



Amway
7575 Fulton Street East
Ada, MI 49355-0001

To: Amway Business Owners
From: Amway Global Sales and Business Conduct & Rules

Subject: **Appropriate Sponsor and Upline (Platinum) Roles & Responsibilities**

As we look towards the future, AmwayNext offers an exciting opportunity for us to improve our business while staying true to the Founders Fundamentals and Values instilled by Rich and Jay that continue to guide our business today. At Amway, we believe in doing things the right way – and incentivizing and rewarding others who do the same. We are grateful to all of the ABOs around the world who have built their businesses the “Rich and Jay way.”

At the 2016 Founders Council Meeting in London, the topic of “Healthy Business Building” was raised by Amway President, Doug DeVos, in response to your request to make our business stronger and healthier. We work tirelessly to reduce complexities across markets to fulfill our vision of creating long-term, sustainable businesses in partnership with ABOs around the globe. With that spirit in mind, our Global Sales and Business Conduct & Rules teams are continuously working to promote efforts that embrace the integrity of the Amway Business and protect ABOs.

Amway recognizes - and even encourages - the upline/sponsor to provide leadership and motivation, assist in explaining the Rules of Conduct and offer proper training of the Amway Sales Plan. However, sometimes interference and manipulation occurs during this process, leading to disruption of the independent relationship to the ABOs in the downline.

The importance of your personal efforts to build fairness around qualification are critical to our business. Therefore, we invite you to review the upline involvement documents that are linked below.

Rule 5.1 - Duties and Responsibilities of Sponsors

Each Amway Business Owner (ABO) is responsible for building his/her own Amway business. Amway recognizes that proper support, training and motivation from the Sponsor/Platinum are also important to the continued growth of Amway businesses downline. However, Sponsor and other upline activities must never undermine the independence and personal effort of each Amway business or improperly interfere with the relationship between Amway and each ABO. Further, Rule 5 prohibits excessive or improper upline involvement which may also constitute manipulation of the Amway Sales and Marketing Plan (Rule 4.20).

Amway reserves the right to evaluate the type and frequency of upline involvement to determine whether it constitutes interference in violation of the Rules of Conduct

Appropriate Sponsor and Upline (Platinum) Roles & Responsibilities

Mentoring, encouragement and successful leadership are important to the continued growth of Amway businesses. Amway requires upline Amway Business Owners (ABOs) provide training and motivation to downline ABOs. Upline ABOs are expected to provide support that may include; (1) explain the Sales Plan to new ABOs; (2) supply new ABOs with the Amway Business Kit; (3) provide ongoing Sales Plan and product training to downline ABOs; (4) personally engage in and encourage retails sales; (5) protect sponsorship and business ownership rights of downline ABOs; (6) encourage downlines ABOs to attend official Amway meetings and functions; and (7) educate downline ABOs regarding Amway Business Policies, Rules of Conduct and business-building best practices.





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ABOs are independent business owners, responsible for building their own businesses. Amway will not permit upline ABO practices that improperly interfere with the independence of downline ABO businesses or manipulate the Sales Plan (Rule 4.20).

Amway will review all circumstances surrounding upline-downline conduct and relationships, to determine whether upline ABOs have interfered with the independence of a downline business and/or engaged in Sales-Plan manipulation. Amway will evaluate any or all of the following factors, separately or in conjunction with one another:

- *Type: Consolidated orders, and picking up products for a downline, which the downline has already paid for, may be appropriate. However, registering new ABOs for a downline without their knowledge or involvement, paying for downline product orders without proof of reimbursement, or other activities that suggest an upline is undertaking the business responsibilities of a downline ABO are not appropriate and will not be permitted.*
- *Frequency: Uplines may reasonably provide one-time or occasional assistance to downlines, particularly in case of an emergency or short-term illness. Systematic, ongoing or repeated involvement, on the other hand, suggests interference with downline independence and is prohibited.*

Amway may require detailed substantiation in reviewing upline-downline transactions. For example, Amway may: (1) require substantiation for product orders placed by upline ABOs on behalf of downline ABOs; (2) confirm that each application submitted by upline ABOs has been validly executed by each new ABO; (3) confirm that all downline and customer relationships are genuine; and/or (4) carefully scrutinize any loans or advances among upline/downline ABOs.

Where at its sole discretion, Amway determines that excessive upline involvement or Sales-Plan manipulation is present, Amway may deny qualifications and/or impose all appropriate sanctions under the Rules of Conduct.

As we head towards our 60th Anniversary, we're looking closely at AmwayNext and our Values-based legacy as we think of new ways to help everyone build a healthy, sustainable business into the future – the Rich and Jay way. We thank you for your partnership in this effort.

