and other incentive programs. Therefore, it is prohibited to make income representations related to or incorporated with income from other sources and suggesting that it is the result of building the Amway business.

Describing income as continuing (or any synonym of it) without the requirement for continued effort and/or meeting qualifications is not permitted.

All income representations must be realistic, not exaggerated.

Any representation that income is guaranteed or assured is not allowed. Amway offers a business opportunity, not a guarantee of income or success. Language that implies a guarantee of income or success misrepresents the business being offered. Use of "risk-free" or other terms that imply a guarantee of results are also prohibited.

LIFESTYLE

Lifestyle representations may be used if:

- They provide realistic, not exaggerated income potential;
- Are appropriate for the level (in the Amway business) of the ABO making the representation;
- Reflect the actual lifestyle of the ABO depicted in the representation and the time and effort required to attain that lifestyle.

RETIREMENT

ABOs must not be encouraged to leave their current occupation/profession to operate their Amway business full time. The Amway Business Opportunity does not guarantee income for life. Amway does not offer "retirement" in the traditional sense, because it requires qualification to maintain earnings. It can produce income as long as it produces sales volume.

INHERITANCE

One of the attributes of the Amway Sales and Marketing Plan is the ability of ABOs to build and establish a substantial business, and then pass it on to their heirs as part of their estate.

An Amway business may be inherited in accordance with the Rules of Conduct. As long as the person(s) taking over the business continues to achieve qualifications under the Amway Sales and Marketing Plan, they can also continue to achieve income, rewards and awards.

RECOMMENDED LANGUAGE

How much you are actually able to earn really depends on you and how much effort you put into the Amway business. Amway rewards people based on results, and the only way to make money through Amway is through product sales.

DISCUSSING EARNINGS

This list is not all inclusive

Content Permitted	Content NOT Permitted
• It must be clear that what is being described is income generated from the Amway Sales and Marketing Plan • Performance Bonus income • Ongoing income is acceptable with saying or implying ongoing effort • Maintainable income/bonuses based on product sales and not guaranteed • Performance-based income • Low risk; easy to join and freedom to exit	• Guaranteed, permanent income • Residual, passive, royalties • Risk free, no risk • Never work again • Setting timeframes on achieving income and achievement levels • Money saved in personal use is not to be represented as income

WHY CONTENT IS NOT PERMITTED

Terms such as “residual, passive…” imply there is no continuing effort required to earn income in the Amway business.

Use of time frames as a normal expectation for achieving a specific Pin Level or income implies a guarantee.

Depictions of savings as income or profit based on buying at ABO cost is misleading.

Participation with the Training Organization and Purchase of BSM
PARTICIPATION AND PURCHASE ARE OPTIONAL
Participation in a Training Organization’s BSM program and the purchase of BSM must be presented as optional and not a required component of building an Amway business.
Participation in a Training Organization’s BSM program may assist an ABO to build a successful business, however it is not a guarantee.
Suggesting that any materials other than the literature portion of the Amway Registration Pack must be purchased to register as an ABO is not allowed.
NEW ABO BSM POLICY
The only requirement to become an ABO is the purchase of the AMWAY Registration Pack. An ABO must not otherwise require a Prospect to purchase products or services and/or require payment of a deposit in order to become an ABO. An ABO may not charge any other fees for a training course, seminar, social event or similar activity in order for a Prospect to become an ABO. BSM may not be sold to non-ABOs nor can the purchase of any BSM be framed as a requirement for becoming an ABO.
REFUND POLICY
Those ABOs and Training Organizations selling BSM must have a standard BSM refund policy that complies with the Program Standards portion of the QAS.
FINANCIAL RESPONSIBILITY
Sharing stories of purchases of Amway product or BSM, or other conduct or actions, which by the standards of society in general, would be considered to constitute financially irresponsible decisions or conduct by the purchasing ABOs, is not allowed. Stating or implying money spent on BSM as an investment opportunity is not allowed.
OTHER BUSINESS OPPORTUNITIES
BSM cannot be used to promote any other business opportunity than the Amway Business.

PARTICIPATION WITH THE TRAINING ORGANIZATION	
Content Permitted	**Content NOT Permitted (some examples)**
• It must be clear that purchase of materials or participation with a Training Organization is optional • Professional Development Program/Materials • Support System • Entrepreneurial Development Program • Training Organizations provide training, education, motivation, development support and community	• Mandatory participation/purchase • Stating or implying a guarantee of success from participation with a Training Organization • Stating or implying that participation with a Training Organization is a required component of operating an Amway business • Implying that ABO must follow all the steps, programs, modules, or purchase all recommended BSM in order to succeed. • Marriage, spiritual or financial counseling • Equating the training system to higher education

WHY CONTENT IS NOT PERMITTED

Success is not guaranteed based on system participation.

The role of the Training Organization is to assist an ABO in building their Amway business not to provide counseling on personal matters.

System participation does not result in a degree or certification associated with traditional education.

Amway Business Environment
The Amway business must be presented as an equal opportunity business. It must be clear that the Amway Business is an equal opportunity business open to all people from all walks of life regardless of religion, politics, nationalities, ethnicities, racial origins, gender, education, profession/occupation, or other basis.
SPIRITUAL/RELIGIOUS/POLITICAL COMMUNICATIONS
ABO must not use any meeting, event or BSM as a platform to promote, discuss or advocate spiritual, religious, political and/or personal social beliefs. Personal reflections on the following are not appropriate: • Social, racial, spiritual, religious and cultural issues; • Preferences regarding specific political views, parties, candidates or elected officials.

MORAL/SOCIAL COMMUNICATIONS

Disparaging statements regarding Amway, Alticor Inc., any of their affiliates, employees, ABOs, or other Training Organizations are not permitted.

Using the business platform to express personal beliefs that are derogatory to the beliefs of others is not allowed.

Encouraging an ABO to limit contact with, or cut ties to, family and/or friends is not allowed.

It is appropriate to encourage ABOs to maintain a professional appearance.

Specific uniforms cannot be mandated.

Third-Party Materials

The process for submission and authorization of BSMs including Third-Party material (to the extent necessary) is set forth in the Program Standards.

Even though BSM is often created by ABO Training Organizations, they can also be created by third parties, other than ABO Training Organizations. This section applies to BSM created by third parties only. The third-party materials are treated differently depending upon the category in which they fall. There are three categories of third-party materials: (1) Third Party General Business Materials; (2) Other Third-Party Business Materials; and (3) Third Party Non-Business Materials. If you have any questions about categorizing Third Party Materials, please contact the Amway Rules of Conduct Department for assistance.

THIRD PARTY GENERAL BUSINESS MATERIALS

Materials that fall into this category do not need to be submitted to Amway for review and approval before being sold or distributed to ABOs.

"Third Party General Business Materials" are materials that:

- Address general business topics that would be useful to ABOs in the operation of an Amway independent business.
- Do not reference or discuss Amway or a competitor company, Multi-Level Marketing, or Direct Selling.
- Are not produced or authored by any current or former ABO, or any ABO Training Organization.
- Do not contain any information about Amway™ products, the Amway Sales and Marketing Plan, or any other information designed or intended to solicit prospective ABOs.
- Do not deal primarily with spiritual, religious, political, moral or social issues (see the section called "Third Party Non-Business Materials" for treatment of these types of materials).
- Do not contain any statements which, when understood in context, would violate the Content Standards portion of the Quality Assurance Standards.
- Are published through recognized commercial publishing houses and are available through ordinary retail distribution outlets.
- Do not undermine or negatively affect the positioning or reputation of Amway, its brands or products and ABOs.

OTHER THIRD-PARTY BUSINESS MATERIALS

Materials that fall into this category must be submitted to Amway for review and approval before being sold or distributed to ABOs.

The BSM can only be distributed/sold after approval from Amway and the BSM has a Content Review Number (CRN).

"Other Third-Party Business Materials" are third party materials that deal with:

- Business topics, trends, techniques or issues related to the Amway business or direct selling industry.
- The Amway Sales and Marketing Plan, or any other information designed or intended to solicit prospective ABOs; or
- Any other business-related materials that are not Third-Party General Business Materials.

THIRD-PARTY NON-BUSINESS MATERIALS

Materials that fall into this category do not need to be submitted for review and approval before being sold or distributed to ABOs.

"Third Party Non-Business Materials" are materials that deal primarily with non-business-related topics including without limitation, relationships, team building, motivation, and do not fall within the categories of Third-Party General Business Materials or Other Third-Party Business Materials.

Third Party Non-Business Materials may be offered for sale or distributed if they do not undermine or negatively affect the positioning or reputation of Amway, its brands or products, and ABOs.

Websites

ABOs with a website related to their Amway business, or which falls in the definition of BSM, must register their website with Amway by filling out the appropriate form and submitting it to Business Conduct and Rules. ABOs must also provide Amway with access (including passcodes as applicable) to all areas of the website with content relating to their Amway business.

ABO website content must comply with the QAS, Digital Communications Standards, and Amway Rules of Conduct. It must also contain a privacy statement that is consistent with local laws. ABO website content that is open to the public must be submitted for review and approval to Business Conduct and Rules prior to use. After approval, any changes made to that website content that is open to the public must also be submitted for review and approval prior to use. Any changes, edits, or modifications to the website requested by Amway due to non-compliance with applicable rules or standards must be made immediately. ABOs must comply with applicable legislation, rules, regulations and guidelines in relation to websites and the contents thereof.

ABO websites must have passcode protection and the passcode must be sufficiently designed to keep uninvited guests from gaining access. An ABO must notify Amway immediately if an ABO website has been hacked or the security of an ABO website has been compromised. The following is a list which describes the information on websites that may be open to the public, and the information that must be behind passcode.

Open to web:	Content requiring passcode protection:
Introduction page	Calendar of functions, open meetings, and locations
Product information	Training and procedural information (such as ordering and other information specific to ABOs)
Licensed trademarks	Training Organization promotion information
General business trends	BSM/tool listing
Information regarding Amway and the Training Organization	Authorized sales plan information and materials
	Bulletin board
Profiles of Success (with appropriate disclosures)	FAQs

Devices/Sales Aids

ABOs may use devices and other sales aids that are designed to directly support the sale of Amway products and services if the devices and sales aids have received advance written authorization by Amway.