



This announces the following changes to the Marketing Advisor Program in the Philippines effective September 1, 2017:

1. Change the eligibility to sign up as a Marketing Advisor from “current Emerald and above” to “current Platinum and above” in home market. This is to align with the global qualification requirement for establishing multiple businesses. ***The ACCL Policy of restricting only Diamonds and above to have a 2nd Business overseas will be enforced in conjunction with the Marketing Advisor Program.***
2. Include an option to take the mandatory orientation program online. The objective of the orientation program is to help potential MAs understand their obligations as a MA, particularly their understanding that the business is primarily built offshore and not be active locally. This training is a requirement before acceptance of MA application by APHL.

For perspective, the Marketing Advisor Program was established in 1997 during APHL’s market opening to enable current Platinums and above from other markets to set up a No.2 business in the Philippines, with the purpose of providing offshore consultation and guidance to local distributors in the market.

Other current key features of current MA Program will be retained:

1. May not purchase products for resale, in compliance with the Philippines laws (Retail Trade Liberalization Act of 2000). For product purchases by Marketing Advisors, the maximum allowable purchase is equivalent to 500 Personal PV and maximum of 5 eaches per SKU.
2. HATV requirement for the Marketing Advisor’s platinum group size and side volume to have a minimum of 70% volume sourced from local distributors for the SP qualification to be recognized.
3. The Program is governed by the Foreign Investment Act, and therefore, Marketing Advisors are urged to comply with the spirit of the program as an offshore consulting business providing guidance to local distributors. Visits are limited to short business trips with proper visa.

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