

Global Impact Report



Helping people live better, healthier lives.

Amway™ is an entrepreneur-led health and wellbeing company based in Ada, Michigan, U.S. and is present in more than 100 countries and territories worldwide. When Rich DeVos and Jay Van Andel founded Amway in 1959, they brought fresh perspectives to the direct selling business model. Today, our top-selling brands are Nutrilite™, Artistry™ and XS™ – all offered exclusively through Amway Business Owners (ABOs).

WHAT GUIDES US

Amway has a unique set of core beliefs we call our Founders' Fundamentals. They serve as our heart and soul – and guide every interaction we have, strategy we set and opportunity we seek. Written by our Founders, these four beliefs create something special. A way to connect with people of all generations and geographies while staying true to ourselves.

- FREEDOM
- HOPE
- FAMILY
- REWARD

Amway is the No. 1 direct selling business in the world, according to the 2023 Direct Selling News Global 100.



NUTRITION



HOME



**BEAUTY &
PERSONAL CARE**



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 + wellbeing needs of our ABOs and our 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

Nutriline is the world's No. 1 selling vitamin and dietary supplements brand.* The brand's philosophy is simple: Improve the wellbeing of people and the planet.

ARTISTRY

Rooted in 85 years of phytonutrient research, plus extensive molecular science, the Artistry brand approaches beauty holistically.

XS

Optimize your physical performance with programs and products designed to support energy, hydration, strength, metabolism and recovery.

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





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.

\$7.4B

IN 2024 SALES

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.

