A Unique Opportunity

All distributors throughout the World of Amway have the unique opportunity to expand their business into other countries authorized by Amway through International Sponsoring. The procedures are simple and the rewards can be considerable.

SPONSORING GUIDE

Frequently Asked Questions

1. **International Sponsoring - What is it?**
2. **How do I Develop Prospects?**
3. **What do I do if my Prospect is interested in seeing the Amway opportunity?**
4. **If I send in names of prospects to Amway's office in another country, will the office arrange to have the prospects contacted by a local distributor/IBO?**
5. **What literature and sales aids can I send to my prospect?**
6. **If I am in the country, can I show the Amway Sales and Marketing Plan to my friends and relatives?**
7. **Who supplies the application and the business kit?**
8. **How will I know if my international sponsoring efforts have been successful?**
9. **How do I make certain that I will receive credit as the International Sponsor?**
10. **What are the benefits to the Foster Sponsor?**
11. **What if I am not at maximum Performance Bonus level, but two or more of my internationally sponsored legs are producing International Sponsor bonuses in the same month?**
12. **Should I establish a number two Amway business in another country or internationally sponsor?**
13. **If I start a number two business, who will be the International Sponsor?**
14. **How can I get additional information regarding international business?**
15. **As Amway expands into new markets, may I go to that country prior to official launch date to interest people in becoming IBOs?**

The following are answers to commonly asked questions about conducting an international Amway business.

Q. International Sponsoring - What is it?

A. International sponsoring is the opportunity to sponsor prospects, to become Amway distributors/IBOs in other countries where Amway does business. You, as an International Sponsor, interest prospective distributors/IBOs in an Amway authorized foreign country. They in turn, are directed to a foster sponsor in their country who will sponsor and train them just as you would if you had personally
sponsored them. The Amway Sales and Marketing Plan provides benefits to both the International Line of Sponsorship and the Foster Line of Sponsorship.

Q. How do I Develop Prospects?

A. Once Amway has authorized activity in a market, distributors/IBOs may contact family or friends by mail, telephone, or in person to share their enthusiasm and success in the Amway business, and invite them to take a closer look at the Amway opportunity. May I advertise for leads in an authorized market?

If you have a business in another country, you should contact the Amway affiliate in that country for guidelines.

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Q. What do I do if my Prospect is Interested in Seeing the Amway opportunity?

A. Contact your Line of Sponsorship, up to and including your Diamond, to see if your line is already established in that particular market. If your Line of Sponsorship does not have a Distributor/IBO in the authorized market, give the prospect the address, phone, and fax number of the Amway affiliate office. The affiliate office will check its records for the name of a Direct Distributor/Platinum who would be willing to show the Sales and Marketing Plan, and answer any specific questions. If your prospects decide to become a Distributor/IBO, the local Distributor/IBO will become their Foster Sponsor and you will become their International Sponsor. Be sure to provide your prospect with your Identification Number for use on their application/registration form.

Q. If I send in names of prospects to Amway's office in another country, will the office arrange to have the prospects contacted by a local distributor/IBO?
A. No, the prospect must personally contact Amway, that way we know their interest in the Amway business opportunity is genuine.

Q. What literature and sales aids can I send to my prospect?

A. Amway Rules of Conduct prohibits sending materials from one market to another market. In fact, one country's materials may be illegal in another country.

Q. If I am in the country, can I show the Amway Sales and Marketing Plan to my friends and relatives?

A. No, due to potential legal issues you have to be an authorized Amway distributor/IBO in that market to show the Amway Sales and Marketing Plan. As a North American IBO, you would be considered a customer in that market.

Q. Who supplies the application and the business kit?

A. Literature and business kits that have been specifically designed for each market will be supplied by the Foster Sponsor.

Q. How will I know if my international sponsoring efforts have been successful?

A. Once your prospect becomes an Amway distributor/IBO, you will receive a letter of congratulations from the market stating that you have successfully internationally sponsored.
Q. How do I make certain that I will receive credit as the International Sponsor?

A. We encourage you to make it clear to your prospects that your name and Identification number must appear on the application as the international sponsorship. In this manner, you can be assured of proper credit.

TOP

Q. What are the benefits to the Foster Sponsor?

A. The Foster Sponsor is responsible for training, motivating, and ensuring the new distributor/IBO has access to product. Therefore, the Foster Sponsor receives the same benefits as a personal sponsor for all Amway awards and bonuses up to the point when the Foster Sponsored distributor/IBO reaches the maximum Performance Bonus level* and a 4% Leadership Bonus is generated. Once the new distributor/IBO reaches the maximum Performance Bonus level, the Foster Sponsor’s Performance Bonus percentage is determined solely by how own Personal Group PV (i.e., the Foster Sponsorship of a maximum Performance Bonus level group will not automatically entitle the Foster Sponsor to a maximum Performance Bonus). For markets opening after September 1996, Foster Sponsors above a qualified 21% group will be paid 21%. These will be all new markets including and after the Philippines. For a list of these markets and existing markets that have converted to this method, please contact International Inquiries.

The 4% Leadership Bonus generated by the new maximum Performance Bonus level distributor/IBO will be divided into two equal payments - 2% to the International Line of Sponsorship and 2% to the Foster Line of Sponsorship.**

*The maximum Performance Bonus level for the U.S., U.S. Territories, and Canada is 25%. It is 21% for all other countries.

TOP

Q. What are the benefits to the International Sponsor?

A. The International Sponsor of one maximum Performance Bonus level group receives the International Leadership Bonus generated, provided that the International Sponsor is also at the maximum performance Bonus level (3% for distributors/IBOs internationally sponsored before September 1, 1991, 2% for distributors/IBOs internationally sponsored after September 1, 1991). If the
International Sponsor is not at the maximum Performance Bonus level, the bonus passes up to the International Sponsor's next qualified upline.

Also, an International Sponsor who is a Direct Distributor/Platinum may count a maximum Performance Bonus international group for all pin awards at Emerald and above level. If you are eligible for the Emerald or Diamond Bonus by virtue of your domestic legs, you may also count the qualified Business Volume of your maximum Performance Bonus level international legs toward these two bonuses. Qualified international legs may also count toward the one-time cash awards at Double Diamond, Triple Diamond, Crown, and Crown Ambassador level.

**TOP**

Q. What if I am not at maximum Performance Bonus level, but two or more of my internationally sponsored legs are producing International Sponsor bonuses in the same month?

A. Your first upline sponsor at the maximum Performance Bonus level will receive the average of the bonus, not to exceed the minimum guarantee of his country. You will receive the remaining International Sponsor bonus monies generated by your qualified international legs.

**Internationally sponsored qualified Distributors/IBOs who signed up before September 1, 1991 (except in Korea and Hungary) generate a 3% Bonus to the International Line and a 1% Bonus to the Foster Line of Sponsorship. If the International Sponsor was not at the maximum Performance Bonus level and had a combination of International 3% and International 2% Bonuses flowing to him/her, then the first upline qualified Distributor/IBO would received either the average 3% or the average 2% and 3% generated P whichever is higher - not to exceed the 3% Leadership Bonus Adjustment amount of the International Sponsor's country, and the International Sponsor would receive the rest.

**TOP**

Q. Should I establish a number two Amway business in another country or internationally sponsor?

A. Establishing a #2 business can be complicated and costly. However, if you are able to fulfill the business and legal requirements of operating an Amway business in another country, you may want to consider this possibility.
Because of the difficulty and expense associated with establishing a business as a non-citizen, you are urged to investigate all requirements before committing to air travel or other costly activities. As the requirements for conducting the Amway business vary from country to country, contact the Embassy or Consulate of that country and the Amway affiliate office for assistance. On the other hand, through international sponsoring, your international group has a full-time resident Foster Sponsor in their country taking full sponsorship responsibilities and personally working with them to better ensure them a successful start in their business.

Q. If I start a number two business, who will be the International Sponsor?

A. Your original Amway business must be the International Sponsor of the new distributorship/IBOship and therefore will receive international sponsoring benefits.

Q. How can I get additional information regarding international business?

A. In many cases, your Direct Distributor/Platinum may have already worked with international sponsoring and may be able to assist. However, your Amway office will always be happy to assist you.

Q. As Amway expands into new markets, may I go to that country prior to official launch date to interest people in becoming IBOs?

A. Upon formal announcement by Amway that a market is under development, distributors/IBOs may contact family, friends, or associates by mail, telephone, or in person in the future market to share their enthusiasm and success in the Amway business, specifically informing them of the date of Amway's launch. Prospects must be cautioned to wait until the official opening before becoming active in telling their friends about Amway.
Distributors/IBOs should become aware of the laws and regulations of each market, as well as understand and be considerate of social and cultural customs.

Please feel free to contact the International Inquiries Department for a copy of New Market Rules for Pre-Launch Activity.

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