



**Amway**<sup>™</sup>

# POWERED BY PEOPLE

GLOBAL IMPACT REPORT 2022





# Global Impact Report 2022

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**A**

# Introduction.

A Word from Milind Pant

About Amway

Amway at a Glance

Global Supply Chain

# A word from Milind Pant.

## AMWAY CHIEF EXECUTIVE OFFICER

Since the beginning, Amway has been a company of people, for people. Our love for them is our north star, and their physical health and wellness is our reason for being.

You can see it in the way we love what we do. We push boundaries to help entrepreneurs build rewarding health and wellness businesses by providing customers with proven solutions and personalized support. We set new standards in traceability and sustainability to provide superior products to our customers while taking care of the earth. We create communities that connect people and foster opportunity.

**That's what happens when you pair passion with purpose and embody a growth mindset. You focus on what's next—passionately and fully.**

From Amway Business Owners (ABOs) to our global teams, we have shown that we are a family that leads with heart, lives to serve and loves to learn.

Like companies everywhere, we faced headwinds this past year. In true Amway form, we met each one with an unwavering entrepreneurial spirit. We rolled up our sleeves and rallied with a grace, grit and positivity that made the seemingly impossible possible. We leaned even further into one another, followed our curiosity, boldly stepped out of our comfort zones and forged new paths that inspired the best in all of us.

Through these challenges, we emerged stronger. Resiliency is a superpower, and Amway employees and ABOs are shining examples of it.

You can see it on the faces of people in this report. You can feel it in the way we look to what's next with positivity and promise. We are brimming with it.





## INTRODUCTION

About Amway

# Getting to know us.

**Amway is an entrepreneur-led health and wellness 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.

According to Forbes magazine, we are among America's Top 100 largest private companies. Our top-selling brands are Nutrilite™, Artistry™ and XS™—all sold exclusively by entrepreneurs who are ABOs.

Amway was founded in 1959 by Rich DeVos and Jay Van Andel and quickly revolutionized the business model known as direct selling. Today, we continue to empower ABOs to be leaders in social commerce.

**Amway is the No. 1 direct selling business in the world, according to the 2022 Direct Selling News Global 100. In this Global Impact Report, you will learn what drives us to deliver innovative products to our ABOs and their customers after more than 60 years.**



# A

## INTRODUCTION

Amway at a Glance

### 2022 BY THE NUMBERS

# Amway™

# \$8.1B

**AMWAY IS THE WORLD'S NO. 1  
DIRECT SELLING BUSINESS**

Ranked by the DSN Global 100  
2022 edition, based on 2021 revenue.

## AMWAY AT A GLANCE



# 750+

patents and patents pending



NEARLY

# 6,000

acres of certified-organic  
farmland in the U.S.,  
Mexico and Brazil, where  
we grow and harvest plants,  
using sustainable,  
chemical-free methods.

**Learn more about  
our Nutrilite farms.**



MORE THAN

# 14,000

employees around the world



# 14

Amway Scientific  
Advisors who are global  
leading experts in the fields  
of health, nutrition and beauty.  
They collaborate with our  
internal experts to advise  
on research activities, offer  
scientific recommendations  
and facilitate new collaborations  
with leading institutions.

**Learn more about  
our Scientific Advisors.**



NEARLY

# 800

employees are innovation  
and science experts



# 1M+

Amway Business Owners  
around the world



# 100+

countries and territories  
in which Amway operates

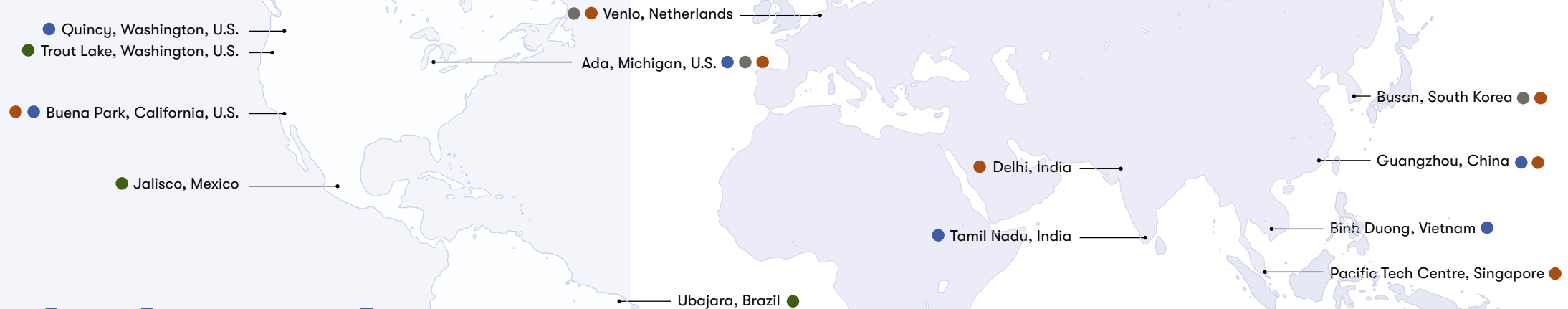
### TOP 10 MARKETS

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

# Our global supply chain presence.

Amway has a modern and globally integrated end-to-end-value supply chain.

Amway's supply chain teams manage inventory, production and distribution of our diverse range of products to our ABOs around the world. The supply chain plays a critical role in managing and mitigating disruption across the globe, ensuring product quality and availability.



- CERTIFIED ORGANIC FARMS
- MANUFACTURING FACILITIES
- FIRST MILE WAREHOUSE HUBS
- GLOBAL PLANNING AND PROCUREMENT

**A**

# People and culture.

Our Stakeholders

Our Global Leadership Team

Our Principles

Diversity, Equity and Inclusion





## PEOPLE AND CULTURE

Our Stakeholders



AMWAY BUSINESS OWNERS



BOARD OF DIRECTORS



STRATEGIC PARTNERS



COMMUNITIES



EMPLOYEES



CUSTOMERS

# Powered by people.

We are an incredibly diverse group bound together by our common desire to help people live better, healthier lives.



# Meet our passionate leaders.

Together, our leaders focus on enhancing company culture, attracting the best talent and accelerating our global strategy—for the benefit of employees, consumers and Amway Business Owners (ABOs).



**MILIND PANT**  
Chief Executive Officer

**MICHAEL NELSON**  
Chief Operating  
& Chief People Officer

**ASHA GUPTA**  
Regional President, Asia &  
Chief Strategy & Corporate  
Development Officer



**ANOUCHAH SANEI**  
Chief Innovation &  
Science Officer

**BECKY SMITH**  
Chief Financial Officer

**JOHN PARKER**  
Chief Sales Officer  
& Regional President West



**PETER STRYDOM**  
Chief Marketing Officer

**ASHISH KHAN**  
Chief Technology &  
Platform Officer

**FRANCES YU**  
President of Amway China



# A purpose we put our hearts into.

Around the world, everything we do has a common purpose—helping people live better, healthier lives. To do this, we stay true to the six values our business was built upon: partnership, integrity, personal worth, achievement, personal responsibility and free enterprise.

**Each day, our principles guide us to lead with heart, live to serve and love to learn. It's a growth mindset approach, mixed in with the soul of Amway—our incredible people.**

LEAD WITH HEART  
LIVE TO SERVE  
LOVE TO LEARN



# The Amway business is for everyone.

**It's what our founders believed and instilled in us from the very beginning.**

We honor that heritage and are committed to fostering a diverse, equitable and inclusive environment. We actively encourage everyone to be their true selves and share their diverse perspectives, so all can unleash their full potential and spark solutions that impact the lives of ABOs and their customers, our employees and our communities.



## WE'RE COMMITTED

### Diversity

A workforce that unleashes the power of different backgrounds, cultures, experiences, preferences and perspectives to accelerate growth and innovation.

### Equity

A commitment to remove barriers, provide equitable access and create flexible programs, practices and support to meet the needs of all Amway employees.

### Inclusion

An environment that welcomes, values and empowers people from all backgrounds to thrive as their true selves and contribute to Amway's success. Safety and a sense of belonging are an essential part of an inclusive workplace. We invest in employees, provide educational resources and access to Inclusion Networks and address relevant Diversity, Equity and Inclusion topics to equip employees to be workplace allies.

**A**

# Corporate social responsibility.

Be the Change

Healthy Communities

Health, Nutrition and Wellness

Empowerment

Engagement

Sustainability



# Be the change for a better world.

One of the traits that has always made Amway "Amway" is our commitment to those around us. We live out our values by being the change for a better world.

As a company, we embrace this broadly and focus our philanthropic efforts on these three key pillars: **Health, Nutrition and Wellness, Empowerment and Engagement**. We believe that it is our responsibility to use the best of our business and the passion of our people to impact communities in every market where we do business.

**The examples on the following pages demonstrate our values coming to life through global community efforts.**



## CORPORATE SOCIAL RESPONSIBILITY PILLARS

### Health, Nutrition and Wellness

Support access to critical nutrition and health/wellness education to help children and families thrive and live healthy, properly nourished lives.

### Empowerment

Empower individuals to be agents of positive development for themselves, their families and their communities through our support of entrepreneurship that spurs social change.

### Engagement

Drive a culture of community engagement and volunteerism that helps employees and Amway Business Owners (ABOs) connect, contribute and commit.

# Healthy communities empower people.

We use the best of our business and the passion of our people to impact communities around the world. Our employees and ABOs are dedicated to being the change for a better world.

While focusing on balancing our three Corporate Social Responsibility pillars, we have stayed true to our grant funding priorities and donated millions of dollars to more than 150 non-profits this year. And we continue to seek out opportunities to ensure nutrition, health and wellness for our most vulnerable populations. We've also empowered our team to be change agents in numerous locations around the world.

At our **Amway Cares** event, more than 400 employees served 17 non-profit organizations across several cities near our hometown of Ada, Michigan. Clocking more than 2,700 volunteer hours, employees supported 24 projects, including outdoor yard maintenance, and sorted and organized thousands of donated goods for distribution to local non-profits.



# AMWAY CARES

# Doing our part to envision a world with no hunger.

## Nutriline™ Feeding Program in Philippines

In 2018, Amway Philippines started its annual Nutrilite Feeding Program, which caters to children aged 4-7 years old and their families. Four years later, the program continues to flourish in four major cities including Cebu, CDO, Davao and Manila. In partnership with Food for the Hungry Philippines, the Amway Philippines CSR team held a 60-day supplemental feeding program for malnourished children in the community, bringing the total number of beneficiaries to 925 for the four-year period.





# Helping children reach for their dreams.

## U.S. Dream Academy

As part of an ongoing partnership, Amway and U.S. Dream Academy connects DreamKids—children whose parents are incarcerated—with nurturing mentors. Powered by Amway volunteers, the program's weekly virtual mentorship sessions cover three key elements: skill-building, character-building and dream-building. U.S. Dream Academy's vision is leading the next generation of global-minded, character-driven youth toward actualizing their full potential, and Amway is proud to be helping our nation's children reach for their dreams.



# EMPOWERMENT

# Targeted relief in the midst of crisis.

## Ukraine Relief

Amway's support behind the crisis in Ukraine was truly a global effort. Our employees and ABOs around the world offered donations and helped with relief efforts. In Europe, our teams provided home care, body care and nutritional supplements to several local NGOs to support families in Poland and Ukraine. Our Aid for Ukraine project also helped relocate Amway Ukraine employees who were forced to flee their homeland, and supported supply chain efforts in Venlo and Warsaw with inventory management, transportation and donation arrangements.

Our global markets also raised funds for the Ukraine relief efforts, and Amway Corporation matched all contributions, amounting to more than \$950,000 in total donations distributed to UNICEF, the Red Cross and the Ukraine Relief Fund.



ENGAGEMENT



# Our journey to greater sustainability continues.

Here at Amway, we see sustainability differently—as an opportunity, not an obligation, and as a journey, not a destination.

And we're determined to find ways to keep deepening our impact by lowering our footprint through advocating, educating and implementing sustainable practices in everything we do. In 2022, we focused our efforts in the areas of plants, products and operations.

People at Amway have long made environmentally conscious improvements across the company. As we continue our sustainability journey, our efforts will reflect the planet's most urgent needs as well as new knowledge coming to light based on global research.

ADVOCATING  
EDUCATING  
IMPLEMENTING



## Harnessing the Power of Plants

Amway is turning one of its passion points—regenerative agriculture—into actions designed to help heal the land, conserve clean water and protect resources. We are doubling down on our commitment to progress with restorative farming practices on our nearly 6,000 acres (about 2,400 hectares) of certified organic farmland and encouraging our partner farms to adopt similar commitments.

### IN 2022, OUR FARMS:

- Invested in weeding technology to avoid soil disturbance and contribute to low till weeding.
- Activated a comprehensive compost program to reduce waste, contribute to soil health and recycle nutrients through regenerative agriculture.
- Partnered with industry experts to understand the health of the soil on our farms.
- Established pollinator habitats for bees and butterflies in partnership with local soil conservation districts.



## Reducing Packaging Waste

Key to environmental sustainability, packaging waste reduction is one of our top priorities. Our goal is to design our packaging using the minimum amount of material without compromising its integrity. We're trying to eliminate where we can and seeking innovative ways to do so. We, likewise, are mindful of the recyclability of our packaging.

### ARTISTRY SKIN NUTRITION

Our Artistry Skin Nutrition line eliminated 21% of plastic globally and reduced annual plastic use by nearly 290,000 lbs—all without compromising on product quantities. This is the equivalent to removing over 13 million water bottles annually from our environment.

Artistry Skin Nutrition cartons are recyclable (where locally available) and produced from paper that has been sourced from sustainably managed forests that practice responsible forest management. Plus, most package inserts are printed inside cartons to save paper.

## Evolving Global Operations

Across the globe, Amway teams have made progress in reducing carbon emissions, resource use and waste, with particular emphasis on using renewable energy. Amway's Ada, Michigan, U.S., operations have incorporated renewable energy since 2010.



## INDIA MANUFACTURING

The Tamil Nadu, India, manufacturing location is recognized as one of the country's most environmentally friendly and sustainable facilities.

- Wind and solar power combine to provide 42% of power consumed. The facility has one of the largest rooftop solar plants in the area.
- The facility recycles and reuses 100% of hazardous and plastic waste from manufacturing processes.
- The facility reduced carbon emissions by reducing paper use, thereby saving 47,000 trees in one year.
- The facility is a zero-water-discharged site managed through an effluence and sewage treatment plant that contains a rainwater-harvesting pond with a storage capacity of more than 1.3 million gallons.

**A**

# Brands and product solutions.

Amway Brands

Nutrition

Beauty and Personal Care

Home

Adventure

Traceability



BRANDS AND PRODUCT SOLUTIONS

Amway Brands

NUTRITION

BEAUTY

HOME

ADVENTURE

# Brands and product solutions built for better, healthier living.

For more than 60 years, we've been creating nutrition, beauty, personal care and home products that help people live better, healthier lives—and we stand behind each brand.

When working together across all categories, Amway Business Owners (ABOs) are able to provide customers with proven health and wellness product solutions and personalized support.

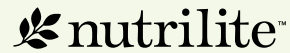
Amway's product solutions are rooted in our belief that you can live your best life by living responsibly. That's why every one of our products strives to be good for you, good for the world and transparent about what's in that product—so you know you're getting a safe, effective and all-around responsible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



# BRANDS AND PRODUCT SOLUTIONS



## NUTRITION



Vitamins and Supplements



Weight Management



Healthy Eating



Certified USDA Organic

## Best of nature, best of science.

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

From the nearly 6,000 acres of certified organic, Amway-owned farms as well as botanicals sourced from partner farms located on every continent except Antarctica, Nutralite is committed to bringing the earth's finest nutrients and health and wellness solutions to ABOs and their customers around the world. This is done through innovation in technology, health and botanical science—extracting the best from nature with plant-based nutrients to provide vitamin, mineral and dietary supplements designed to fill nutritional gaps in your diet.

\* Euromonitor International Ltd; Vitamins and Dietary Supplements, World GBN, Retail Value RSP, % breakdown, 2022 data based on custom research conducted April – August 2022



### DID YOU KNOW?

Nutralite Traceability gives you peace of mind by making every step of product creation transparent, from the science to the seed to the product to your hands. For us, this started in 1942 when our founder Carl Rehnberg developed the Nutralite Farming Practices, including the pioneering process of tracing botanicals back to their seeds.





## NUTRITION



## Bodykey by Nutrilite

Bodykey by Nutrilite is new and improved with more protein and a greater variety of delicious flavors to fuel your healthy weight journey. It's now also water mixable (no more milk needed) for faster and easier preparation. Bodykey Meal Replacement shakes feature 17 grams of plant-based protein from soy and chia, which is grown on NutriCert™ certified farms. Each serving provides 200 calories and five grams of fiber along with 22 vitamins and minerals to deliver the essential nutrients of a healthy meal. In addition to past favorites like chocolate and café latte, there are three new great-tasting Bodykey shake flavors to enjoy: berry, milk tea, and banana. With new Bodykey by Nutrilite shakes, you'll always have time to make a nutritious, delicious meal.



## Nutrilite Vision Health

Carotenoids are plant-based antioxidants that support visual health, but most modern diets do not provide enough carotenoids. Introducing Nutrilite Vision Health, a one-a-day, small and easy-to-swallow softgel capsule packed with a full spectrum of natural carotenoids plus zinc to nourish the health of your eyes as you age. Lutein and zeaxanthin from marigold, lycopene from tomato and beta-carotene from algae—all sustainably grown on NutriCert certified farms. These essential nutrients provide comprehensive eye support for the modern lifestyle that includes daily exposure to blue and UV light and extended time looking at electronic devices.



## All Plant Protein Booster

We believe that age should not get in the way of your active life. However, aging gradually results in muscle loss, joint wear and decreased immunity. As a result, our overall mobility is affected. That is why we have launched the Nutrilite All Plant Protein Booster, designed to support your active life so you can step out and live life to the fullest. Take advantage of multiple benefits with one simple step. Nutrilite, the global No. 1\* protein supplement brand, provides a great foundation of tri-blend protein that delivers all nine essential amino acids to strengthen your immunity. Additionally, Nutrilite's dual plant peptides are easily absorbed and utilized for muscle maintenance around joints and are extra fortified with tiny particles of hyaluronic acid to improve joint health. Together, they provide better synergy for joint health and mobility. This ensures that you stay mobile, flexible and active as you age.

\*Methodology: Source Euromonitor International Limited; protein supplements category, % retail value share, 2021 data. Expires: August 9, 2022.

## BEAUTY

ARTISTRY™  
Healthy Beauty

G&H  
Have it All

glister™  
Healthy Smile, Happier You

SATINIQUE   
Unleashing the Power of Hair

## Powered by science, packed with plant-based nutrients.

**In a world where beauty narratives are complicated and always evolving, we bring it back to a key truth: “healthy” is the very best way to obtain beauty. That’s why it’s important for people to not only focus on what they put on their skin, but also on their lifestyle and nutrition.**

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. That’s because when skin is healthy, it is better able to protect and repair itself—to look and feel its radiant best, now and in the future. So, whether they come from our skincare or makeup collections, Artistry products are all designed to provide key ingredients to optimize and enhance the skin’s healthy beauty.

We have a unique approach to healthy beauty. Many Artistry skincare and makeup products include Nutrilite-grown ingredients, leveraging the phytonutrient experience of a world leader in vitamins and plant-based dietary supplements.



## DID YOU KNOW?

Artistry products represent the culmination of over 85 combined years of leadership in nutrition and wellness with over 60 years of expertise in beauty and skin science—a combined 145 years of experience—creating a convergence unlike any other beauty company in the world.

Artistry’s promise is healthy beauty with no compromises.

We believe you should never have to choose between:

- Purity OR Performance
- Nature OR Science
- Health OR Beauty

It’s time you feel good about what you put on your skin—and feel great about the results.

# BEAUTY



## BEAUTY | NEW ARTISTRY PRODUCT LAUNCHES

## Vitamin C + HA3 Daily Serum

This high-performance, multi-benefit brightening serum fights visible lines and wrinkles and plumps skin with every fresh drop, leaving skin looking and feeling its healthy best.

It's a new kind of supplement for your skin that addresses multiple signs of unhealthy skin, including dullness, uneven skin tone, lines/wrinkles and more.



## ARTISTRY CLEAN

We believe that healthy beauty is clean beauty. It's our goal that every Artistry product is formulated according to the Artistry Clean guidelines with Vegan™ formulas, pure, safe ingredients, and better manufacturing processes.

*\* Registered with The Vegan Society*

### VEGAN

**NOT TESTED ON ANIMALS**

**NO MINERAL OIL**

**NO PARABENS**

**NO PHTHALATES**



## Artistry Go Vibrant™ Lipsticks

The Artistry Go Vibrant lipstick collection delivers beauty with all the benefits. Get the best of nature and color science from the Artistry brand with high impact pigments in flattering trend shades, plus infusions of rich botanical oils, including Nutrilite-grown white chia seed oil, ginseng oil and shea butter.

## HEALTHY HOME



Safe and Effective Cleaning



Connected Home Air Treatment



eSpring™

Clean Water Technology



Superb Cooking Performance

## Healthy home, healthy planet.

**Amway's science-based products help people spend less time worrying—and more time enjoying life.**

Our products clean the water you drink and the air you breathe. They help with cleaning, laundry, dishes and surfaces, while being safe for people and better for the planet. Our first product, Liquid Organic Cleaner, now known as Amway Home™ L.O.C.™ Multi-Purpose Cleaner, was one of the first biodegradable and environmentally conscious cleaning products when it launched in 1959.

### DID YOU KNOW?

The sustainably designed eSpring Water Purifier uses a carbon-UV filter cartridge that treats up to 5,000L of water per year,\* equivalent to 10,000 500mL plastic water bottles, which might otherwise be discarded.

The eSpring Water Purifier also operates more efficiently, using nearly 100% of influent water, compared to reverse osmosis systems, which can waste up to 80% of influent water.

\* Based on average annual water usage for a family of six. Actual filter life depends on water quality and usage.



# HOME



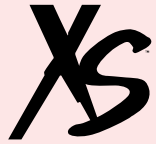
## Innovation finds its way home.

Amway remains on the cutting edge of clean water and air technology for the home through our strategic focus on innovation and investment in customer-driven product design. We continue to stand out in this highly competitive market, with products from both our Atmosphere™ and eSpring brands that benefit the user and the greater world around us. Our Atmosphere Sky™ air treatment system is the world's number-one-selling air treatment product.\* Both the Atmosphere Sky and Atmosphere Mini™ air treatment systems remove 300+ contaminants from air passing through the filter, including up to 99.99% of airborne contaminant particles as small as .0024 microns.

eSpring is the world's number-one-selling brand of home water treatment systems.\* It is a trusted, premier brand—the result of more than 30 years of innovation from our highly skilled and dedicated team of engineers and scientists. They created the eSpring Water Purifier to produce clean, purified, great-tasting water straight from the tap—using our patented carbon-block filter and UV light to effectively reduce more than 140 potentially harmful contaminants and destroy up to 99.99% of waterborne bacteria and viruses. eSpring products have been scientifically tested and internationally certified by independent third-party validators, including NSF and WQA. Amway continues to set the pace with wellness devices created with the highest standards of innovation and technology and designed to help customers around the world meet their goals for a healthy life.

\* Based on a Verify Markets study of 2021 global sales.

## ADVENTURE



Energy Beverage



Sports Nutrition

## CHEERS TO 20 ADVENTUROUS YEARS

### Life is an adventure, fuel accordingly.

The XS brand of energy and sports nutrition products reflects the entrepreneurial spirit of Amway's founders, Rich DeVos and Jay Van Andel. Like Rich and Jay, the founders of the XS brand were always chasing bigger thrills, more fulfilling moments and endless opportunities. Twenty years later, that spirit hasn't subsided one bit.

XS Energy is sold in 58 countries around the world, and we continue to invest in each market. The most recent investment is our state-of-the-art XS manufacturing plant in Ada, Michigan, U.S., that runs 500 cans of XS Energy drinks every minute and manufactures 18 flavors of energy drinks. But the best part of XS has always been the XSNation community, built on authentic relationships, positive experiences and a lifestyle with people who push themselves and the people around them. In the end, that's what XS has always been about—experiencing more together.

**It has been a wild ride—and we don't plan on stopping.**

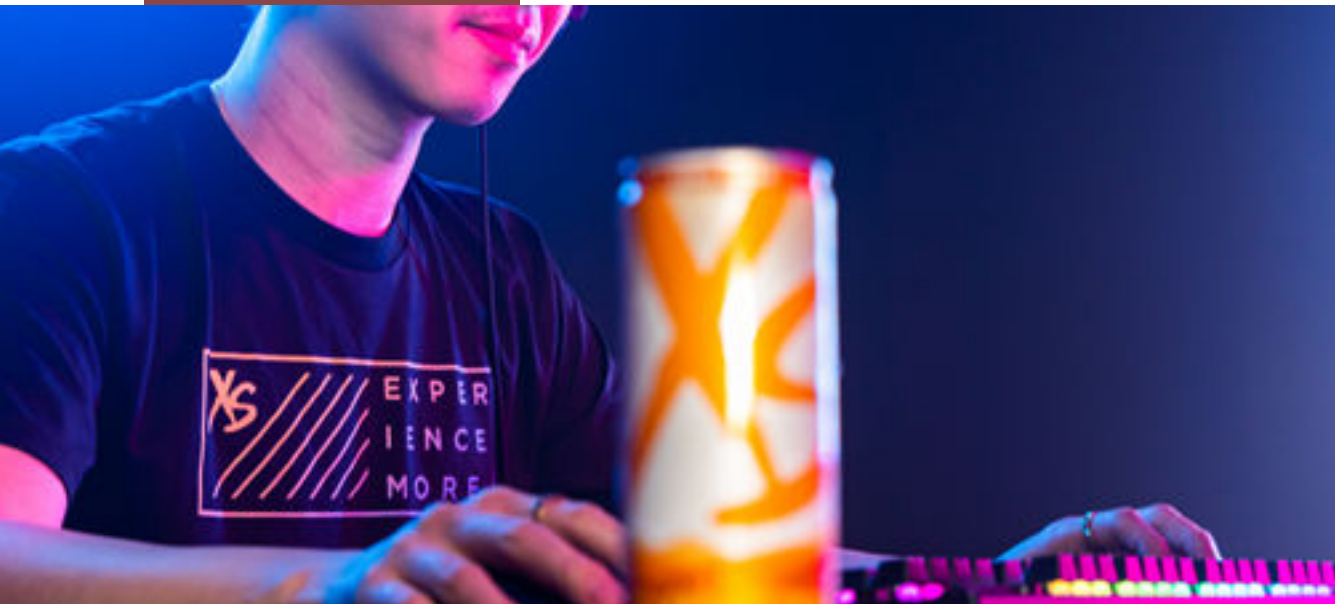


# ADVENTURE

### DID YOU KNOW?

In 2020, Amway invested \$15 million in redesigning a 90,000-square-foot manufacturing facility that produces XS Energy, the first exclusively sugar-free energy drink brand sold globally.

## ADVENTURE



## 52 Super Series

XS is the exclusive Energy Drink and Sports Nutrition Sponsor for the 52 Super Series (the world's leading grand prix monohull sailboat racing circuit) and has been since 2016. Through this sponsorship, XS has the opportunity to provide once-in-a-lifetime recognition opportunities for ABOs and leverage assets that capture the spirit of adventure of the XS brand. Our founders, Rich DeVos and Jay Van Andel, embraced adventure through a life-long joy of sailing and the XS brand is founded on that same spirit of adventure.

## Misfits Gaming

XS is the official Energy and Sports Nutrition Sponsor for the Misfits Gaming Group: eSports Teams and Gaming Influencers. XS is a Naming Sponsor and Energy/Sports Nutrition Sponsor for several of the Top eSports Teams in the Misfits Gaming umbrella. eSports Teams, including Florida Mayhem (Overwatch), Florida Mutineers (Call of Duty) and the Misfits Gaming US-branded Valorant team, all compete at the highest professional level globally. This partnership connects to a rapidly growing group of Gen Z and Millennial business owners and customers passionate about the gaming space, which consists of more than two billion people and commands a \$180 billion USD market size. XS Sports Nutrition and Energy products perfectly connect with the needs and consumable interests of this population.



## Traceability is the best assurance that you're getting responsibly made products.

Amway brands are built on our belief that you have the right to know more about products so you can make informed choices. Traceable details give you an inside look at the steps and tests that ensure a product is pure, safe, effective and better for the planet.

Nutrilite supplements, Artistry beauty products, g&h body and baby care and Glister toothpaste contain traceable botanicals sourced from Amway-owned farms and our NutriCert certified partner farms. We enforce strict visibility, quality and sustainable practices at the farms and throughout our supply chain, right down to shipping of the final product.

### NUTRILITE

Nutrilite stands out from brands that simply say they're traceable because we prove it—with transparent details from our nine-step traceability process. From the science to the seeds to the final product, we share the critical product creation details that ensure quality supplements. **Learn more at [nutrilitetraceability.com](https://nutrilitetraceability.com).**

### ARTISTRY

Artistry's traceability promise means we share proof that our products are safe and perform as promised. You can trace the critical details, from the science to ingredient quality to manufacturing quality control—and the more than 400 traceable tests and checks Artistry skincare products can have performed, from raw ingredient testing through finished product testing.

### G&H

g&h brand traceability provides proof that everything possible was done to deliver the benefits we promise, and that we do right by people and the planet throughout the product creation. We trace and share every precaution and test that ensures the ingredients are not diluted or contaminated.

### GLISTER

Glister has a 50-year history of traceable documentation—including third-party validation—revealing how Glister toothpaste formulas have been made pure, safe and effective from the beginning.

TRACEABILITY MATTERS

### DID YOU KNOW?

Every product in the Artistry Skin Nutrition line includes Nutrilite-grown botanicals. This level of traceability helps prove that Artistry is formulating clean and ethically produced skincare—with no compromises.



**A**

# Empowering entrepreneurs.

Owning an Amway Business

Creating Community

# Be in business for yourself, but never by yourself.

It's a pretty powerful idea—that you can grow your own business and be supported by a community and resources every step of the journey. Across the globe, Amway Business Owners (ABOs) are earning extra income at their own pace while providing health and wellness solutions to their customers—from anywhere, at any time. And it has never been easier.





**EMPOWERING ENTREPRENEURS**

Owning an Amway Business

# A world made for owning an Amway business.

Amway is built around the idea of inclusive entrepreneurship and providing people with the tools they need to build their own business.

On social media and in person, more than one million ABOs worldwide leverage their creativity and foster communities around their passions for beauty, adventure, parenting, cooking, fitness and more to sell proven Amway products that help people live a more balanced and active lifestyle.

ABOs are never alone while building their business. Our success is dependent on the success of ABOs, and we've always got their back. From providing access to free education resources, to digital platforms and tools that unleash their creative potential, together, we brainstorm ideas and celebrate.

**PASSION  
POSITIVE ATTITUDE  
COMMUNITY**





## EMPOWERING ENTREPRENEURS

Owning an Amway Business



### AMWAY PROMISE™

#### PROTECTION IS OUR PROMISE

When people start an Amway business or buy our products, we want them to be confident in their decision. That’s why we established one of the most comprehensive customer service and consumer protection offerings in our industry.



#### Low-cost, Low-risk

Promises zero purchase requirements and minimal sign-up fees for new ABOs.



#### 100% Satisfaction Guarantee

Promises satisfaction with our products and business ownership, including a cooling-off period on purchases and buy-back policies on inventory.



#### Warranty Programs

Promises premium protection for our durable products, like our air and water purifiers and cookware.



#### Customer Service

Promises assistance for all Amway product and ABO inquiries, direct from Amway at no additional cost.



#### Data Protection

Promises to collect and use personal data in a manner consistent with privacy laws, upholding the highest ethical standards in our business practices.



#### Right to Know

Promises to ensure ABOs and customers are aware of, understand and acknowledge Amway’s consumer protection and customer service offerings.

# PROMISE

While specific provisions of the Amway Promise vary from market to market, all ABOs are required to follow the Amway Code of Ethics and Rules of Conduct, which define the goals, principles and responsibilities of building and operating an Amway business. The Amway Code and Rules are consistent with the Code of Ethics of the World Federation of Direct Selling Associations (WFDSA).



**REAL STORIES FROM REAL ABOs**



**GEOFFREY, SOUTH KOREA**

**6 years with Amway**

“Amway has always been a part of my life because my parents are Amway Business Owners. Growing up, I counted down the days until I could have my own business too.”



**YUKA, JAPAN**

**14 years with Amway**

“Amway is about sharing important things with important people. When I go camping, I invite friends and bring my favorite products to build relationships and broaden experiences.”

**CHINGLING, MALAYSIA**

**10 years with Amway**

“I like to blend my personal interests and passions with my career. Spending time helping people do important things motivates me to do great work.”



**BEN, AUSTRALIA**

**17 years with Amway**

“Our business is focused on health and well-being, and I love the fact that our kids see us eating, living and breathing it and being the example we tell others to be.”



**A**

# Looking ahead.

Vision for the Future

# A word from Asha Gupta.

## REGIONAL PRESIDENT, ASIA & CHIEF STRATEGY & CORPORATE DEVELOPMENT OFFICER

### **A great family will celebrate your wins and cushion your fall.**

As the world navigates evolving geopolitical and economic headwinds post-COVID-19, Amway maintains a growth mindset by harnessing the gifts and talents of our greatest assets—the Amway Business Owners (ABOs) and employees who make up the great Amway family.

To drive long term growth, Amway will focus on mining, bottling and scaling the best practices of China and several pioneering ABO leaders around the world who are successfully growing health and wellness communities as a sustainable path to grow their Amway business.

**May great things happen as we come together as a family, bound by a shared goal to help people live better, healthier lives!**

Amway will deliver consistent and reliable experiences by focusing on excellence in operations, product availability and technology enablement. We will eliminate complexities to offer a brand experience that is both seamless and efficient. We will cushion the bumps of 2023 through thoughtful product development, productivity improvements across the value chain and prudent management of functional budgets.

Let us lean on the Founders' Growth Mindset as we embody the values of lead with heart, live to serve and love to learn to lead us to growth and new opportunities in 2023.



**Amway**<sup>™</sup>

[amwayglobal.com](http://amwayglobal.com)