



# Global Media Guide

2020



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**NUTRITION**  
**BEAUTY**  
**HOME**  
**ADVENTURE**

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## **Products for a Healthy Lifestyle**

Our extensive range of personalized, healthy nutrition, beauty and home products are designed to help people live a more balanced and active life.

## **Flexible Income Opportunity**

Amway Business Owners earn income by recommending and selling our high-quality products and building a team to do the same.

## **Improving Global Communities**

We combine the best of our business with the passion of our team to help improve the health and wellbeing of people around the world.



## Hello!

Last year, Amway's 60th anniversary celebration (A60) gave us the opportunity to celebrate our past achievements while looking ahead to our 70th to unleash entrepreneurship for the next generation. This year, we are excited to invest in digital platforms, product innovation and independent Amway Business Owners (ABO) compensation, all to drive global enterprise growth and enable ABOs to turn their passions into profit and support the needs of their customers.

Amway is already aligned with some of the biggest global trends, like the gig economy, healthy lifestyles, and the rise of communities on social media that connect people with similar passions and interests. The business landscape is shifting and new technologies are emerging every day, prompting more people to optimistically consider owning their own businesses. At the same time, it is inspiring to see more entrepreneurs associate business ownership with having the opportunity to pursue work they are most passionate about. Our new multi-year growth strategy and investment plan will help ABOs capitalize on these trends and meet the needs of their customers.

We will get there by building on our strengths — the entrepreneurial spirit of ABOs, the vibrant communities they've built, our product development expertise and the values established by Amway's founding families. Our purpose unwaveringly remains helping people live better, healthier lives and we are committed to doing just that as we look to A70 and beyond.

Sincerely,

Milind Pant  
Chief Executive Officer

# Amway at a Glance

## INSPIRING THE NEXT GENERATION OF ENTREPRENEURS

In 1959, Rich DeVos and Jay Van Andel started Amway in the basements of their Ada, Michigan homes. Since then, Amway has grown from a small business to a global company operating in more than 100 countries and territories worldwide. We've continued to manufacture and offer products that are loved by customers globally, from pure, safe and effective nutritional supplements to personalized beauty products that you can't find anywhere else.

The Amway business isn't just about the products we sell, we're also about people. Specifically, the 1+ million Amway Business Owners around the world who sell products to customers and are at the center of everything we do. There has never been a better time for the Amway business than right now. We're a trusted resource for people to earn extra income and proud to have been named in 2019 as the world's No. 1 direct selling business.\*



### Business Units

- Nutrition — 54%
- Beauty — 25%
- Home — 20%
- Other — 1%

### Top-Selling Nutrition Products

1. Nutrilite™ All Plant Protein Powder
2. Nutrilite™ Double X / Triple X Dietary Supplement
3. Nutrilite™ Vitamin C Plus

### Top-Selling Home Products

1. eSpring™ Water Treatment System
2. Atmosphere™ Air Treatment System
3. Atmosphere™ Drive Car Air Treatment System

### Top-Selling Beauty Products

1. Artistry™ Signature Select Personalized Serum
2. Artistry™ Advanced Vitamin C + HA Treatment
3. Artistry™ Youth Xtend Softening Lotion

### Top-Selling Personal Care Products

1. Glistar™ Toothpaste
2. G&H™ Body Shampoo
3. G&H™ Roll-on Deodorant

\* Ranked by the DSN Global 100, May 2019 edition, based on 2018 revenues.



**15,000+ employees**  
**Nearly 400 unique products**  
**780+ patents held**  
**220+ patent applications pending**



# Nutrition

## TRACEABILITY FROM SEED, TO SUPPLEMENT, TO YOU

Traceability is ingrained in the Nutrilite™ brand's DNA and ensures supplements that are pure, safe and effective. While industry standards state the "traceability" of an ingredient is knowing one step before and one step after an ingredient's journey, the Nutrilite™ brand requires much deeper visibility, and, in the case of botanicals, down to the farm level. Through this stringent traceability process, customers can be assured that their Nutrilite™ supplements contain exactly what the label says — no more, no less.

Safety is also a key component of Nutrilite™ products' traceability story. The company meticulously tracks each step of the process from start to finish and has rigorous rules in place to help protect products from even the slightest threat of contamination. No one in the world cares or invests as much as Amway does to ensure the purest ingredients, manufactured in the safest way so that people can have confidence in their vitamins and supplements.



### Sustainability

Nutrilite™ operates nearly 6,000 acres of certified organic farmland in the U.S., Mexico and Brazil, where we grow, harvest and process plants using sustainable farming methods.

### Global Rank

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

### Traceability

The Nutrilite™ botanical traceability standard\*\* is the leading global standard in the supplement industry, powered by NutriCert™.\*\*\*

### Nutrilite™ Sales

Over 11 billion Nutrilite™ vitamin and mineral tablets and soft gels are sold annually.

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

\*\* The Nutrilite™ traceability standard, owned by Amway and verified by Ecocert SA.

\*\*\* Our exclusive agricultural certification program that ensures our partner farms meet the same quality standards we adhere to on our own farms.

# Beauty

## INFUSED WITH NATURE, PERFECTED BY SCIENCE

The Artistry™ brand uses the best of science and nature to create personalized beauty solutions for every skin type across the world. We start with the most powerful, pure ingredients and botanicals grown on our own Nutrilite™ certified organic farms. Then our scientists take the best part of the plants, in the perfect amounts, for the most effective

formulas. Today, almost all our Artistry™ skincare products include acerola cherry, a vitamin C superstar for skin anti-aging, sourced from our certified organic farm in Brazil. We combine these powerful botanicals with the learnings from our analysis of 32,000 faces from all over the world to ensure we have solutions for every person's unique skin needs.



A recent launch of two personalized beauty products, Artistry Signature Select™ Personalized Serum and Artistry Signature Select™ Masks, include the benefits of five Nutrilite-sourced ingredients — acerola cherry, black currant, green tea, pomegranate and spinach — and the ability to customize treatments for every user.



### Sales

More than 168 million beauty and personal care products are sold annually.

### Critical Acclaim

Artistry™ has become a top-selling premium beauty brand. Our skincare and color collections have received critical acclaim and have been worn by celebrities at New York Fashion Week, the Busan International Film Festival and beyond.

### Nutrilite™ Botanicals

Five Nutrilite™ botanicals are included in Artistry Signature Select™ Personalized Serum and Artistry Signature Select™ Masks — including acerola cherry, black currant, green tea, pomegranate and spinach.

### Botanical Library

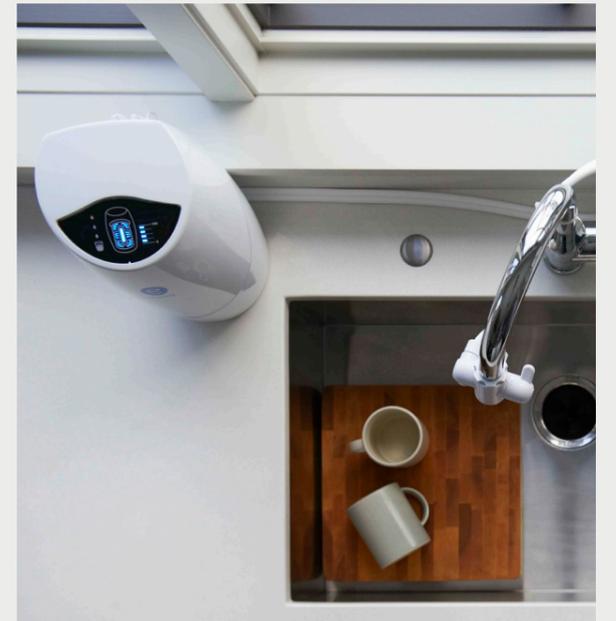
Nutrilite™ and Artistry™ have a library of more than 1,800 botanicals to determine the best part of the best plants to use in our nutrition and skin care products.

# Home

## HEALTHY HOMES, HEALTHY PLANET

Amway's innovative, science-based products promote healthy homes with devices that clean the water you drink and the air you breathe; premium cookware products; and cleaning and laundry products that are safe for your family and the planet. For 60 years, we've remained dedicated to

creating environmentally sensitive home products that are safe for families across the world. As an added benefit, most of our cleaning and laundry products are made with key ingredients derived from natural sources like coconuts, citrus fruits and minerals.



### Water

eSpring™ water purifier removes more than 140 potential health-effect contaminants and uses UV light to treat water without the use of chemicals.

### Cookware

iCook/Amway Queen™ cookware features low-moisture cooking, which locks in 30% more nutrients without added fats or unnecessary water.

### Air

Atmosphere™ Sky combines particle sensor technology with a three-stage filtration system to remove 99.99% of airborne allergens and contaminants down to 0.0024 microns.

### Sales

More than 74 million home products are sold annually.

# Adventure

## ARTISTRY STUDIO™

Artistry Studio™ is a brand of makeup and specialty bath and body products for beauty lovers everywhere. Inspired by hotspot cities around the world, limited-edition collections capture the essence of what makes each city thrive with colors, textures, and scents for must-have products that

blend beauty, travel and business. Artistry Studio™ has featured editions from New York City, Paris and Bangkok, with products that are loved and shared on social by Artistry™ #passionistas around the world.



### Social Media

Check out #passionistas showing off their favorite Artistry Studio products from around the world on Instagram @ArtistryStudioOfficial.

## XS™

XS™ reflects the entrepreneurial spirit of Amway's founders by combining adventure and opportunity with products that help consumers experience more. XS™ offers a portfolio of products to optimize physical performance, providing

everything necessary for an active and adventurous lifestyle. This brand gives Amway Business Owners an outlet to build and share an Amway business around action, adventure and fitness.



### Sales Growth

XS™ has experienced revenue growth by almost \$250 million USD since the brand was acquired in 2015. In 2019, XS™ achieved over \$400 million USD in sales, up 5% from 2018.

### Market Expansion

Since 2015, the brand has launched in 13 new markets. In 2019, XS™ launched coffee and CBD in North America, achieving over \$12 million USD in revenue.

# Business Opportunity

## WORK WHERE YOU WANT, WHEN YOU WANT

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, selling high-quality products that support healthy lifestyles, and helping others to do the same. The outcome is people who are more in control and empowered to make choices for themselves, which means their business revolves around their life, instead of their life revolving around their business.

This 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 of this — and more.

In fact, Amway Business Owners (ABOs) largely operate their businesses today online — via social media and their mobile devices. For example, ABOs have an extensive library of on-demand apps and tools to help guide their work, and with apps like MyBiz, ABOs can access data and analytics to help them achieve their sales goals.

Social sharing platforms allow ABOs to create and share content on their personal social media channels, and digital tools help business owners build a community of people who share similar interests, like beauty, fashion, fitness or nutrition — all centered around living a healthy lifestyle.

Amway isn't just empowering the business owners of tomorrow — we'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, home care and nutrition products can all interact.

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 the 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.

### Participation

More than 4 million online learning activities were utilized by Amway Business Owners in 2019.

### Digital Products & Tools

\$200 million USD was invested towards innovating digital products and tools in 2019.

### Satisfaction Guaranteed

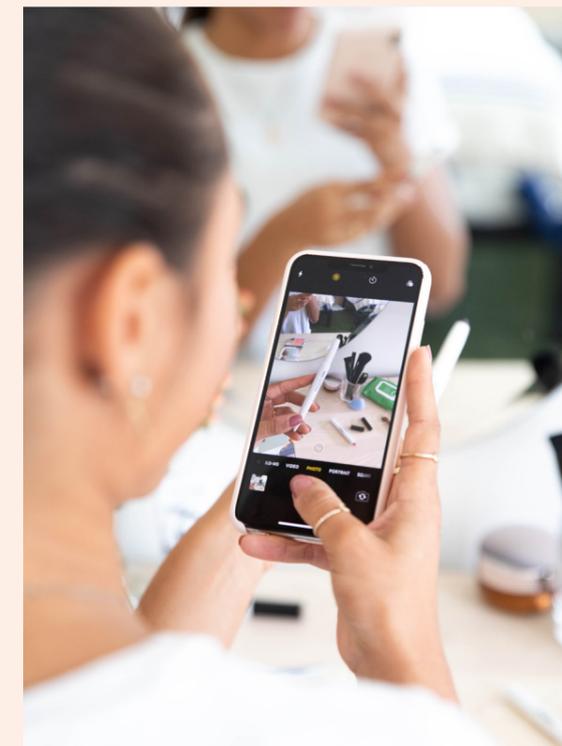
100% satisfaction guarantee on Amway products and the business opportunity.

### Incentives

\$63.8 billion USD in bonuses and incentives have been paid to ABOs since 1959.



In 2020, Amway will invest more than \$500 million USD in digital platforms, product innovation and business owner compensation.





**Our vision is to provide the opportunity for every new ABO to succeed in the fast-changing world.**

# Corporate Social Responsibility

## SHARING OUR EXPERTISE TO HELP PEOPLE LIVE BETTER LIVES

At Amway, we believe in going beyond the traditional ways of doing business to help people live better lives. We accomplish global results by:

- Empowering people to live healthier, more empowered lives through the Nutrilite™ Power of 5 Campaign
- Engaging our Amway Business Owners, employees and communities to be more successful through service and volunteer opportunities
- Integrating sustainable practices into all aspects of our business

### Empowerment

The Nutrilite™ Power of 5 Campaign celebrated its fifth birthday in 2019. As a leader in nutrition, Amway developed the Power of 5 Campaign to fight childhood malnutrition by providing Nutrilite™ Little Bits™, a micronutrient powder, to families of hundreds of thousands of malnourished children. When mixed with their food once a day, Nutrilite™ Little Bits™ adds essential nutrients that help them survive, thrive and grow.

### Engagement

In keeping with our values, we encourage our Amway ABOs and employees to support charities and organizations that mirror their passions and impact their local communities in a powerful way.

### Environment

Since the formulation of our first product in 1950, Amway has been focused on sustainability. Continuous improvement efforts are furthering our commitment to reducing waste and water consumption, choosing renewal energy sources and organic farming practices. We want to recycle to the greatest extent possible and to reduce the amount of waste created by operations. And we even have environmental goals for the companies who supply us products, so we can trace all of our raw ingredients for Nutrilite™ supplements back to their roots.



“With Amway’s long history and expertise in health and nutrition, we have the ability to create a healthier world. It’s our absolute responsibility to provide nutrients that help children thrive, communities flourish and people around the world live happier, healthier, more fulfilling lives.”

Milind Pant, Amway CEO



### Power of 5

In 2019, 400,000 ABOs and Amway employees were engaged in the Power of 5 Campaign and another 483,000 people supported Amway efforts globally.

### Making a Difference

More than 700,000 women, children and families were impacted through Amway efforts globally in 2019.

# Global Footprint

## SPACES AND PLACES

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.



### ● CERTIFIED ORGANIC FARMS

Nearly 6,000 acres (2,428 hectares) of certified organic farmland are owned and operated by Amway.

- Jalisco, Mexico
- Trout Lake, Washington, U.S.
- Ubajara, Brazil

### ● MANUFACTURING FACILITIES

Amways owns six strategically placed manufacturing operations that produce millions of high quality products for our ABOs and customers worldwide.

- Ada, Michigan, U.S.
- Binh Dong, Vietnam
- Buena Park, California, U.S.
- Guangzhou, China
- Tamil Nadu, India
- Quincy, Washington, U.S.

### ● MAJOR DISTRIBUTION/ WAREHOUSING

These hubs exist in nearly every region in which products are available for purchase. The facilities provide a modern competitive delivery experience for our customers and ABOs.

- Ada, Michigan, U.S.
- Beijing, China
- Budapest, Hungary
- Busan, South Korea
- Guangzhou, China
- Kobe, Japan
- Norcross, Georgia, U.S.
- Pruazkow, Poland
- Santa Fe Springs, California, U.S.
- Samut Praken, Thailand
- Sao Paulo, Brazil
- Shanghai, China
- Taipei, Taiwan
- Tokyo, Japan
- Venlo, Netherlands
- Xi'an, China

### ● R&D CENTERS

More than 500 scientists, engineers, and technical professionals extend our innovation and science capabilities through 11 locations to deliver global, regional, and local product research and development.

- Ada, Michigan, U.S.
- Buena Park, California, U.S.
- Delhi, India
- Guangzhou, China
- Moscow, Russia
- Munich, Germany
- Seoul, South Korea
- Shanghai, China
- Tamil Nadu, India
- Tokyo, Japan
- Wuxi, China

# Global Leadership Team

## A DIVERSE PERSPECTIVE

The makeup of Amway's leadership team reflects the diversity we see among Amway's Business Owners around the world. Half of the team is female, closely mirroring what we see in our distributor force and many represent countries where the majority of our business takes place.



**Milind Pant**  
Chief Executive Officer



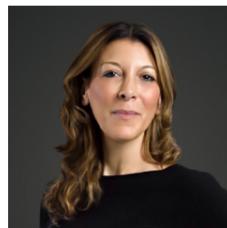
**Michael Nelson**  
Chief Administrative Officer



**Nick Thole**  
Chief Financial Officer



**Claire Groen**  
Chief People Officer



**Giusy Buonfantino**  
Chief Digital & Marketing Officer



**Anouchah Sanel**  
Chief Innovation & Science Officer



**John Parker**  
Chief Sales Officer



**Candace Matthews**  
Chief Reputation Officer



**Chee Eng Gan**  
Regional President of Asia & Chairman of Amway China



**Frances Yu**  
President of Amway China

# Turn Your Passions Into Profit

## THE FUTURE OF AMWAY

You want the secret to success? There is no secret. It takes hard work. But we'll help you get there. We've spent years designing and refining a business that puts you in control and products that help you live your healthiest life. To keep up to date with all the latest happenings, follow us on the socials or visit us at [amwayglobal.com](http://amwayglobal.com).





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