



2018 GLOBAL

MEDIA GUIDE



PG. 20



PG. 21



PG. 29



PG. 13

WELCOME

2017 was a big year for Amway. Not only did many countries successfully achieve their sales goals, we also invested more in product innovation and digital experiences than ever before.

We're incredibly proud of the new Atmosphere Drive™, our first in-car air treatment system. You can read more about this on page 20.

We also expanded the XS™ Energy brand to many more nations, capped by a phenomenal debut in China. There were more than one million cans sold in the first hour there, continuing to prove that our products resonate with customers around the world. Take a trip with XS™ Energy on page 21.

Last year, we also launched a reformulated Essentials by Artistry™ skincare line that's infused with botanical extracts, like acerola cherry from our certified organic farms in Brazil. Read more about our farms on page 29.

Lastly, as part of our latest Nutrilite™ brand innovation, we launched the next generation Nutrilite™ Double X™ vitamin, mineral and phytonutrient supplement. This formula features PhytoProtect™, a phytonutrient blend that supports the body's own natural antioxidant defense mechanisms to fight free radicals*. It also includes an improved berry blend added to specifically help fill nutritional gaps that we discovered through our global phytonutrient research. Read more on page 13.

There has never been a better time for the Amway business than right now—and we're proud to have been named in 2017 as the world's No. 1 direct selling business.** Both industry research and our own entrepreneurship study have shown that people's attitudes toward work are changing, and we're well positioned for the future.

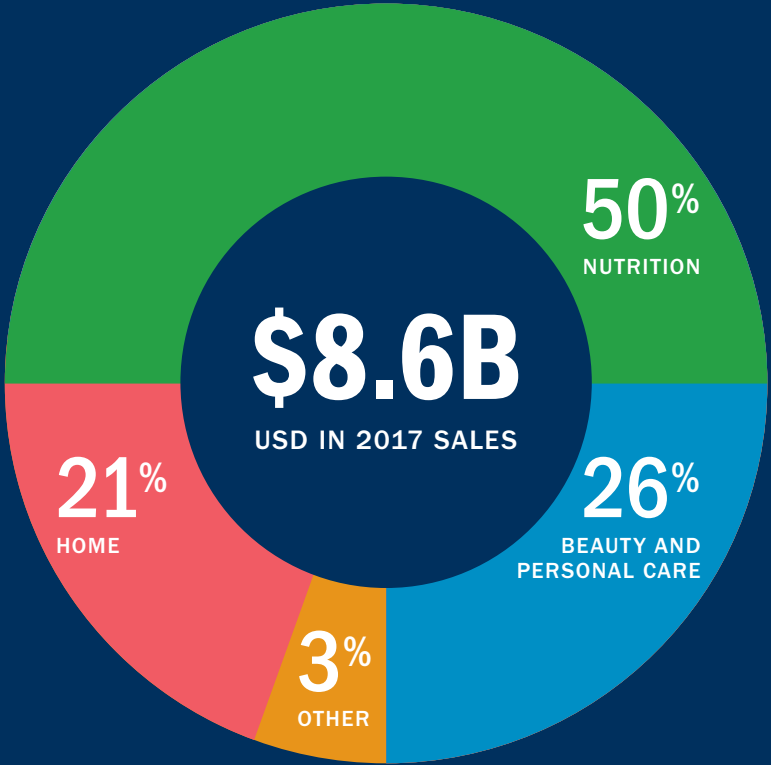


Doug DeVos

Steve Van Andel

*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.
**Ranked by the DSN Global 100. June 2017 edition. Based on 2016 revenues.

AMWAY AT-A-GLANCE



THERE HAS NEVER BEEN A BETTER TIME FOR THE AMWAY BUSINESS THAN RIGHT NOW—AND WE'RE PROUD TO HAVE BEEN NAMED IN 2017 AS THE WORLD'S NO. 1 DIRECT SELLING BUSINESS.*

17,000+ EMPLOYEES

60+ LANGUAGES

100+ countries and territories

450+ unique products

*Ranked by the DSN Global 100. June 2017 edition. Based on 2016 revenues.



WORK WHERE YOU WANT, WHEN YOU WANT

“WE SIMPLIFY ENTREPRENEURSHIP. WE TEACH THE SKILLS YOU NEED, WE GIVE YOU THE PRODUCTS AND TOOLS TO BUILD YOUR BUSINESS, AND A COMMUNITY OF MENTORS IS THERE TO SUPPORT YOU EVERY STEP OF THE WAY. THE POSSIBILITIES ARE ENDLESS, AND THE RISK IS LOW.”

JOHN PARKER
AMWAY CHIEF SALES OFFICER

The majority of Amway Business Owners work part time on their business, making it a great way to make extra money without full-time commitment.

“There is no secret to quick success with Amway.”

I hear the zip of a suitcase in the background. I’m on the phone with Amway Chief Sales Officer John Parker, and he’s packing for a trip to Japan.

He continues, “It takes hard work and dedication, just like anything else. The true advantage of Amway isn’t in the money. At least, not initially. It’s in the flexibility.”

He’s referencing Amway’s business model—direct selling. Instead of relying on retail store partners to sell the company’s products, Amway opens up the products to individuals to sell.

These individuals earn bonuses on customer sales. The more they sell, the more they can earn.

Many Amway Business Owners (ABOs) cite flexibility as one of their top reasons for owning their business. Parents love the business because it means they won’t miss their kids’ soccer games and band concerts. Young professionals love the freedom the business gives them to explore other interests.

“We simplify entrepreneurship,” Parker says, before he signs off to catch his flight. “We teach the skills you need, we give you the products and tools to build your business and a community of mentors is there to support you every step of the way. The possibilities are endless, and the risk is low.”



Amway Business Owners participated in

5M+ ONLINE
learning activities in 2017.

\$58.6B

USD in bonuses and incentives have been paid to ABOs since 1959.

100%

satisfaction guarantee on Amway™ products and the business opportunity*

*Check local market website for details. Exclusions apply. Visit amway.com and search: Satisfaction Guarantee.

HOW AMWAY USES TECHNOLOGY TO FUEL ITS GLOBAL NETWORK

Learn about our digital tools >





From the beginning, the promise of Amway has never wavered. Amway helps anyone with the entrepreneurial spirit—and the desire—to build a business of their own. The outcome is people who are more in control and empowered to make choices for themselves. It means that their business revolves around their life, instead of their life revolving around their business.

That outcome is more important today than ever before. Today's entrepreneurs want to run their businesses on the go, from wherever they are. They want data and tools that are only a swipe away and they want to sell products that are digitally connected. Amway offers all this—and more.

In fact, many Amway Business Owners largely operate their businesses today online—via social media and their mobile devices. ABOs have an extensive library of on-demand apps and tools to help guide their work.

For example, with MyBiz, ABOs can access back office data and analytics to help them achieve their sales goals. Social sharing platforms allow ABOs to create and share content on their social media channels and digital tools help business owners build a community of people who share similar interests, like beauty, fashion, fitness or nutrition.

"If there's a company that can leverage the benefits of digital platforms and social media for entrepreneurship, it's Amway," said Michael Edwards, Amway vice president of global digital services and channel strategy. "We're re-thinking what it means to be personal today, in a business that's all about personal relationships and community building."



AMWAY HUB

A multifaceted center for running an Amway business on the go, the Hub makes it easier to work anytime, anywhere—enabling ABOs to register new customers, show product demos, place mobile orders and more.

Amway isn't just empowering the business owners of tomorrow—they're also pioneering products of the future. The company's R&D teams are currently exploring different ways in which air- and water-treatment devices, cooking innovations, homeware and nutrition products can all interact.

Imagine you're cooking spicy food in your iCook™ cookware, for example. In the future, your Atmosphere Sky™ device may know that you're cooking and compensate by boosting its treatment cycle to help purify the air.

While interactions like this are only in the concept phase, it's the beginning of building a connected lifestyle surrounding people's homes and their personal devices in a way that many other companies haven't explored before.

For customers, direct selling in the digital age offers the best of all worlds—from access to a trusted, personal advisor and high-quality, science-backed products to user-friendly digital solutions for shopping and customer service.

Unlike the typical employee at the nearby store, ABOs have a deeper connection to their customers and are equipped with resources to make personalized recommendations when someone is considering nutrition, skincare and home care products. Plus, customers can quickly order products online or with their mobile device.

Additional support, beyond that of an ABO, is available locally as well. On average, Amway responds to 12.4 million customer requests a year through their local customer support teams. A recent digital customer service upgrade helped reduce the average waiting time to under a minute in some of its largest markets, including China, Korea, USA and India.

The company is complementing its customer service staff with digital interactions (chat, bots, etc.), as well as social customer service using instant messaging chats, to respond to ABO and customer needs however the individual prefers.

Amway has recently invested

\$70M

USD in mobile apps for Amway Business Owners, including the flagship app, Amway MyBiz.

Amway has invested nearly

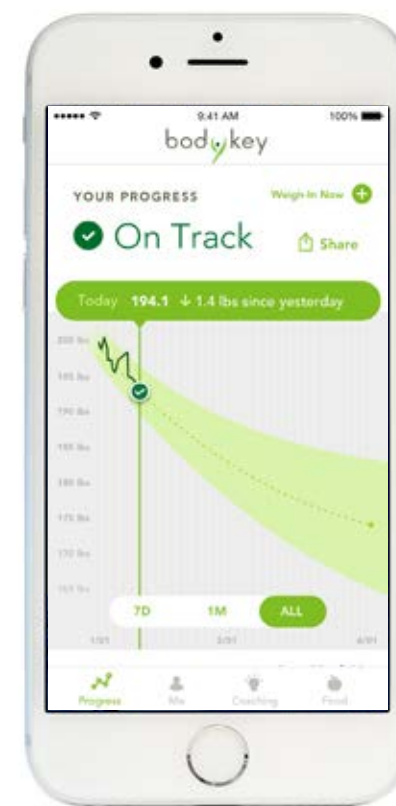
\$3M

in its digital customer service experience recently.

Amway customer service teams respond to

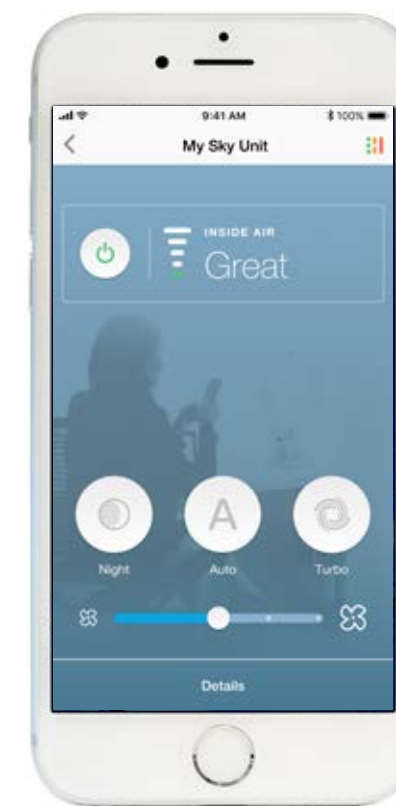
12.4M

customer requests a year.



BODYKEY SMARTLOSS

As part of the BodyKey™ weight management product line, the SmartLoss™ app helps users track daily weight and steps. The app serves as a personal coach, helping users achieve their weight management goals and share successes with others.



ATMOSPHERE CONNECT

Paired with an Atmosphere Sky™ unit, the Connect App allows users to control and monitor indoor air quality from anywhere, offering the capability to adjust settings, change fan speeds and track filter life.

HARNESSING THE POWER OF PLANTS

The Nutrilite™ brand's top-selling products and more >





Clockwise from left:

Scientists examine Traditional Chinese Medicine plants from the Amway (China) Botanical Research & Development Center (ABRC) in Wuxi, China; the ABRC is built on 34 hectares of far and, including this large greenhouse; Nutrilite™ Double X™ contains 12 essential vitamins, 10 essential minerals and 22 plant concentrates from every color of the phytonutrient spectrum.



You don't remain the world's No. 1 selling vitamins and dietary supplements brand without constant innovation.

Turmeric, watercress, rosemary and alfalfa. This isn't a recipe for a culinary concoction, it's a few of the ingredients found in Nutrilite™ Double X™ vitamin, mineral and phytonutrient supplement. While it still holds the same name as Nutrilite™ brand's legacy product, it now sports a new formula boosting phytonutrient levels (also called phytochemicals) to help the body defend against free radicals.

The Nutrilite™ product portfolio of vitamins and dietary supplements features ingredients made from plants grown on Amway certified organic farms in the U.S., Brazil and Mexico. In total, Amway owns nearly 6,000 acres of farmland that supply ingredients used in many Nutrilite™ products.

Ingredients are combined with unique scientific insights, like time-release technology, to maximize the nutritional benefit for consumers.

From products that support brain function to products, like Truvivity™, that support hydration and skin health from the inside out,* there's a wide range of Nutrilite™ products for the whole family.

NUTRILITE™ SUPPLEMENTS COMBINE THE 'BEST OF NATURE' AND THE 'BEST OF SCIENCE,' RESULTING IN SAFE, HIGH QUALITY VITAMINS AND DIETARY SUPPLEMENTS.

TOP-SELLING NUTRILITE™ PRODUCTS

1. NUTRILITE™ ALL PLANT PROTEIN POWDER
2. NUTRILITE™ DOUBLE X™/ TRIPLE X™ DIETARY SUPPLEMENT
3. NUTRILITE™ VITAMIN C PLUS

NUTRILITE™

is the world's No. 1 selling vitamins and dietary supplements brand.**

10.6B

Nutrilite™ vitamin and mineral tablets and soft gels are sold annually.

*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

**Euromonitor International Limited, euromonitor.com/amway-claims



INFUSED WITH NATURE, PERFECTED BY SCIENCE

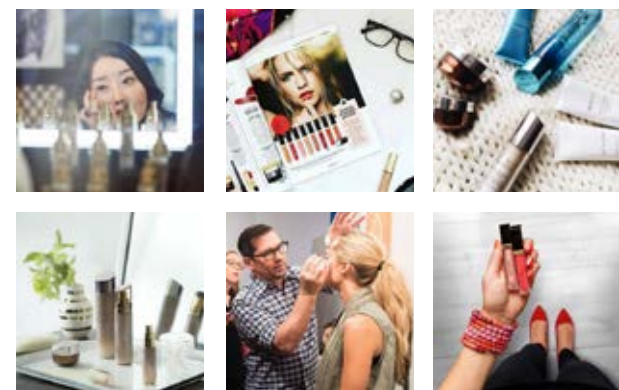
The latest Artistry™ products and beauty news >

Founded by Edith Rehnberg, a trailblazer for entrepreneurial women, Artistry™ today has become a top-selling premium beauty brand.

Rehnberg was a world traveler and was inspired by the unique beauty of women around the globe. She made it her mission to develop skincare and makeup products for the unique skincare needs of people everywhere.

More than 50 years later, the Artistry™ brand is known for its personalized product portfolio that's infused with botanical ingredients and backed by Amway's expertise in skin science.

The wide portfolio of beauty and personal care products is formulated based on Amway's expertise in skincare. Many of the products include ingredients sourced from the company's certified organic farms. One example is the Artistry™ Vitamin C + HA Treatment. It's infused with the Vitamin C powerhouse acerola cherry.



View photos of Amway Business Owners with their favorite Artistry™ products from around the world on Instagram: @Amway

TOP-SELLING ARTISTRY™ PRODUCTS

1. YOUTH XTEND™ SOFTENING LOTION
2. YOUTH XTEND™ EYE CREAM
3. SUPREME LX™ REGENERATING CREAM



ESSENTIALS BY ARTISTRY™ GEL CLEANSER

This sulfate-free gel cleanser cleans and tones in one step, removing makeup, pore-clogging dirt and excess oils.



VITAMIN C + HA TREATMENT™

This Artistry™ intensives skincare product was reformulated in 2017 to include the highest concentration of Vitamin C ever offered in an Artistry™ product.



ARTISTRY SIGNATURE COLOR™ BLUSH

Shades from sweet pink to dusty mauve are formulated with microfine pigments, guaranteeing blendable, beautiful color.



ARTISTRY SUPREME LX™ REGENERATING EYE CREAM

Reduces visible signs of aging in the eye area with this luxurious eye cream made with 24-karat gold and gardenia grandiflora stem cell extracts.



ARTISTRY EXACT FIT™ POWDER FOUNDATION

Rare Amazonian minerals help control shine for a beautifully natural matte finish while perfecting and minimizing the appearance of dark spots, pores and blemishes.



ARTISTRY IDEAL RADIANCE™ ILLUMINATING MILKY EMULSION

Powered by the highest concentration of brightening ingredients, this lotion helps interrupt the cycle that creates age spots before they begin.



ARTISTRY SIGNATURE COLOR™ LIGHT UP LIP GLOSS

Enriched with jojoba and avocado oils, Light Up Lip Gloss gives lips a vibrant shine with extra moisturization. Apply anytime, anywhere with the built-in mirror and LED light.



ARTISTRY YOUTH XTEND™ PROTECTING CREAM

This cream contains antioxidant extracts and botanicals to rejuvenate skin's youthful appearance morning to night and help protect from environmental stresses.

196M+

beauty and personal care products are sold annually.

ARTISTRY™

is among the world's top 10, largest selling, premium skincare brands.*

*Euromonitor International Limited, euromonitor.com/amway-claims

HEALTHY HOMES, HEALTHY PLANET



Amway helps to make homes cleaner and safer with high-performing products for water and air purification, cooking and cleaning needs.

Many people don't realize the first Amway product, a biodegradable, environmentally sensitive home cleaning product, paved the way for the company's current home products. From phosphate-free laundry detergent to environmentally sensitive cleaning products, Amway home products are safe for the whole family.

Today, Amway is well known for its eSpring™ water treatment system and Atmosphere™ air treatment system.

TOP-SELLING HOME PRODUCTS



ATMOSPHERE™ AIR TREATMENT SYSTEM

The combination of Amway's proven particle sensor technology with a three-stage filtration system results in cleaner air.



ESPRING™ WATER TREATMENT SYSTEM

This water purifier removes more than 140 potential health-effect contaminants that may be present in drinking water.



AMWAY HOME™ DISH DROPS ULTRA-CONCENTRATED DISHWASHING LIQUID™

Just a few drops cut through a sink full of greasy, dirty dishes. Plus, the biodegradable, phosphate-free formula is safer for the environment and your family.

80M+

home products are sold annually.

eSpring™ is the world's

NO. 1 SELLING

brand of home water treatment systems.* It effectively removes more than 140 potential health-effective contaminants and destroys more than 99.9% of waterborne, disease-causing bacteria and viruses.

ATMOSPHERE SKY™

air treatment system effectively removes 99.99% of more than 300 particulates as small as .007 microns from air passing through the filter.



ATMOSPHERE DRIVE™

The Atmosphere Drive™ system is Amway's first portable air treatment system for the car. It's the same air treatment technology that you know and love, just packaged in a smaller size to reduce particle sizes of .015 microns from air passing through the filter.

*Based on a Verify Markets study of 2016 global sales.

From summer road trips to chilling seaside, XS™ Energy drinks keep you energized for wherever adventure takes you.

XSPERIENCE MORE

XS™ Energy is more than just an energy drink and sports nutrition brand. It's a fresh approach to business.

XS™ Energy Co-Founder David Vanderveen seems more at home on a surfboard than he does behind a desk. A resident of the Golden State of California, he splits his time in the office between the XS™ Energy brand's birthplace in Laguna Beach and Amway headquarters in Ada, Michigan, USA. His passion for XS™ Energy is unmatched, and it seems like he's always on the move. Japan, Korea, Australia, Germany, China—he meets with thousands of Amway Business Owners a month, and he has his finger on the pulse of what engages millennials.

"People today are very interested in entrepreneurship," said Vanderveen. "They don't want to be in the office from 9 a.m. to 5 p.m., five days a week. They're hungry for flexibility and freedom. They want to travel and see the world—in addition to having a family and making money."

Research continues to show that people today view work as a "thing," not a "place." Coincidentally, that's why Rich DeVos and Jay Van Andel founded Amway—to give people more freedom and flexibility with both their time and finances.

"The line between work and play is disappearing, blending in with a lifestyle that says work should be more than a way of making a living." For Vanderveen, he's focused on building an experience around independent business ownership (coined, XSperience). Scroll the brand's Instagram feed and you'll see customers and business owners snapping selfies of themselves climbing mountains and surfing with their energy drink or nutrition bar in hand.

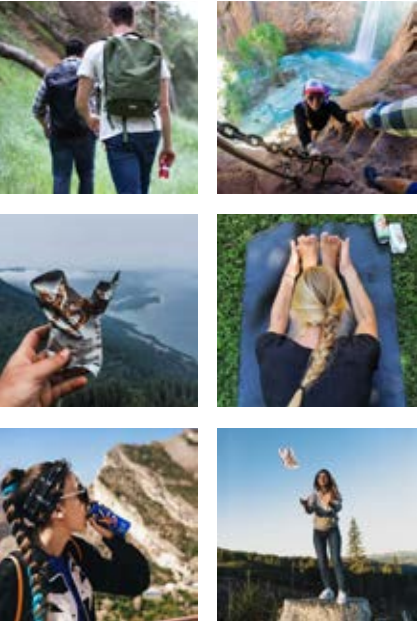
XS™ Energy is giving Amway Business Owners a creative, adventurous outlet to build an Amway business and a brand around action, adventure and fitness. It's an XSperience that can't be found anywhere else.

"THE LINE BETWEEN WORK AND PLAY IS DISAPPEARING, BLENDING IN WITH A LIFESTYLE THAT SAYS WORK SHOULD BE MORE THAN A WAY OF MAKING A LIVING."

DAVID VANDERVEEN
CO-FOUNDER OF XS™ ENERGY



Catch up with the XS™ brand on Instagram to see the wild places and awesome adventures that ABOs take with their favorite energy drink: @XSNation



More than
30% sales growth
in 2017

XS™ ENERGY
is the first exclusively sugar-free energy
drink brand sold globally.*

*Euromonitor International Limited, euromonitor.com/amway-claims



BEST OF NATURE,
BEST OF SCIENCE



Our scientists are taking discovery and innovation to the next level.

While most companies employ an R&D team, Amway takes it a step further and has built a small army. Here, nearly 1,000 Amway scientists, engineers and technicians work with leading universities, science institutes and advisory boards to conduct world-class research that supports product development.



While efforts behind some segments of product development research are kept secret for competitive purposes, others warrant a different approach: sharing. Whether it's submitting our research for publication in scientific journals, or opening the results of a study for public domain, Amway R&D believes in the importance of sharing in an effort to advance scientific research as a whole.

Recent scientific research advancements include the work being done at the Amway (China) Botanical Research & Development Center (ABRC) in Wuxi, China. At the 118-acre research farm and R&D center, Amway scientists are exploring a wide range of Traditional Chinese Medicine (TCM) plants, including goji berry and chrysanthemum, for potential integration into future nutrition and beauty products.

Clockwise from left:
The greenhouse at the Amway (China) Botanical Research & Development Center (ABRC) in Wuxi, China; a scientist examines plant concentrates for a future Amway™ product in the Nutrilite™ lab in Buena Park, California; a scientist works on a new formula in the lab at Amway World Headquarters in Ada, Michigan, U.S.; Chrysanthemums bloom at the ABRC, where Amway scientists recently completed mapping this complex plant's genome.



240+

patent applications pending worldwide

800+

patents held worldwide

100+

scientific laboratories

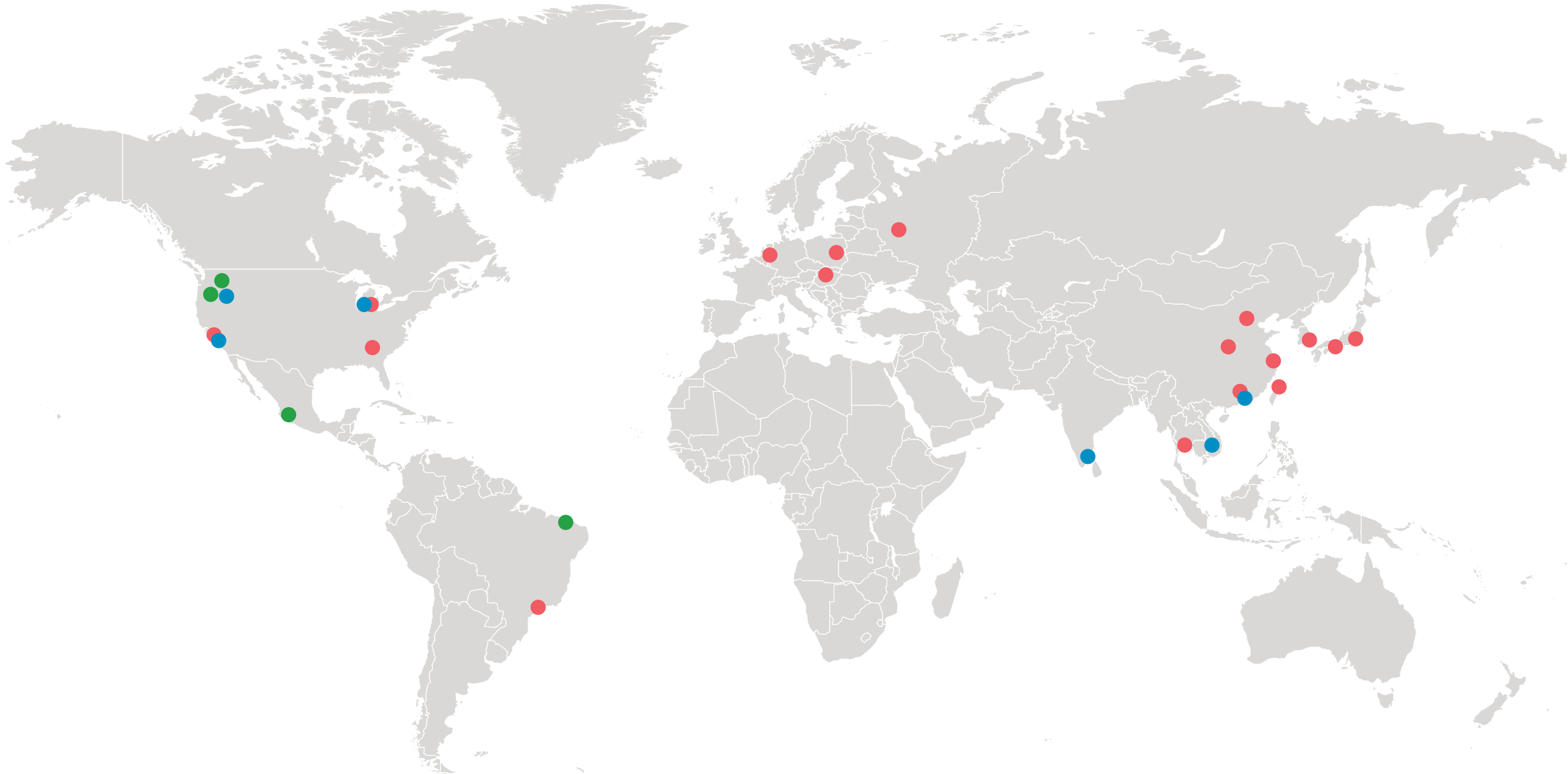
\$335M

USD invested in new manufacturing and R&D facilities in the last six years

15

manufacturing and processing plants

- MANUFACTURING FACILITIES
- CERTIFIED ORGANIC FARMS
- DISTRIBUTION/WAREHOUSING



GLOBAL FOOTPRINT

6 continents, 750+ places and spaces, millions of Amway Business Owners. With such a large global footprint, it's no surprise to see Amway wherever you are in the world.

Since 1959, Amway has expanded across the globe and now operates in more than 100 countries and territories. With a presence that stretches from South Africa to Thailand, England to Australia, you're likely to encounter one of the 750+ Amway spaces during your travels.

In addition to the Amway Center™ in Orlando, Florida, you'll also see the Amway™ logo and blue awning by the entrance of Citi Field in New York City. If you head to Tokyo, you'll see the Amway™ logo in the skyline of Shibuya, one of the city's trendiest neighborhoods.

AMERICAS

REGIONAL PRESIDENT
Candace Matthews

MARKETS
Brazil
Latin America
North America

CERTIFIED ORGANIC FARMS
Ephrata, Washington, USA
Jalisco, Mexico
Trout Lake, Washington, USA
Ubajara, Brazil

MANUFACTURING FACILITIES
Ada, Michigan, USA
Buena Park, California, USA
Quincy, Washington, USA

MAJOR DISTRIBUTION/WAREHOUSING HUBS
Ada, Michigan, USA
Norcross, Georgia, USA
Santa Fe Springs, California, USA
Sao Paulo, Brazil

EUROPE, INDIA, AFRICA

REGIONAL PRESIDENT
Samir Behl

MARKETS
Europe
India
Russia
Southern Africa

MANUFACTURING FACILITY
Tamil Nadu, India

MAJOR DISTRIBUTION/WAREHOUSING HUBS
Budapest, Hungary
Moscow, Russia
Pruszkow, Poland
Venlo, Netherlands

GREATER CHINA

REGIONAL PRESIDENT
Gan Chee Eng

MARKETS
China
Hong Kong
Taiwan

MANUFACTURING FACILITY
Guangzhou, China

MAJOR DISTRIBUTION/WAREHOUSING HUBS
Beijing, China
Guangzhou, China
Shanghai, China
Taipei, Taiwan
Xi'an, China

ASIA PACIFIC

REGIONAL PRESIDENT
Mark Beiderwieden

MARKETS
Australia
Japan
Korea
New Zealand
Southeast Asia

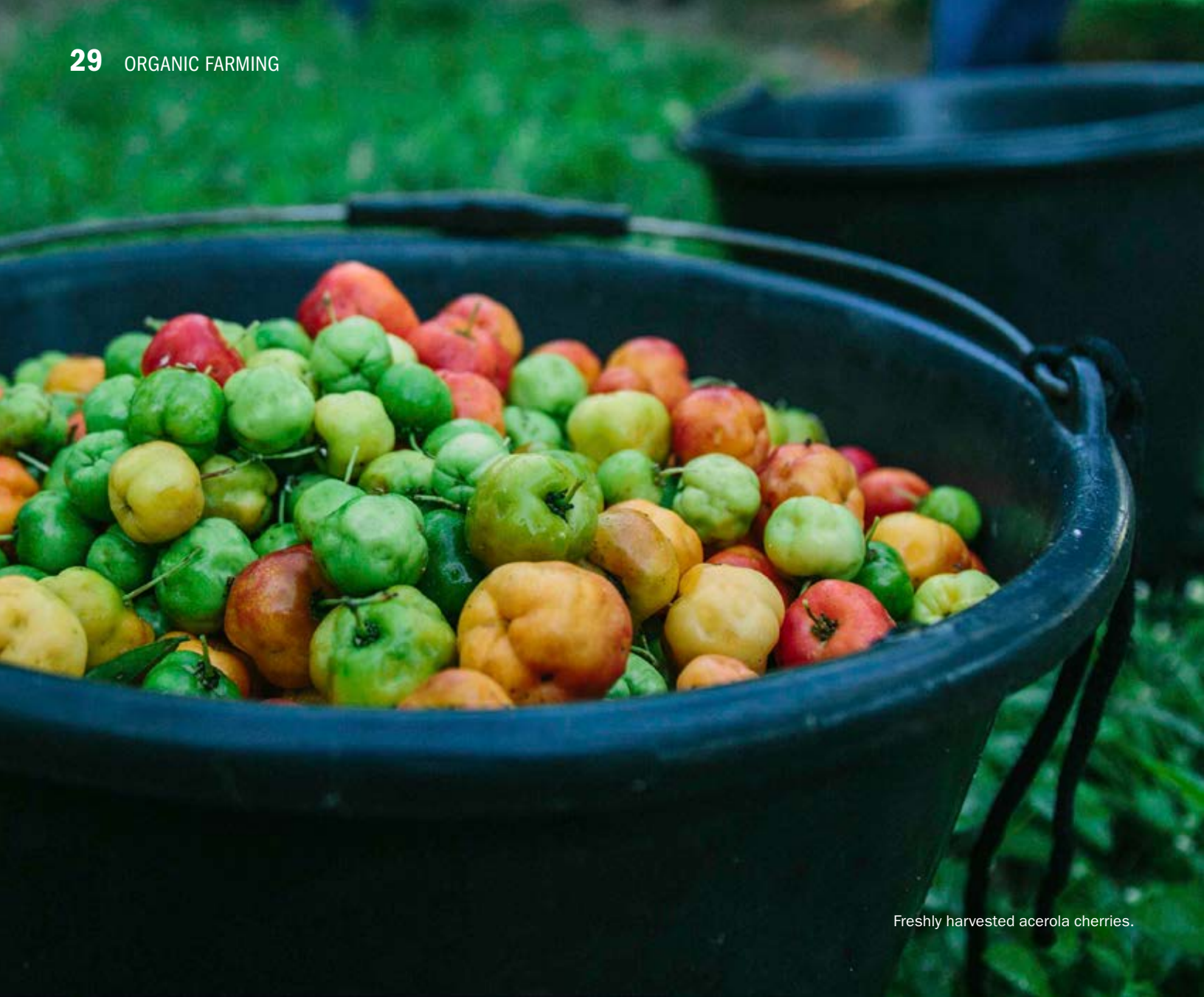
MANUFACTURING FACILITY
Binh Duong, Vietnam

MAJOR DISTRIBUTION/WAREHOUSING HUBS
Busan, South Korea
Kobe, Japan
Samut Prakan, Thailand
Tokyo, Japan

FARMING HOW IT'S MEANT TO BE

Get to know Amway's certified organic farms >





Freshly harvested acerola cherries.

No to pesticides and chemicals. Yes to worms.

“I come from a family of farmers, so I love the country; the plants; the soil. That’s why I love my work.”

Anacleto Sosa, Amway R&D manager, stands like a farm superhero, surrounded by an expansive sea of spinach plants at Rancho El Petacal, one of the company’s certified organic farms. The farm is located only 100 kilometers from Mexico’s pacific coast, taking advantage of the warm sea breezes.

Rather than relying on harmful chemicals, the farm relies on a variety of natural methods to keep the plants healthy and the ground fertile. One example is the five tons of worms that are farmed to provide rich nutrients that enrich the soil. In a healthy worm farm, the worms process the equivalent of their own weight each day. Their waste, or castings, is collected by watering and draining the worm beds multiple times. The result is 260,000 liters of nutrient-rich liquid humus a year, key to fertilizing the farm’s organic crops destined for ingredients to be used in Nutrilite™ products.

The farm team also makes their own organic fertilizer from a formula of alfalfa, water, milk and special strains of bacteria. This, combined with the worm farm’s liquid humus, is the only fertilizer that’s spread on the fields. That gives us all the benefits of traditional farming methods, but it’s all natural.

Similar methods are used at its sister farms in Trout Lake, Washington, USA, where the farms are irrigated using nutrient-rich water runoff from the nearby glacier; and at the farm in Ubajara, Brazil, the site of our largest acerola cherry farm.



Photos clockwise from top:

A farmer tends to the acerola cherry tree nursery in Ubajara, Brazil; echinacea blooms at Amway’s farms in Trout Lake, Washington, U.S.; Amway R&D manager Anacleto Sosa in a field of spinach at Rancho El Petacal; fields of alfalfa ready for harvest at Rancho El Petacal; the entry to the haciendas at Rancho El Petacal; Amway relies on GPS-guided tractors to efficiently tend to the thousands of acres of farmland.

NEARLY 6,000 ACRES

Nutrilite™ is the only global vitamin and dietary supplement brand to grow, harvest and process plants on their own certified organic farms.*

*Euromonitor International Limited, euromonitor.com/amway-claims

“CHILDHOOD MALNUTRITION IS A PREVENTABLE ISSUE AND WE KNOW THAT BY USING AMWAY’S RESOURCES AND OUR EXPERTISE, WE CAN HELP MORE MALNOURISHED CHILDREN AND THEIR FAMILIES LIVE BETTER LIVES.”

JEFF TERRY
AMWAY GLOBAL MANAGER
FOR CORPORATE
SOCIAL RESPONSIBILITY

FIGHTING CHILDHOOD MALNUTRITION



A big solution in a small package.

“What if we could take our expertise in nutrition and supplementation, and solve world problems?”

This was the question that started our fight against childhood malnutrition.

According to the World Health Organization (WHO), more than 3 million children die each year as a result of malnutrition. Those who survive are often challenged with physical, health and cognitive problems for the rest of their lives.

As such, the first five years of a child’s life are critical to their development, and Amway has taken on the task of helping address the issue through its own unique solution, Nutrilite™ Little Bits™. Based on the WHO’s recommendations, Nutrilite™ Little Bits™ is a micronutrient supplement enhanced with plant nutrients, and is distributed to families in partnership with humanitarian organizations.

For families like the Nzimas, who are from Lusaka, Zambia, Nutrilite™ Little Bits™ is helping their children survive and thrive. “If the food that you give them doesn’t have vitamins, how can they survive?” Jonathan Nzima asks.

250,000

ABOs and employees were engaged in the Nutrilite™ Power of 5 campaign to support the distribution of Nutrilite™ Little Bits™, through events, rallies, runs and promotions in 2017.

\$120

USD cost to provide Nutrilite™ Little Bits™ to a child for one year

While they don’t have the money to buy fresh fruit and vegetables, he mixes Nutrilite™ Little Bits™ supplement in with their hot cereal, filling the nutritional gap left from their impoverished diet.

500,000+

malnourished children will receive a daily supply of Nutrilite™ Little Bits™ by the end of 2019.

Nutrilite™ Little Bits™ is distributed through:

24

programs across

15

countries



Amway, employees and distributors support local causes across the world.

From raising money to help children with special needs in the United States to building homes for families in Guatemala, they’re a volunteer force to be reckoned with and have changed thousands of lives.

\$17.2+ M

global donations from Amway, employees and Amway Business Owners globally in 2017

515,938

number of people helped through Amway volunteer efforts in 2017

102,778

number of Amway volunteers in 2017

210,000

volunteer hours recorded in 2017



WHAT DRIVES THE ENTREPRENEURIAL SPIRIT?

Amway Global Entrepreneurship Report 2018 identifies technology, education and skills as key opportunities to improve the start-up environment for aspiring entrepreneurs.

For eight years, Amway has conducted global research on entrepreneurship, examining perceptions and attitudes toward building a business.

This year’s findings show that there remains great room for improvement in supporting entrepreneurship through technology, education and teaching critical skills.

“Gaining a greater understanding of why people decide for or against owning a business, and what kind of businesses are most appealing, is helpful for effectively fostering a world of entrepreneurs,” said Amway President Doug DeVos. “This knowledge can help business and government leaders make decisions and take actions that help more people start their own businesses and reach their full potential. More entrepreneurs mean more opportunity, more economic growth and more prosperity for everyone.”

2018 REPORT SURVEY RESULTS

44

countries participated

49,000+

men and women aged 14–99 surveyed

HOW ENTREPRENEUR-FRIENDLY FRIENDLY IS OUR WORLD?

36%

agree that the economic situation is beneficial

34%

agree that the rules and regulations are easy to understand and follow

40%

agree the education system teaches people the skills they need

48%

of respondents agree their country has technology available that makes entrepreneurship easier

33%

agree that dealing with taxes in their country is manageable

GLOBALLY, ENTREPRENEURS PREFER:

64%

working in a metropolitan area

60%

a profit-oriented business

75%

servicing clients personally

57%

working with a team instead of alone

54%

to provide a service

THE TOP-THREE AREAS RESPONDENTS WISH FOR SUPPORT:

23%

raising money

20%

help with finances, taxes and regulations

18%

marketing and identifying customers



“WE WERE JUST TWO GUYS WHO WANTED TO HAVE A BUSINESS OF OUR OWN. WE WERE KIDS WHO WERE HUNGRY FOR SUCCESS AND WHO WANTED TO GIVE OTHERS THE CHANCE TO BE IN BUSINESS FOR THEMSELVES TOO.”

RICH DEVOS
CO-FOUNDER OF AMWAY

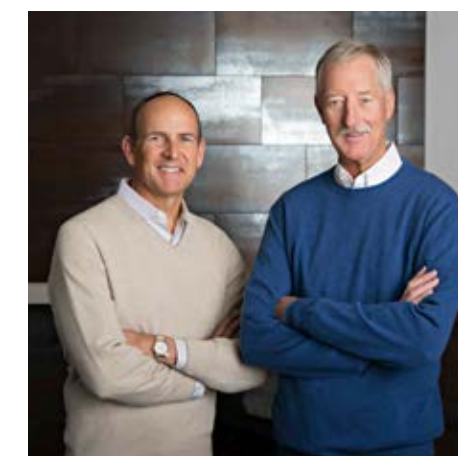
INSPIRING THE NEXT GENERATION OF ENTREPRENEURS

Building a business requires perseverance, resilience and taking a few risks.

Amway was founded in Ada, Michigan, USA, by two lifelong friends and business partners, Jay Van Andel and Rich DeVos. As entrepreneurs, they knew how hard starting a business could be—from starting a flight school to opening a burger restaurant, they had experienced the highs and lows of the startup world. In 1959, they founded Amway to make it easier for other people to start their businesses, too.

“We were just two guys who wanted to have a business of our own. We were kids who were hungry for success and who wanted to give others the chance to be in business for themselves too,” recounted DeVos.

Today, their sons lead the company, which has grown to become one of the largest privately held companies in the United States.

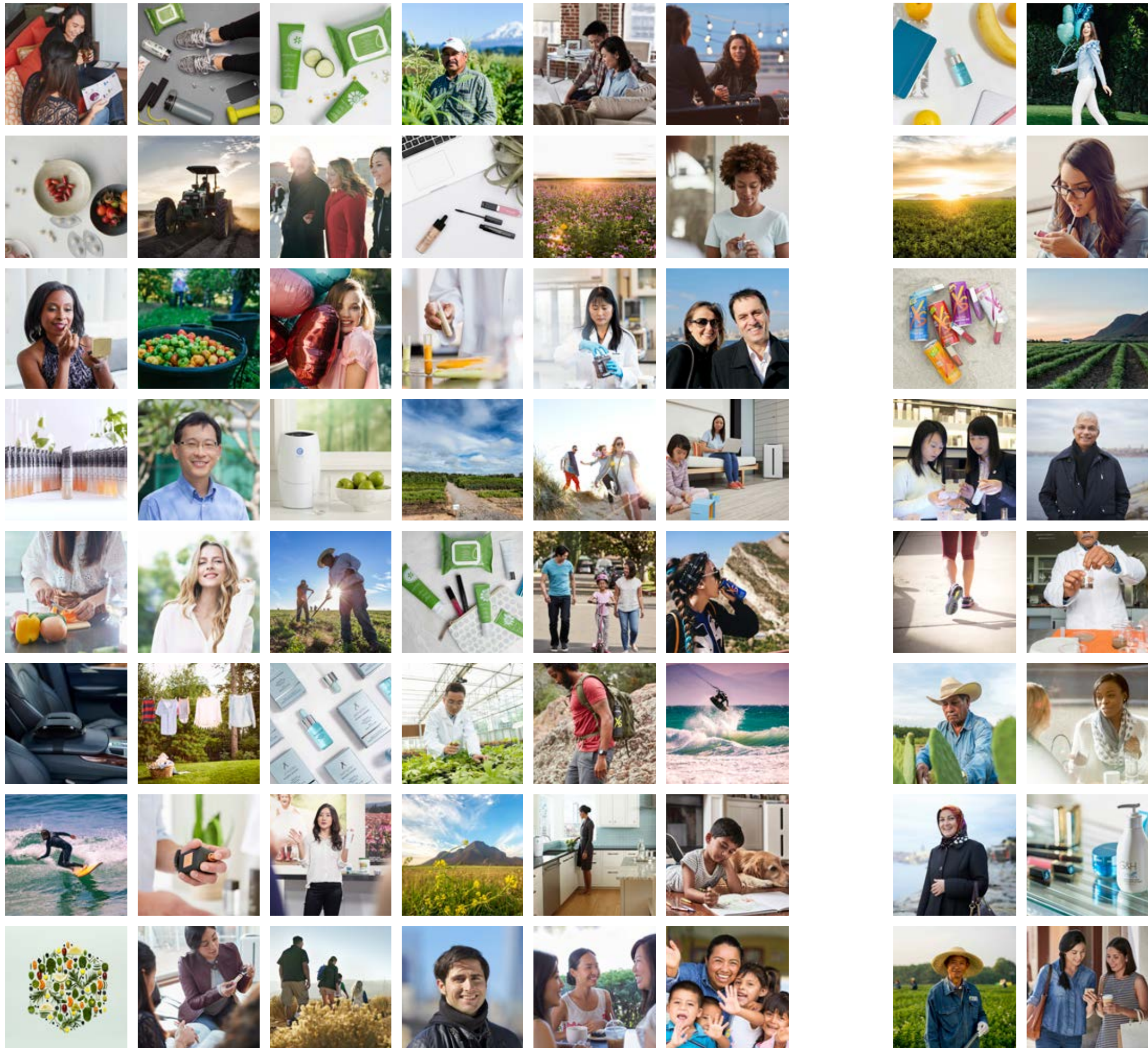


Doug DeVos and Steve Van Andel

While the world has changed a lot since 1959, the company is still fueled by the founders' entrepreneurial spirit and high-quality Amway™ products. And, the company still remains dedicated to helping people take the first step toward business ownership.

“Putting Amway Business Owners and customers at the center of all we do is what has enabled Amway to thrive and grow. We want to do everything we can now to ensure the future is strong for generations to come,” said Doug DeVos.

Chairman Steve Van Andel and President Doug DeVos both have served in leadership positions with key industry organizations, including the World Federation of Direct Selling Associations (WFDSA) and the Direct Selling Education Foundation. Doug DeVos recently completed his term as chairman of the WFDSA, and Steve Van Andel is a two-time former chairman of the U.S. Chamber of Commerce.

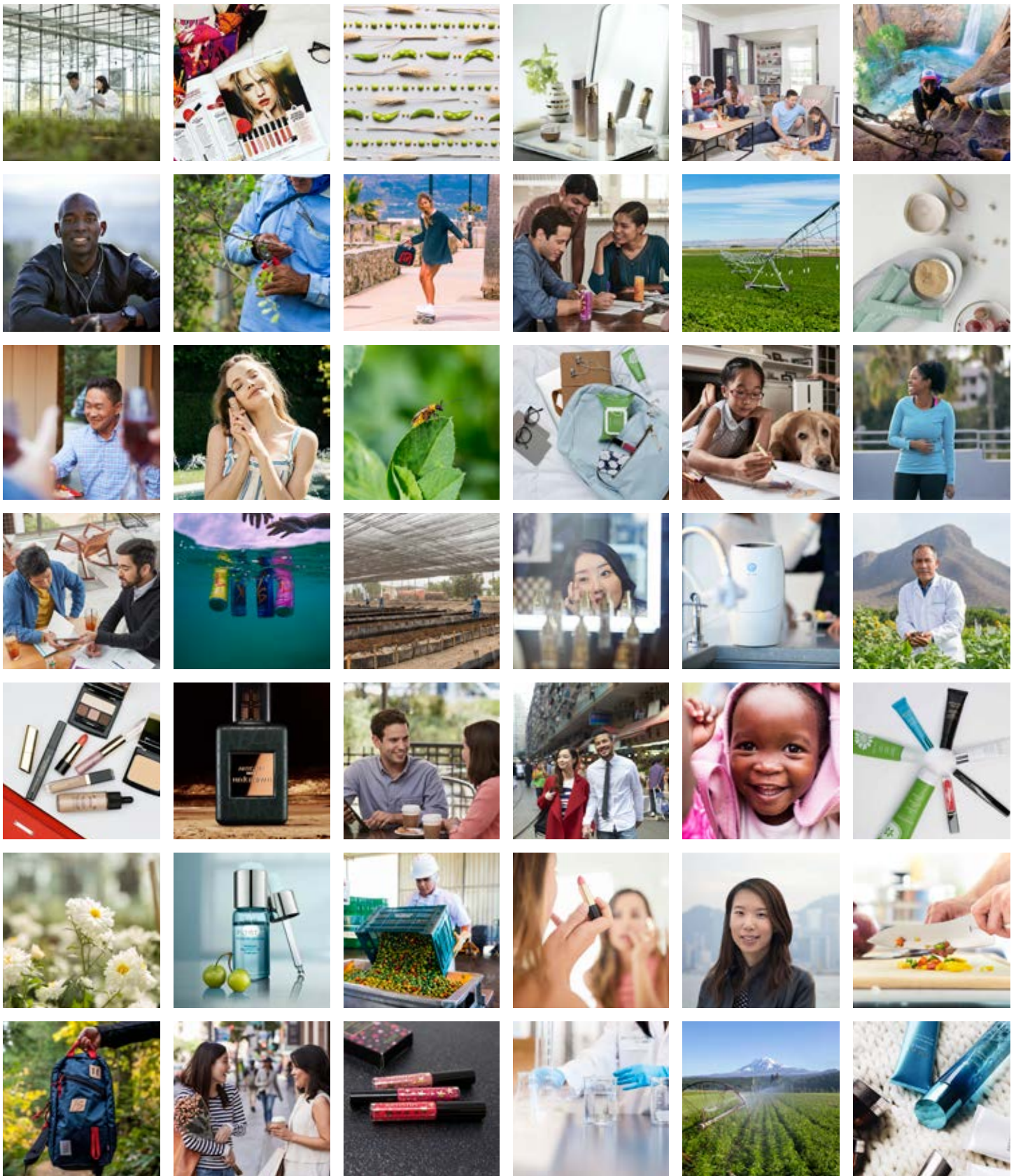


THE FUTURE OF AMWAY

From India to Thailand, Ukraine to Mexico, the Amway business continues to give people the opportunity to take the first step toward financial flexibility. Whether it's selling products part-time or building a sustainable business for the long term, there's never been a better time to join Amway. To keep up to date, follow the company on Facebook® (facebook.com/amway), Twitter® (@amway), YouTube® (youtube.com/amway) or Instagram® (@amway), or visit www.amwayglobal.com to find Amway in your country.

Facebook® is a registered trademark of Facebook, Inc., Twitter® is a registered trademark of Twitter, Inc., YouTube® is a registered trademark of Google Inc., Instagram® is a registered trademark of Instagram, LLC.

Photos from Amway Business Owners and customers appear throughout the media guide. Thanks to the following for use of their images: @eglegil, @dilyanatabakova, @lesia.eriomina, @bri_pile, @zanetacugaj, @katerina.orlikhina, @alfredhofca, @36mark, @karolinanaz, @katieemackie, @mufasa.13 and @xsblondie.



2018 GLOBAL MEDIA GUIDE
AMWAYGLOBAL.COM