



Global Impact Report

People Helping People live better, healthier lives.

Amway is an entrepreneur-led health and wellbeing company based in Ada, Michigan, U.S. We are committed to helping people live better, healthier lives across more than 100 countries and territories worldwide. Founded in 1959 by Rich DeVos and Jay Van Andel, Amway has revolutionized the business model known as direct selling.

LEAD WITH HEART LIVE TO SERVE LOVE TO LEARN

People Helping People is an expression of our culture that is built upon our Founders' values and what makes Amway a special place to work. It's the shared dynamic we feel every day. All around the world, we are people helping people living better, healthier lives—living to serve, loving to learn and leading with heart.

Today, we continue to empower Amway Business Owners (ABOs) to be leaders in social commerce as the No. 1 direct selling business in the world.*

* Ranked by the DSN Global 100 2023 edition, based on 2022 revenue



NUTRITION



HOME

BEAUTY



ADVENTURE



Better, healthier living by design.

Amway's products are rooted in our belief that you can live your best life by living responsibly. That's why every one of our products strives to be good for you, good for the world and transparent about what's in that product—so you know you're getting a safe, effective and all-around responsible option.

Join us on our journey.

Amway will continue increasing its investment in nutritional science, technology and innovation to provide solutions to the growing health and wellbeing needs of our ABOs and customers. As Amway evolves and grows, who we are and what we stand for remains the same. Belief in people—and what they are capable of—is what drives us today.



AMWAY PROMISE™

NUTRILITE™

As the world's No. 1 vitamins and dietary supplements brand,* Nutrilite's philosophy is simple: improve the wellbeing of people and the planet.

ARTISTRY™

Artistry products reveal your healthy beauty with no compromises, by acting as supplements for your skin. We believe that healthy beauty begins with healthy skin.

ESPRING™

eSpring is the world's number-one selling brand of home water purification systems** with more than 30 years of innovation from our highly skilled and dedicated team of engineers and scientists.

XS™

Energy and sports nutrition products—designed to deliver positive energy for making the most of every moment.

* Source: GlobalData, www.gdretail.net/amway-claims

** Based on a Verify Markets study of 2022 global sales revenue.





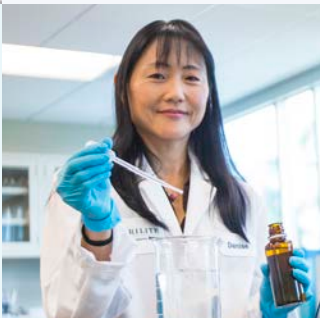
14K+
employees around
the world

13
Amway Scientific
Advisors who are global
leading experts in the
fields of health, nutrition
and beauty



1M+
Amway Business Owners
around the world

800+
employees are innovation
and science experts



**NEARLY
6,000**
acres of certified-organic
farmland in the U.S.,
Mexico and Brazil, where
we grow and harvest
plants, using sustainable,
regenerative farming methods

750+
patents and
patents pending



Amway by the numbers.

Amway's global sales in 2023

\$7.7B

100+ countries and territories
in which Amway operates

TOP 10 MARKETS

1. MAINLAND CHINA
2. UNITED STATES
3. SOUTH KOREA
4. JAPAN
5. THAILAND
6. TAIWAN
7. MALAYSIA
8. INDIA
9. CENTRAL ASIA
10. VIETNAM

For more information about our initiatives, people and dedication to corporate citizenship, please visit amwayglobal.com/impact-report

