

VIRTUAL

**SINGAPORE
LEADERSHIP
CONFERENCE
2021**

Amway

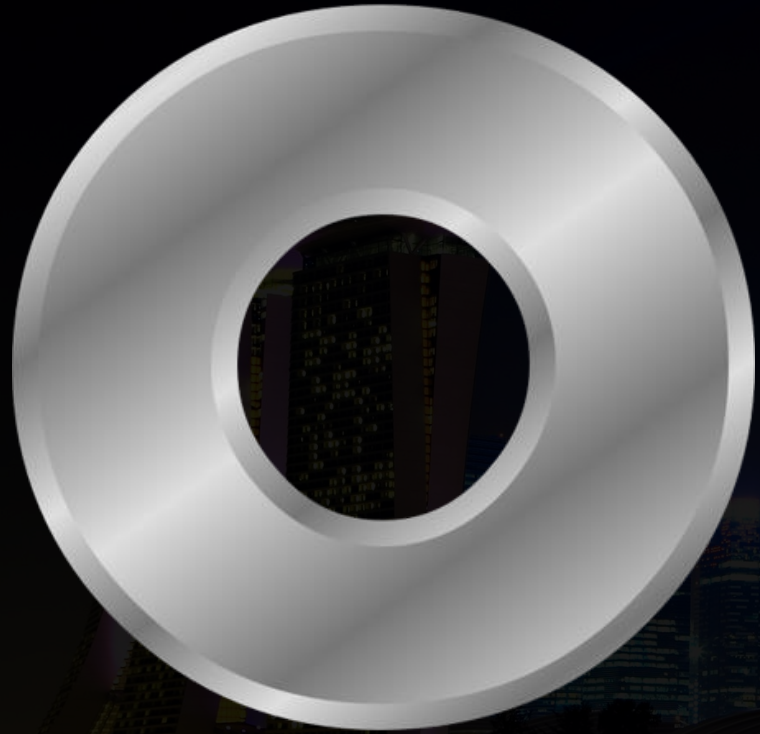
CHRISTINA TANG

HEAD OF SALES & ABO EXPERIENCE





NUTRILITE
OPPORTUNITIES
HEALTH & WELLNESS

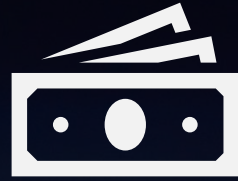


opportunities

Amway Opportunity



**Create Happy
Loyal
Customers**



**Help New ABO
earn an income
faster**



**Support ABO
to build a
sustainable
and profitable
business**



**Create a
worthy
customer
experience**

2022 ABO Support Programs

Successful ABO Leaders Business

Growing APCs



New ABO



eCommerce
Enhancement



ALS Special



PRIVILEGED CUSTOMERS

Launched in January 2021



6,981

APC
YTD June 2021

80%

ACTIVATION
90-Days

16%

SALES
Contributions

+130%

**TOTAL
ABO/APC
SIGN UP**

+17%

**TOTAL
ABO/APC
FORCE SIZE**

YTD JUN 2021 vs. YTD JUN 2020



FREE Sign up for Amway Privileged Customers

- Hassle Free
- Help new ABO earn income
- Receive 3 NAEP e-coupons to purchase your favorite Amway products

Welcome gift for new ABO Sign-up

Receive a 20th Anniversary Welcome Gift



E-Commerce Enhancement Experience

WHAT'S IN THE PIPELINE FOR THE NEXT 1-3 MONTHS?



ABO sign up enhancement
& APC sign up simplification



Enhance Chatbot in website



Self guidance in website



Conversion enhancement



User friendly system
validation error messages



Post purchase notification
enhancement



Order cancellation and
delivery address
modification after order
confirmed



Personalization notification
• Phasal approaches such as
renewal, regular & ALP pending
order, coupon expiration etc.

Core Plus⁺ GOALS



**New ABO &
Builder earn
MORE**



**ABOs earn
sooner &
stay inspired**

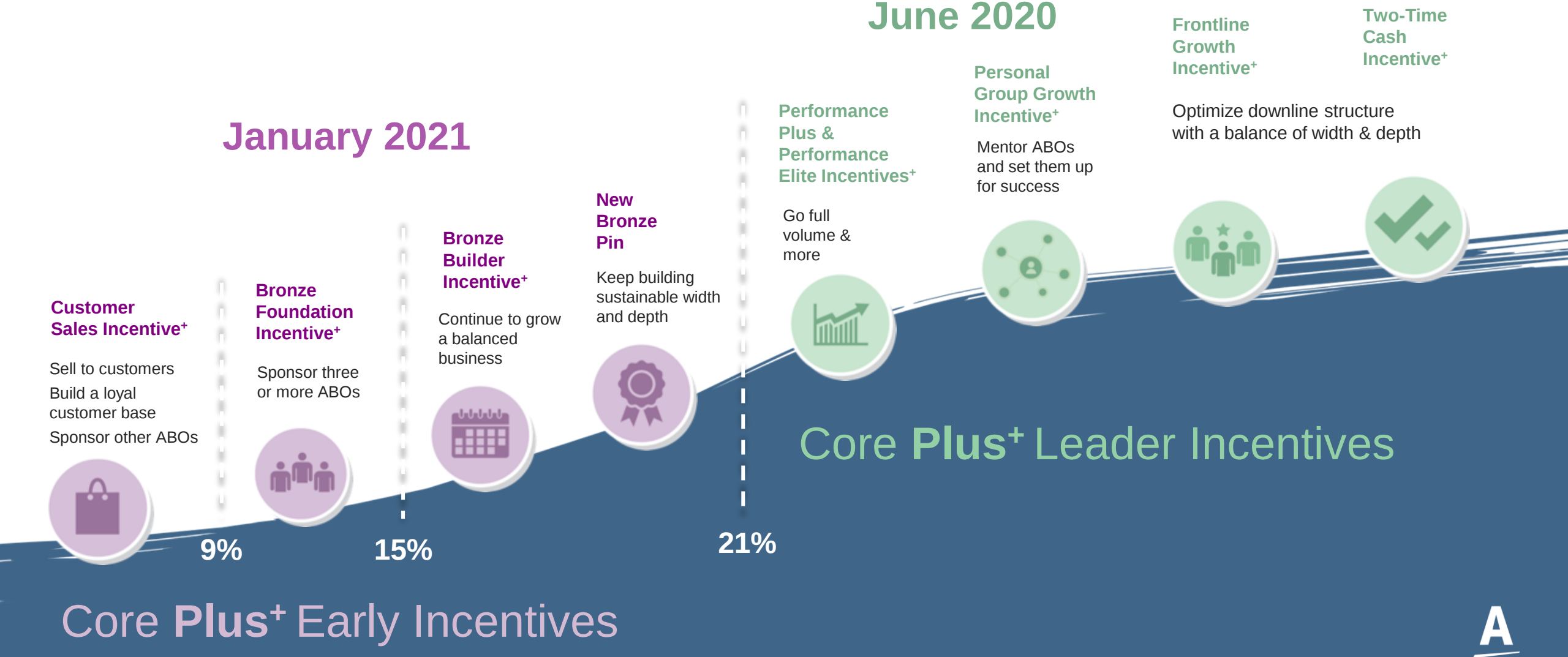


**Reward
profitable and
sustainable
structures**



**Premium Income
Opportunities for
Leaders**

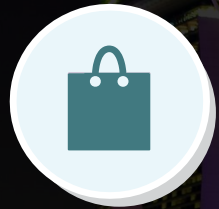
Pathway for Optimizing Your Business through Core Plan & Core Plus⁺



Core Plus⁺

3,013

ABOs earned Core Plus⁺ Early Incentives in Jan - June 2021



Customer Sales Incentive⁺

2,702

ABOs Earned

65%

Repeat Earners



Bronze Foundation Incentive⁺

242

ABOs Earned

67%

Repeat Earners



Bronze Builder Incentive⁺

69

ABOs Earned

43%

Repeat Earners



69

ABOs achieved BRONZE pin in Jan - Jun 2021

122

ABOs earned Performance Plus Incentive in Jan - Jun 2021

80%

Repeat Earners

26

ABOs earned Performance Elite Incentive in Jan - Jun 2021

62%

Repeat Earners

8%

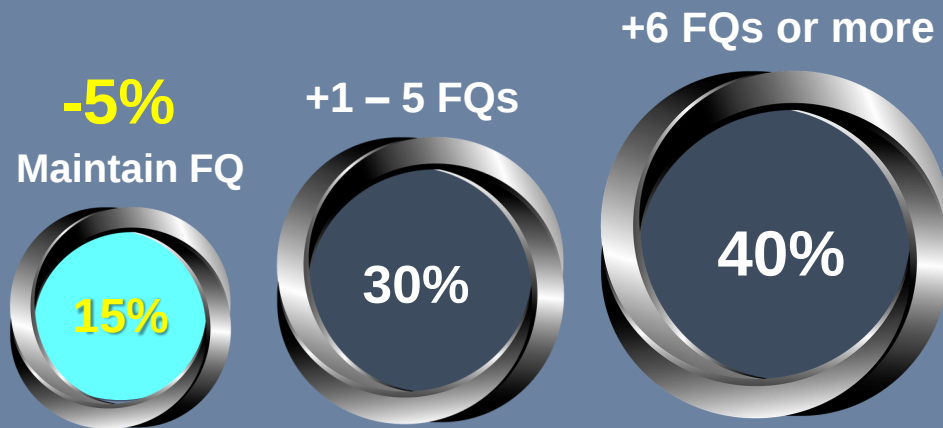
More ABOs on track for Core Plus⁺ Leaders Incentives, as of PYTD June 2021



Revision on Maintenance Multiplier

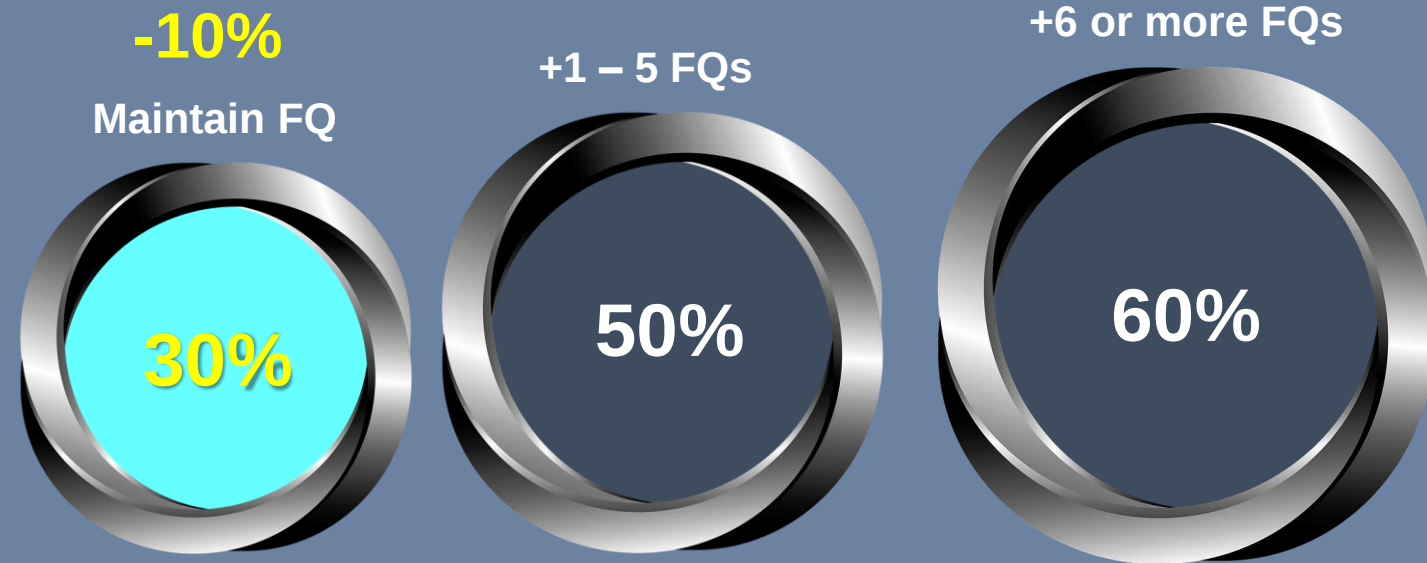
Frontline Growth Incentive (FGI)

Founders Platinum to Founders Emerald



Multiplier % on Leadership Bonus

Diamond & Above



Multiplier % on Leadership Bonus + Depth Bonus

Revision on Maintenance Multiplier

Personal Group Growth Incentive (PGGI)

Below Platinum

+1 – 5 PQs

20%

Platinum & Above

-5%

Maintain PQ

15%

+1 – 5 PQs

30%

+6 or more PQs

35%

Multiplier % on Performance Bonus

ALS Qualifiers Tracking

+60%

PYTD
JUNE
2020

PYTD
JUNE
2021

Alaska
CRUISE AMWAY
LEADERSHIP
SEMINAR 2021

A

Chase Your Dream



The logo for the Istanbul Amway Leadership Seminar 2022. It features a stylized silhouette of a mosque with a crescent moon and star above it, set against a white semi-circle. Below this, the word "Istanbul" is written in a large, white, sans-serif font. Underneath "Istanbul", the text "AMWAY LEADERSHIP SEMINAR 2022" is written in a smaller, white, sans-serif font. The entire logo is centered on a dark blue background.



ALS Qualification Booster Program

Start Strong
PY2022

13 MONTH'S VOLUME

A

PY 2021

PY 2022



ALS points earned in August 2021 be counted for ALS 2022.



1000 ALS
BONUS
POINTS

B

ALL Q12, Q12 VE & Q10/Q11 with 150K Group PV



EMERALD
ALS
PROGRAM

C



SPECIAL
ALS
TARGET

D

A

ALS 2022

20th Anniversary
Special

Receive

20%*

more ALS points

**You must qualify Q-month to
receive the additional 20%*

September

October

2021

November

December

Amway