



Amway Business Owners (ABOs) are encouraged to build their businesses in ways that will provide the best opportunity for success. One way to do that is to focus on building a business first where one lives, gaining a good understanding of how the Amway business works, with greatest sales plan reward/awards in the market of residence.

There can be challenges building a business in another market where an ABO does not reside and the time and expenses involved may not be in the ABOs best interests when they are just starting out.

It's also important to note that once a business is established, an ABO cannot change the direction of the international linkage. ABOs find it to be easier and most advantageous to build their business from the market in which they reside.

Amway also wants to ensure that businesses aren't being established in other markets in ways that might circumvent Amway policies or violate the Rules of Conduct.

Therefore, Amway has established a global rule where an ABOs first business must be in the country in which the ABO resides.

Language has been added to Section 3 of the Rules, Becoming an ABO, to include:

Reside within the country where the business is being registered, if this is a person's first Amway business in any market where Amway operates. The company retains the discretion to allow registration beyond the restriction.

## FREQUENTLY ASKED QUESTIONS

### 1. What is the rule?

This rule is an addition to the requirements of Becoming an ABO. This is to help ABOs better understand that they need to reside in the market when they are establishing their 1st Amway business.

### 2. Why is this Rule being added?

ABOs benefit the most when they register their #1 business in the market they reside most of their lives. Amway also wants to ensure that businesses aren't being established in other markets in ways that might circumvent Amway policies or violate the Rules of Conduct.

### 3. Who does this rule impact?

All new and former ABOs who do not have an Amway business.