

QUALITY ASSURANCE STANDARDS (QAS)

PROGRAM STANDARDS

for Malaysia, Singapore and Brunei

September 2024

Amway

BSM QUALITY ASSURANCE STANDARDS

Amway believes that the use of BSM can be an effective tool in building an Amway business. The use of tools and teachings developed and/or made available by successful ABO Leaders and training organisations should impact the Amway Business in a meaningful and positive way.

To further that goal, Amway has created these BSM Quality Assurance Standards (QAS) which set forth the requirements and standards that are applicable to all BSM, and to all ABOs in the conduct of their Amway business. The QAS is divided into two sections:

(1) **Program Standards**, which contain the mandatory processes and requirements related to BSM, and

(2) **Content Standards**, which detail the standards and requirements relating to the subject matter, messaging, content and material within the BSM.

Please note that the requirements and standards included in the QAS cannot possibly cover every aspect or situation that may be encountered regarding BSM review or other situations requiring compliance. Amway, however, believes that these standards, combined with the Amway Rules of Conduct and other Amway Policies, are essential to protect and enhance the reputation of Amway and Amway Business Owners.

Definition of Business Support Materials (BSM)

The definition for BSM is intended to be interpreted broadly and means all products and services, both online and offline (including, but not limited to, books, magazines, and other printed material; literature; websites and social media pages; audio, video, live streaming and digital media; blogs, podcasts, and mobile applications; rallies, meetings, and educational seminars), which are: (i) designed to solicit and/or educate Prospects, customers, or prospective customers about Amway® products and services, or to support, train, motivate, and/or educate ABOs, or (ii) which incorporate or use one or more of Amway's name, or trademarks, service marks, copyrighted works, or other intellectual property belonging or licensed to Amway, or (iii) otherwise offered with an explicit or implied sense of affiliation, connection, or association with Amway.

AMWAY - PROGRAM STANDARDS

All use, promotion, sales and distribution of BSM must comply with the Amway Rules of Conduct as they may be amended from time to time. These Program Standards are incorporated into the Amway Rules of Conduct by this reference. All use, promotion, sales and distribution of BSM must also comply with applicable legislation, rules, regulations and guidelines.

DEVICES / SALES AIDS

The use or sale of devices and other sales aids that are designed to directly support the sale of Amway products are only allowed with advance written authorization by Amway. Please note, even if devices and sales aids are approved by the government, they may not be approved by Amway.

EVENTS AND FUNCTIONS

All meetings, functions and events related directly or indirectly to the Amway business must comply with the requirements and restrictions in this section.

Upon request from Amway, ABOs and Training Organisations must provide information and details in advance regarding the meetings, functions and events they intend to offer, sponsor, provide access to, or with which they are associated or involved.

For seminars, conventions, and major events (which include meetings with an expected attendance of 50 or more people), ABOs and Training Organisations must submit a schedule for those meetings and events to Amway for review and approval every calendar quarter. The schedule must be submitted to Amway at the beginning of each calendar quarter.

An ABO or Training Organisation is responsible for providing the schedule if it directly or indirectly conducts, hosts, sponsors, organizes, issues tickets for, or charges an admission fee for such meetings. The schedule must include date, time and location, and the name and contact information for the ABO or Training Organisation staff member who is responsible for organizing or hosting each meeting or event.
If any changes are made to the schedule, the responsible ABO or Training Organisation staff member as the case may be, shall notify Amway as soon as possible.

In addition to the schedule, the ABO or Training Organisation must complete and submit a standard Event Notification Form (which is available for download from the Amway website) for each meeting or event with an expected attendance of 50 or more people, to Amway at least 3 weeks prior to the meeting or event taking place. This requirement is not applicable for ABO daily/weekly centre meetings.

ABOs and Training Organisations must ensure that all speakers at the meetings/ functions/events comply with the Content Standards portion of the QAS. If the speaker is not an ABO, the ABO or Training Organisation must provide the speaker a copy of the Content Standards and have the speaker sign a written agreement stating that the speech and/or performance of the speaker will comply with the Content Standards. The ABO or Training Organisation responsible for the meeting/ function/event will be responsible for any violation committed by the speaker.

Following the conclusion of the event, a summary of account for the event must be prepared substantiating that no profit was earned. The summary must be submitted to Amway upon request.

Costs such as per diems and travel expenses paid to guest speakers must comply with standards published by Amway.

Cross group supply of tickets/passes to ABO-organised events is strictly prohibited. ABOs are to ensure event promotion, if any, should strictly be within their own organisation and no cross-group promotion of events are permitted without the written consent of the immediate upline Diamond. If an ABO chooses to participate in or attend a cross-group event, whether online or in-person, the ABO must verify to the event organiser during registration or purchase of a ticket that the ABO obtained consent from his or her upline Platinum and/or Diamond to attend the cross-group event.

Solicitation or inducement of ABOs from other groups to plug in and/or join meetings and events is prohibited.

Amway is committed to ensuring that ALL groups in the Line of Sponsorship are respected in Amway organized/held events and in Amway publications when the ABO's success story is published. To further this commitment, ABOs are not allowed to:

- Wear the same color or type of uniform (t-shirt, cap, jersey, etc.) to represent their group in an Amway event. This includes putting or using a distinctive feature such as wearing the same color flower, ribbon or corsage.
- Carry banners or posters to support their group in an Amway event.
- Display hand signs or other body language signals in an Amway event.
- Group cheering, chanting in an Amway event.
- ABOs can thank and appreciate their uplines but must refrain from mentioning or identifying their group name or Training Organisation name.

Standards for Events and Functions

All Meetings/Events/Functions must meet the following basic standards:

- The venue should be clean, business appropriate, well-maintained and compliant with applicable laws, rules, and regulations.
- All content must comply with the Content Standards and Program Standards.
- Efforts should be made to ensure the availability of proper seating for all participants/audience provided that such seating and the resulting room capacity complies with applicable law, rule, or regulation.
- The audience should have clear visibility of the proceedings on the stage either directly or through screens with live feed.
- Provide good audio quality of presentations throughout the venue.
- All required permits, permissions, and licenses must be obtained by the meeting organizer prior to conducting the Meeting/Event/Function.

Ticket language must include:

Front:

- Event
- ABO Organisation (if applicable), and Host name
- Date and time
- Location
- Ticket price

Reverse:

- Terms of refund
- ABO Organisation (if applicable), and Host name, contact information

Front or Reverse:

- “Purchase of this ticket is optional. No audio or video recording is allowed. While the techniques and approaches suggested have worked for others, no one can guarantee that these techniques will work for you. We hope, however, that the ideas presented here will assist you in developing a strong and profitable Amway business”.

BSM PRICING

ABOs may sell BSM only at their own cost and BSM pricing must be clearly stated. There must be no profiteering from the sale of any BSM. ABOs shall not receive any compensation, incentives or benefits for the sale of BSM. ABOs can always provide BSM for free. An ABO cannot be placed at any disadvantage by an upline or downline as a result of not selling or purchasing BSM.

In addition to the requirements stated above, BSM pricing must not exceed the pricing stated here:

Types of BSM	Malaysia (MYR/RM)	Singapore (SGD/S$)	Brunei (BRD/B$)
Weekend Seminars (more than 6 hours, excluding food and lodging at cost)	120.00	50.00 or 70.00 *(for >5,000 pax)*	70.00
Rallies and Seminars (6 hours or less)	60.00	30.00	50.00
Weekly meetings (per day)	10.00	10.00	10.00
CDs or VCDs (per disc)	10.00	8.00	8.00
DVDs (per disc)	16.00	13.00	13.00
Books	Recommended Retail Price		
Online meetings/live-streaming (2 hours or less)	Free		
Online meetings/live-streaming (more than 2 hours)	Free Alternatively, a nominal fee may be imposed to cover the costs of creating the online meeting/livestream.		

Note: All prices above are exclusive of SST/GST. Amway may review and amend the above pricing standards at any time at its sole discretion.

BSM REFUND POLICY

All sales and purchases of BSM (including event tickets) must be strictly voluntary. No sales pressure or coercion whatsoever may be used to compel or convince an ABO to buy or sell BSM. For the avoidance of any doubt, no ABO may be offered, and an ABO cannot be obligated to purchase BSM, which may include but not be limited to a series of BSM, services or products, or any combination thereof, with any third-party products. An ABO may not be offered BSM that are packaged together with products and/or services. There must be a written statement provided to each ABO who is purchasing BSM, that is in a form satisfactory to Amway, that indicates that the purchase of BSM is voluntary and that if for any reason the ABO is not satisfied, he/she can receive a full refund.

ABOs, Training Organisations and Training Providers that are selling BSM must have a standard refund policy that complies with the QAS. The refund policy, dispute resolution procedure, and the person responsible for the returns, must be clearly communicated to the purchaser prior to any BSM sale. In the event such terms do not include the responsible person for the returns, the seller shall be responsible for handling returns.

If for any reason the ABO is not satisfied with a BSM purchased, he or she can receive a full refund of the purchase price from the seller of the BSM as long as the BSM is returned and the refund is requested within 14 days from the date of purchase. The returned BSM must be in unused and re-sellable as new. Examples of the refundable BSM include but are not limited to books, brochures, audios, and videos.

While tickets for meetings, events and functions are exempt from refunds due to the nature of the product, it must be clearly indicated on the tickets and any related advertisement that the tickets are non-refundable. However, returns must be accepted in the following cases:

1. If the ticket sold is completely different from the ticket ordered (date, location, number of people, guest speaker, etc.).
2. If the event is cancelled or other significant changes are made without advance notice.
3. If the ticket itself does not indicate that it is "non-refundable".

BSM offered in the form of website subscriptions and downloadable media are subject to the following requirements, (a) ABO purchasers cancelling website subscriptions are entitled to a refund for unused, whole months of any prepaid subscription(s); and (b) Purchasers of downloadable media are entitled, if dissatisfied, to obtain a replacement download of equal value within 14 days of the purchase of the subject downloadable media.

REQUIREMENTS FOR BSM PACKAGING AND USE OF BSM CONTENT REVIEW NUMBER

Each authorized BSM must contain the following information:

- Name of the ABO or Training Organisation producing the BSM
- BSM title
- BSM price (not applicable for BSM which is free)
- Content Review Number and year authorized by Amway
- Mandatory BSM Disclosures (if any)

This information specified above must be clear, intelligible, and in the national language of the market in which the BSM is being sold or distributed, however the position on the BSM may vary.

MANDATORY MEETING CONTENT

ABOs and Training Organisations that offer, sponsor, provide access to, or are otherwise associated or involved with meetings and/or events falling within one of the categories below, must ensure that such meeting and/or event complies with the Content Standards portion of the QAS, and provides the mandatory meeting content below.

Opportunity Plan Presentation (OPP) • Meeting consisting of 10 or more Prospects or 30 or more people. Prospects may not be charged to attend. • Objective is to introduce the Amway Business to Prospects	**Host** • Must be hosted by any ABO who is or was qualified at the Platinum level or above within the last year, or if below Platinum then in coordination with their upline Platinum. May also be hosted by a Training Organisation in collaboration with an ABO who is or was qualified at the Platinum level or above within the last year **Making Money – Amway Sales and Marketing Plan – (A minimum of 1/3 of the time must be spent on this)** **Amway Products – (A minimum of 1/3 of the time must be spent on this)**
Seminars – • Gathering primarily of ABOs, but Prospects may also attend provided that they do not pay to attend • The objective is to provide training and education on: o Building a profitable and sustainable Amway business, or o Amway products, or o Both topics mentioned above	**Host** • Must be hosted by an ABO who is or was qualified at the Platinum level or above within the last year, or a Training Organisation in collaboration with an ABO who is or was qualified at the Platinum level or above within the last year. **Business Building** If the Seminar provides training and education on business building, then it must at a minimum include: **Motivation or Recognition or Experience Sharing** **Business Building Techniques by Speaker** **Amway Products** If the Seminar provides training and education on Amway products, then it must at a minimum include discussion about or demonstration of Amway products and a discussion about the Satisfaction Guarantee

Conventions – • Gathering primarily of ABOs, but Prospects may also attend provided that they do not pay to attend • The objective is ABO recognition, motivation, and training • The duration of a Convention is more than 1 day	**Host** • Must be hosted by a qualified Diamond ABO or above, or a Training Organisation in collaboration with a qualified Diamond ABO or above **ABO Recognition** **Motivation** Presentations, speeches, or activities designed to motivate ABOs to build their Amway business. **BSM promotion** If discussed, may not be more than 5% of the meeting duration **Presentation by Amway personnel (if available) or Amway-produced video** **Amway Products**
Leadership Meetings – • Gathering of ABO leaders qualified at levels specified by the meeting organizer or host. • The objective is business training and business strategy	**Senior ABO leader to re-enforce the idea of effort vs. reward** **Annual Best Practices Training and Speaker Training as required** **Strategies and tools to increase productivity and profitability – goal setting/action planning**

REQUIRED USE OF AMWAY BRANDING

These Amway branding standards help ensure that Amway is presented as the primary brand in certain items, locations, or circumstances related to the Amway business. The standards for required use of the Amway name and/or logos are set forth below.

Opportunity Plan Presentation or OPP (The objective is to introduce the Amway business to Prospects):

- In an OPP, whenever
  - The Amway Sales and Marketing Plan is mentioned, or
  - Any element of the Amway Sales and Marketing Plan is described or discussed, or
  - If income from the Amway opportunity is mentioned;

  the Amway name must also be mentioned, and whenever possible the Amway logo must be displayed clearly and conspicuously (e.g., on signage, video screens, presentation slides, etc.).

  In the alternative, the Amway-produced "Open Meeting Video" may be shown at any time prior to dismissal of the audience at the end of the meeting in a manner such that all attendees will have the opportunity to view the video in its entirety.
- Whenever the name, logo or trademark of a Training Organisation or an ABO brand or group is used, the Amway name and/or logo must appear at the same time, and must be of equal prominence.

Meetings other than an OPP

- The Amway name and/or logo must be prominently displayed such that all attendees will be reasonably expected to see the Amway name and/or logo multiple times during the meeting. Signs at the venue entrances and exits, and/ or signs on stage or at the speaker podium are examples of what would be acceptable. If a meeting other than an OPP is held in a facility owned by or run by Amway, such as the Amway Centre, or at a properly registered and approved ABO-Run Center, the requirements stated above do not apply.
- In addition, whenever the name, logo or trademark of a Training Organisation or an ABO brand or group is used, the Amway name and/or logo must appear at the same time, and must be of equal prominence.

BSM (Audio/Video/Print/Slide Presentations):

- For Prospecting BSM, if the name, logo or trademark of a Training Organisation or an ABO brand or group is used, the Amway name and/or logo must also be used at every instance that the name, logo or trademark of the Training Organisation or ABO brand or group is used, and use of the Amway name and/or logo must be of equal prominence.
- For Prospecting BSM, the Amway name must be mentioned and/or the Amway logo must be displayed clearly and conspicuously whenever
  - The Amway Sales and Marketing Plan is mentioned, or
  - Any element of the Amway Sales and Marketing Plan is described or discussed, or
  - If income from the Amway opportunity is mentioned.
- For BSM intended for ABOs only, the Amway name and/or logo must be clearly and conspicuously used or displayed at some point within the BSM such that an ABO, upon casual inspection of the BSM, would be reasonably expected to see the name and/or logo at least once.

Digital: Websites, Apps, Podcasts, and Blog Concepts

- If the name, logo or trademark of a Training Organisation or an ABO brand or group is used, the Amway name and/or logo must also be used at every instance that the name, logo or trademark of the Training Organisation or ABO brand or group is used, and such use of the Amway name and/or logo must be of equal prominence.
- The Amway name must be mentioned and/or the Amway logo must be displayed clearly and conspicuously whenever
  - The Amway Sales and Marketing Plan is mentioned, or
  - Any element of the Amway Sales and Marketing Plan is described or discussed, or
  - If income from the Amway opportunity is mentioned.
- The Amway name and/or logo must be used at some point in the digital BSM such that an average person casually reviewing the BSM would see the name or logo.

Apparel/Miscellaneous Branded Items:

- Items offered in this category must directly relate or contribute to Amway team building or Amway business building efforts.
- Items must include the name and/or logo of Amway or an Amway brand if the name, logo or trademark of a Training Organisation or an ABO brand or group is used.
- Items in this category may not be purchased and re-sold for a profit.
- A proposal for items in this category must be submitted to Amway for review and approval along with a detailed description of the product, branding, and need for the item.

Training Center/ABO-Run Centers:

- At least one sign featuring the Amway logo must be present and conspicuously visible in the meeting center. Training Centers and ABO-Run Centers must be registered and approved by Amway.

Note: Whenever using Amway logos/branding, Training Organisation and ABOs must use Amway-approved logos and brand

SUBMISSION AND REVIEW OF BSM

Except as otherwise provided in the Amway Rules of Conduct, written policies, or other policies which Amway may communicate from time to time, it is the responsibility of all ABOs that sell, offer for sale, distribute, provide access to, or create BSM, to ensure that such BSM comply with the Content Standards portion of the QAS, and be submitted to Amway for review and authorization according to the process stated below. The review and authorization of BSM by Amway does not relieve the ABO of any liability related to compliance with applicable laws, regulations, rules and guidelines including without limitation, laws relating to the use of intellectual property of third parties.

Memorialized BSM: (BSM other than meetings and events)

Memorialized BSM are those BSM that are either tangible or can be viewed, read or experienced more than once. Examples include but are not limited to books, brochures, audios, videos, slide presentations, websites and presentation slides. Memorialized BSM do not include live meetings or events. However, live meetings and events can become memorialized BSM if they are made into images or audio/video recordings.

Memorialized BSM with content pertaining to the Amway Sales and Marketing Plan, Amway products, or those which are designed to prospect people to become ABOs, are required to be submitted pursuant to the process below. ABOs may also submit other Memorialized BSM to Amway for review and approval to ensure compliance with the QAS.

- Pre-Submission Process
  ABO Training Organisations and/or those submitting BSM for review will make efforts to ensure that all BSM submitted for review to Amway comply with the Content Standards portion of the QAS, and contain the Mandatory BSM Content.
- Submission Process:
  1. ABO Training Organisation and/or BSM creator/submitter will submit a digital copy of the BSM for which authorization is requested, together with any written summary, and the general details of the BSM to the contact person or department designated by Amway.
  2. Amway will, at its election, review the submitted BSM for compliance, authorize the BSM without review, or reject the item if it is not a BSM or if the BSM does not comply with the QAS or Amway's requirements.
  3. Once the BSM is authorized, Amway will assign a Content Review Number (CRN) to the BSM and notify the ABO Training Organisation and/or BSM creator/submitted of the authorization. The BSM is formally authorized by Amway for promotion, sale and/or distribution to ABOs (and/or prospects, as the case may be), only with the CRN placed on the BSM.
  4. In case there is a violation of the QAS found by Amway during the review process, the BSM will be rejected. However, if permitted by the authors and those holding the applicable rights to the BSM, the ABO Training Organisation and/or BSM creator/submitter may edit the BSM accordingly and resubmit it to Amway for review and approval.

  The BSM may not be promoted, sold, or distributed to ABOs or Prospects until the BSM is formally authorized by Amway and contains a CRN.

Meetings and Events BSM

- Pre-Submission Process
  In advance of the meeting or event, the ABO organizing or hosting the meeting or event, will make efforts to ensure that the content of the meeting or event will comply with the Content Standards portion of the QAS.

- Audio/Video Recording Requirement:
  The ABO /Training Organisation and/or anyone sponsoring or involved in the organisation of the meeting or event, must create an audio and/or video recording of such meeting
  or event as stated below. The recording must capture the entire content of the meeting or event, and must be of sufficient quality to enable Amway to conduct a review against the QAS of the event or meeting.

  All meetings and events (examples: Business Opportunity Meetings, Sales Rallies, Business Building Seminars, Special Meetings, Weekend Seminars, and Leadership Meetings) are subject to the Audio/Video Recording Requirement. In addition, any other meeting or event must be recorded if requested by Amway.

  The ABO organizing or hosting the meeting/event must retain the recording for a minimum of ninety (90) calendar days from the end of the meeting/event and produce it to Amway immediately upon request. After the expiration of the ninety (90) calendar days, the recording may be destroyed unless otherwise required to keep it.

REQUIRED TRAINING

Every ABO that creates BSM or holds meetings or events must receive required training sessions on:

a. QAS Program Standards processes and requirements; and

b. QAS Content Standards and speaker training.

The training sessions will be provided to ABOs free of charge by Amway.

In addition, ABOs that hold meetings or events will be responsible for ensuring that those ABOs that speak at meetings and events receive the QAS Content Standards and speaker training on an annual basis. Upon request by Amway, ABO must provide details on how, when, and where the training was given, and must also provide a list of attendees.