



**QUALITY ASSURANCE STANDARDS
PROGRAM STANDARDS
AMWAY PHILIPPINES**



QUALITY ASSURANCE STANDARDS – Program Standards

Business Support Materials (“BSM”): All products and services (including, but not limited to, books, magazines, flip charts, and other printed material; online literature; Internet websites; audio, video, or digital media; rallies, meetings, and educational seminars), which are: (i) designed to solicit and/or educate Prospects, customers, or prospective customers about AMWAY® products and services, or to support, train, motivate, and/or educate AMWAY Business Owners (“ABOs”), or (ii) which incorporate or use one or more of Amway’s name, or trademarks, service marks, copyrighted works, or other intellectual property belonging or licensed to Amway, or (iii) are otherwise offered with an explicit or implied sense of affiliation, connection, or association with Amway. When the term BSM is used without the preface “Amway Produced”, it refers to non-Amway produced BSM only.

Amway believes that the use of BSM can be an effective tool in helping build an Amway business. The use of tools and teachings developed and/or made available by successful ABO leaders and training organizations should impact the Amway Business in a meaningful and positive way.

To further that goal, Amway has created these Quality Assurance Standards (QAS) which set forth the requirements and standards that are applicable to all BSM, and to all ABOs in the conduct of their Amway Business. The QAS is divided into two sections:

- (1) **Program Standards**, which contain the mandatory processes and requirements related to BSM, and
- (2) **Content Standards**, which detail the standards and requirements relating to the subject matter, messaging, content and material within the BSM.

Please note that the requirements and standards included in the QAS cannot possibly cover every aspect or situation that may be encountered regarding BSM review or other situations requiring compliance. Amway, however, believes that these standards, combined with the Amway Rules of Conduct and other Amway Policies, are essential to protect and enhance the business and reputation of Amway and ABOs.

AMWAY - PROGRAM STANDARDS

All promotion, sales and distribution of BSM must comply with the QAS, Amway Rules of Conduct and any applicable BSM Policy established for all ABOs as those documents may be amended from time to time.

Only ABOs currently qualified at the Platinum level and above may promote, sell or distribute BSM, and they may only do so to ABOs downline from them until the next currently qualified Platinum.

DEVICES / SALES AIDS/PRODUCT DEMONSTRATIONS

The use or sale of devices and other sales aids that are designed to directly support the sale of Amway products and services are only allowed with advance written authorization by Amway.

Amway product demonstrations may be performed if Amway has published instructions for conducting a demonstration, and those instructions are strictly followed. If an ABO desires to conduct a demonstration for which there are no Amway instructions, the ABO must submit the details of the proposed demonstration to Amway for review and approval prior to use.

MEETINGS AND EVENTS

All meetings and events related directly or indirectly to the Amway business are BSM and must comply with the requirements and restrictions in this section.

Upon request from Amway, ABOs must provide information and details in advance regarding the meetings and events they intend to offer, sponsor, provide access to, or with which they are associated or involved.

For Sales Rallies, Business Previews, Seminars, and any other meetings or events (including those with an expected attendance of 20 or more people), responsible ABOs must submit for review and approval to Amway a schedule of meetings and events for every month including date, time, location, and the name and contact information of the ABO who is responsible for organizing or hosting the meeting or event. The schedule must be submitted to Amway at least one month in advance of the scheduled meetings or events.

An ABO is responsible for providing the schedule if they directly or indirectly organize or host the meetings or events. If any changes are made to the schedule, the responsible ABO shall notify Amway in writing as soon as possible. If a new meeting or event is scheduled, the ABO must provide Amway at least three weeks' notice prior to the meeting or event.

The ABO who organizes or hosts a meeting or event must ensure that all content presented and all speakers at the meetings/events comply with the Content Standards portion of the QAS. If the speaker is not an ABO, the ABO must provide the speaker a copy of the Content Standards and have the speaker sign a written agreement stating that the speech and/or performance of the speaker will comply with the Content Standards. The ABO who organizes or hosts the meeting/event will be responsible for any violation committed by the speaker.

Costs paid to guest speakers such as per diems and travel expenses must be in compliance with Amway's published guidelines. Following the conclusion of the meeting/event, a summary of account substantiating that no profit was earned must be submitted to Amway Philippines upon request.

Standards for Meetings and Events

All Meetings and Events must meet the following basic standards:

- The venue should be clean, business appropriate, well-maintained and compliant with applicable laws, rules, and regulations.
- All content must comply with the Content Standards and Program Standards.
- Efforts should be made to ensure the availability of proper seating for all participants/audience provided that such seating and the resulting room capacity complies with applicable law, rule, or regulation.
- The audience should have clear visibility of the proceedings on the stage either directly or through screens with live feed.
- The venue should provide good audio quality of presentations throughout the event or meeting.
- The event or meeting should contain clear and conspicuous signage and announcements during the meeting that no audio or video recording is allowed.
- All required permits, permissions, and licenses must be obtained by the ABO prior to conducting the Meeting/Event.

Ticket language must include.

Front:

- Event name
- ABO Organizer/Host name
- Date and time
- Location
- Ticket price

Reverse:

- Terms of refund
- ABO Organizer/Host name, contact information

Front or Reverse:

- "Purchase of this ticket is optional.
- No audio or video recording is allowed.
- No one can guarantee that these techniques will work for you. We hope,

however, that the ideas presented here will assist you in developing a strong and profitable Amway business. These materials have been published independently of Amway”

BSM PRICING

ABOs may only sell BSM at cost, and in no event at a price above the approved published price. BSM/Event pricing must therefore adhere to the pricing stated below:

- CDs or VCDs – PhP200 per unit
- Books – bookstore suggested retail price
- Weekly meetings- PhP 60 per person
- Rallies/ Monthly Meetings – PhP400 per person
- Weekend Seminars – PhP1,250 per day per person (excluding food and lodging at cost)

The above pricing shall be subject to review or amendment from time to time as in the discretion of Amway.

BSM REFUND POLICY

If for any reason an ABO is not satisfied with the BSM purchased, he or she can receive a full refund of the purchase price from the selling ABO within 100 days from the date of purchase. The purchaser must, upon request, provide proof of purchase.


The terms of the refund policy adopted by the ABO selling BSMs, including terms regarding procedures for the resolution of disputes and the person responsible for returns, must be clearly communicated to the purchaser prior to any sale of BSMs. In the event such terms do not include a person responsible for returns, the seller shall be responsible for handling returns. Selling ABOs must ensure that the terms and conditions of any refund policy adopted comply with all Amway Policies and applicable laws.

ABOs who sell tickets to meetings and events are obliged until 14 days prior to the date of the meeting/event to refund tickets purchased for the purchaser’s personal use. The terms of the refund policy as adopted by an ABO selling such tickets shall comply with the above.

REQUIREMENTS FOR BSM PACKAGING AND USE OF BSM CONTENT REVIEW NUMBER

Each authorized BSM must contain the following information:

- Name of the ABO who either produced or obtained Amway authorization for the BSM
- BSM title
- BSM price
- The publication or recording date of the BSM
- The name of the BSM publisher or producer

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- Content Review Number and year authorized by Amway
 - A statement to the effect that “Purchase of this BSM is Optional”
 - Mandatory BSM Disclosures (if any)

This information specified above must be clear, intelligible, and in English, however the position on the BSM may vary.



MANDATORY MEETING CONTENT

The ABO organizer and/or host of meetings and/or events falling within one of the categories below, must ensure that such meeting and/or event complies with the Content Standards portion of the QAS, and provides the mandatory meeting content below.

<p>Business Opportunity Meetings/ Sales Rally –</p> <ul style="list-style-type: none"> • Meeting consisting of 20 or more people. Prospects may not be charged to attend. • Objective is to introduce the Amway Business to Prospects 	<p>Host/Organizer</p> <ul style="list-style-type: none"> • Must be hosted or organized by an ABO, or a Training Organization in collaboration with an ABO host. <p>Making Money – Amway Sales and Marketing Plan – (A minimum of 1/3 of the time must be spent on this topic)</p> <p>Amway Products – (A minimum of 1/3 of the time must be spent on this topic)</p>
<p>Business Building Seminars (BBS) / Special Meetings –</p> <ul style="list-style-type: none"> • Gathering primarily of ABOs, but Prospects may also attend provided that they do not pay to attend • The objective is to provide training and education on: <ul style="list-style-type: none"> ○ Building a profitable and sustainable Amway business, or ○ Amway products, or ○ Both topics mentioned above 	<p>Host/Organizer</p> <ul style="list-style-type: none"> • Must be hosted or organized by an ABO, or a Training Organization in collaboration with an ABO host. <p>Business Building If the BBS provides training and education on business building, then it must at a minimum include:</p> <ul style="list-style-type: none"> ○ Motivation or Recognition or Experience Sharing ○ Business Building Techniques by Speaker <p>Amway Products If the BBS provides training and education on Amway products then it must at a minimum include discussion about or demonstration of Amway products and a discussion about the Satisfaction Guarantee</p>

<p>Weekend Seminars –</p> <ul style="list-style-type: none"> • Gathering primarily of ABOs, but Prospects may also attend provided that they do not pay to attend • The objective is ABO recognition and motivation • The duration of a Special Meeting/Rally is 1 day or less 	<p>Host/Organizer</p> <ul style="list-style-type: none"> • Must be hosted or organized by an ABO, or a Training Organization in collaboration with an ABO host. <p>ABO Recognition</p> <p>Motivation Presentations, speeches, or activities designed to motivate ABOs to build their Amway business.</p> <p>BSM promotion This is not required. If discussed, it may not be more than 5% of the meeting duration.</p> <p>Presentation by Amway Personnel (if available) or Amway-produced video</p> <p>Amway Products</p>
<p>Leadership Meetings –</p> <ul style="list-style-type: none"> • Gathering of ABO leaders • The objective is business training and business strategy 	<p>Senior ABO leader to re-enforce the idea of effort vs. reward</p> <p>Annual Best Practices training and Speaker Training as required</p> <p>Strategies and tools to increase productivity and profitability – goal setting/action planning</p>



REQUIRED USE OF AMWAY BRANDING

These Amway branding standards help ensure that Amway is presented as the primary brand in certain items, locations, or circumstances related to the Amway business. The standards for required use of the Amway name and/or logos are set forth below.

Meetings and Events:

- At least one sign featuring the Amway name and/or logo must be prominently displayed inside each space that is open for ABO use. Please contact your Sales advisor to obtain proper signage.
- A sign featuring the Amway name and/or logo must also be prominently displayed at the entrance and exit of the meeting room. Please contact your Sales advisor to obtain proper signage.
- In addition, whenever the name, logo or trademark of an ABO brand or group, or a Training Organization is used, the Amway name or logo must appear at the same time, and must be of equal prominence.

BSM (Audio/Video):

- The Amway name and/or logo must be clearly and conspicuously used or displayed at the beginning and end of the BSM.
- If the name, logo or trademark of an ABO brand or group, or a Training Organization is used, the Amway name and/or logo must also be used at every instance that the name, logo or trademark of the ABO brand or group, or the Training Organization is used, and use of the Amway name and/or logo must be of equal prominence.

BSM (Print/Slide Presentations):


- The Amway name and/or logo must be clearly and conspicuously used on every page or slide of the BSM.
- If the name, logo or trademark of an ABO brand or group, or a Training Organization is used, the Amway name and/or logo must also be used at every instance that the name, logo or trademark of the ABO brand or group, or the Training Organization is used, and use of the Amway name and/or logo must be of equal prominence.

Digital BSM such as websites, and applications:

- The Amway name and/or logo must be clearly and conspicuously used on every page of the digital BSM.
- If the name, logo or trademark of an ABO brand or group, or a Training Organization is used, the Amway name and/or logo must also be used at every instance that the name, logo or trademark of the ABO brand or group, or the Training Organization is used, and use of the Amway name and/or logo must be of equal prominence.

Apparel/Miscellaneous Branded Items:

- Items offered in this category must directly relate or contribute to Amway team building or Amway business building efforts.
- Items must include the name and/or logo of Amway or an Amway brand if the name, logo or trademark of an ABO brand or group or a Training Organization is used.
- A proposal for the branded item with a detailed description of the product, branding, and need for the item must be submitted to Amway for review and

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- approval prior to production, sale or distribution of the item.
 - Items in this category may not be purchased and re-sold for a profit.

Training Centers/ABO-Run Centers:

- ABOs seeking to have an ABO-Run Center must submit photos of the proposed center and have the location approved by Amway. Upon approval, the Center must use the signage provided by Amway in the manner specified by Amway.
- Training Centers must use the posters and other signage provided by Amway in a manner specified by Amway.

Note: Whenever using Amway logos/branding, only Amway-approved logos and branding may be used.

SUBMISSION AND REVIEW OF BSM

Except as otherwise provided in the Amway Rules of Conduct, written policies, or other policies which Amway may communicate from time to time, it is the responsibility of all ABOs that sell, offer for sale, distribute, provide access to, or create BSMs, to ensure that such BSMs comply with the Content Standards portion of the QAS, and have been reviewed and approved by Amway.

It is the obligation of the ABO at the Platinum level or above who either created a BSM or procured a BSM from a third party to make sure that it is submitted to Amway for review and authorization according to the process stated below before sale or distribution. The review and authorization of BSM by Amway does not relieve the ABO of any liability related to compliance with applicable laws including without limitation, laws relating to the use of intellectual property of third parties.

Memorialized BSM

- Pre-Submission Process
 - ABOs at the Platinum level or above submitting BSM for review will make efforts to ensure that all BSM submitted for review to Amway comply with the Content Standards portion of the QAS.
- Submission Process:
 1. ABO will submit a digital copy of the BSM for which authorization is requested, together with any written summary, and the general details of the BSM to the contact person or department designated by Amway.
 2. Amway will, at its election, review the submitted BSM for compliance, authorize the BSM without review, or reject the item if it is not a BSM.
 3. Once the BSM is authorized, Amway will assign a Content Review Number (CRN) to the BSM and notify the ABO of the authorization. The BSM is formally authorized by Amway for promotion, sale and distribution to ABOs (and/or prospects, as the case may be), only with the CRN placed on the BSM.
 4. In case there is a violation of the QAS found by Amway during the review process, the BSM will be rejected. However, if permitted by the authors and those holding the applicable rights to the BSM, the ABO may edit the BSM accordingly and resubmit it for review and approval.

The BSM may not be promoted, sold, or distributed to ABOs or Prospects until the BSM is formally authorized by Amway and contains a CRN.

Meetings and Events BSM

- Pre-Submission Process

In advance of the meeting or event, the ABO organizing or hosting the meeting or event, will make efforts to ensure that the content of the meeting or event will comply with the Content Standards portion of the QAS, and that the Mandatory BSM Content will be provided.

- Audio/Video Recording Requirement:

The ABO organizing or hosting the meeting or event, must create an audio or video recording of such meeting or event as stated below. The recording must capture the entire content of the meeting or event, and must be of sufficient quality to enable Amway to conduct a review against the QAS of the event or meeting.

All meetings and events identified in the Mandatory Meeting Content section (Business Opportunity Meetings, Sales Rallies, Business Building Seminars, Special Meetings, Weekend Seminars, and Leadership Meetings) are subject to the Audio/Video Recording Requirement. In addition, any other meeting or event must be recorded if requested by Amway.

The ABO organizing or hosting the meeting/event must retain the recording for a minimum of sixty (60) calendar days from the end of the meeting/event and produce it to Amway immediately upon request. After the expiration of the sixty (60) calendar days, the recording may be destroyed unless otherwise required to keep it.



REQUIRED TRAINING

Every ABO that creates BSM or holds meetings or events must receive required training sessions on:

- a. QAS Program Standards processes and requirements; and
- b. QAS Content Standards.

The training sessions will be provided to ABO free of charge by Amway.

In addition, ABOs that organize or host meetings or events will be responsible for ensuring that those ABOs that speak at meetings and events receive the QAS Content Standards training on an annual basis. Upon request by Amway, ABO must provide details on how, when, and where the training was given, and must also provide a list of attendees.