

Core Plus⁺

10 FAST FACTS

Amway offers commission and incentive programs that empower and motivate Amway Direct Sellers (ADS) to set and achieve their goals.



1 Core Plus⁺ is the new discretionary incentives program from Amway.

Core Plus⁺ incentives complement the Amway™ Compensation Plan (Core Plan) by rewarding best practices in building a strong, sustainable business. ADSs can start earning Core Plus⁺ rewards from their first sale, and incentives can keep growing as an ADS business does.

2 Core Plus⁺ aligns with the Core Plan.

Both the Core Plan and Core Plus⁺ reward ADS for proven business-building practices, including selling to customers and growing a healthy sales structure. Most Core Plus⁺ incentive payments are based on Core Plan achievements earned.

3 Amway listened to ADS leaders around the world.

As Core Plus⁺ was designed, ADS leaders from around the world were consulted to ensure the Amway opportunity remains competitive and meets direct seller expectations.

4 Core Plus⁺ invests more money in ADS earnings.

With the support of the founding families, Amway is investing even more in direct seller compensation with important, new income opportunities below Platinum.

5 Core Plus⁺ incentives offer even greater rewards for direct sellers earlier in their journey.

Incentives can help direct sellers at every level stay engaged and inspired to grow. Core Plus⁺ was designed to:

- **Pay more meaningful early income** that better rewards and motivates direct sellers.
- **Encourage profitable sales structure earlier** by rewarding ADS as they sell products to customers and build a team that does the same.
- **Recognize direct sellers sooner** in their journey for sustainable selling and business-building activities.
- **Preserve leader income and equity** with premium compensation opportunities. No money is shifted from leader compensation programs.



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Core Plus⁺ incentives are designed for new ADS, business builders and ADS leaders.

Core Plus⁺ was created so that even the newest direct seller can make more money sooner by selling products to customers. Business builders earn incentives with a balance of selling and sponsoring other team members who do the same. Platinum and above ADS can earn incentives for their leadership developing qualified sales teams.

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With Core Plus⁺, business builders can aim for the Bronze pin.

*For ADS at 15% or higher on the Sales Commission Schedule – The **Bronze Builder Incentive**⁺ rewards direct sellers for practicing skills that can take them to Silver, Gold, Platinum and beyond! These strong, sustainable business builders can be recognized for their achievements with a new **Bronze pin**.*

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With Core Plus⁺, new ADS can start earning more from the first sale.

*For ADS at 0% to 9% on the Sales Commission Schedule – The **Customer Sales Incentive**⁺ pays up to 10% on Verified Customer Sales. That's in addition to any retail margin from selling products between MRP and DAP.*

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Core Plus⁺ offers premium compensation opportunities for leaders.

For Platinum and above ADS – ADS leaders can earn more from the Core Plan and Core Plus⁺ with sustainable growth and a balance of width and depth. Core Plus⁺ was designed to help Platinums grow to and maintain Founders Platinum, which can help leaders earn more through the Core Plan Global Award Recognition and the discretionary Founders Achievement Awards. Plus, with greater consistency and more predictability, leaders can better plan for long-term growth.

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Core Plus⁺ rewards ADS for growing business to the next level.

*For ADS at 9% or higher on the Sales Commission Schedule – The **Bronze Foundation Incentive**⁺ encourages direct sellers to sell products and build a team of ADS who generate product sales volume. Sustainable sales growth can help ADS reach even higher commissions and incentives.*