



WELCOME TO AMWAY

ENGLISH
MALAYSIA | BRUNEI



JAN 2023


WELCOME to Amway

Congratulations on starting your own Amway™ business! We're so excited that you're taking the path towards achieving your personal goals. As a new Amway Business Owner (ABO), we know you'll have questions; that's why we've put together some basic resources to guide you through the process of organising your business, as you embark on an exciting and rewarding journey with Amway.

Our story begins with two friends, Rich DeVos and Jay Van Andel in West Michigan, who created a unique business model that allowed others to join Amway and participate in the benefits of the expanding business.

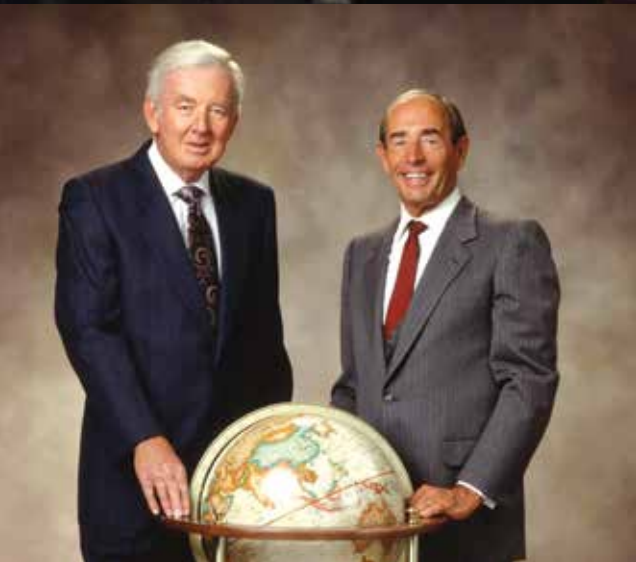
Our vision is quite simple – we believe that everyone has the opportunity to discover their potential and achieve their goals. Anyone, regardless of their education, economic background or professional experience, can become an ABO and build their business by selling Amway products.

Today, Amway continues to be led by the original founding families with Steve Van Andel as Chairman and Doug DeVos as President who strive to carry on the legacy created by their fathers.

A photograph of Steve Van Andel and Doug DeVos, the current leaders of Amway. They are both men in dark suits and ties, smiling at the camera. Steve is on the left, and Doug is on the right with his arms crossed.

Steve Van Andel
Co-Chairman

Doug DeVos
Co-Chairman

A photograph of Jay Van Andel and Rich DeVos, the co-founders of Amway. They are both men in suits, standing behind a large globe. Jay is on the left, and Rich is on the right.

Jay Van Andel and Rich DeVos
Amway Co-founders

WHAT PRODUCTS DO AMWAY BUSINESS OWNERS SELL?

Amway has more than 450 world-class products that can be purchased directly as APCs or through ABOs. Amway offers nutrition, beauty and home products that are all backed by a customer satisfaction guarantee.



WHAT DOES AN AMWAY BUSINESS OWNER DO?

As an ABO, you present products to new customers, service existing customers, and help others start and build their own Amway business. You have the flexibility to schedule your day, decide the amount of time and effort you want to put in, and balance your financial needs with your personal needs in a way that works best for you.

HOW DOES AN AMWAY BUSINESS OWNER MAKE MONEY?

You're in control when it comes to making money. You aren't limited by how much you can make, and you aren't required to meet any kind of minimum requirements. You get to make retail profits, earn bonuses when you sell enough products and, if you decide to build your own team, together generate monthly bonuses for your team sales.



WHAT IS THE AMWAY BUSINESS?

We offer Amway Business Owners (ABOs) around the world a low cost, low risk way to earn the income they are looking for, and products that people use every day to look their best, feel their best, and keep their families and homes safe.



WHAT ARE THE BENEFITS OF JOINING THE AMWAY BUSINESS?

The Amway business is designed to put you in control of your income and lifestyle. With Amway, you decide how much you want to earn and how much effort you want to put in to achieve it, allowing you to enjoy a few small extras today, while also building a future.



THE FOUNDER'S Fundamentals

The Founder's Fundamentals are the principles upon which Rich DeVos and Jay Van Andel built the Amway business and which we believe constitute a sound foundation for a meaningful life.

FREEDOM

Freedom is our natural state and the most conducive environment in which we live, work, achieve and grow. It allows for our belief in God and for the opportunity to build a meaningful, purposeful life. The Amway business recognises, supports, and expands our freedom, which is both personal and economic. Thus it is our responsibility to ensure, protect, and sustain our freedom.

FAMILY

The family is our primary social structure, providing love and nurturing, heritage and legacy. The family provides us with a consistent set of values and a framework for growth and the ability to thrive as individuals. The Amway business respects and supports the family, as evidenced by the prominence of "family" in Amway ABOships.

HOPE

Hope gives us the power to transform our lives in positive ways. It is a force that allows us to envision dreams, establish goals and achieve great things. By offering hope, we open windows of possibility for others, and it is why Amway speaks so meaningfully to the needs of people around the world.

REWARD

Reward involves the shared action of giving and receiving. Reward helps us grow either as the giver or the recipient, and there are many ways we are rewarded. At the most basic, it is to be acknowledged and loved as a person. To be rewarded also means to be recognised for one's commitments, valued for one's contributions, and compensated for one's efforts. Reward helps productivity to flourish by providing both a closure for one action and an impetus for a new action. Reward is integral to the Amway business as we help each other grow as people and as entrepreneurs.



#1

**DIRECT SELLING
COMPANY IN
THE WORLD**

as ranked by 2020
Direct Selling
News Global 100



100+

**COUNTRIES AND
TERRITORIES**

where Amway
currently operates



19,000+

**GLOBAL
EMPLOYEES**



PARTNERSHIP

Amway is built on the concept of partnership, beginning with the partnership between our founders. The partnership that exists among the Founding Families, ABOs and Employees is our most prized possession. We always try to do that which is in the long-term best interest of our partners, in a manner which increases trust and confidence.

INTEGRITY

Integrity is essential to our business success. We do what is right, not just whatever 'works'. Amway's success is measured not only in economic terms, but by the respect, trust and credibility we earn.

PERSONAL WORTH

We acknowledge the uniqueness created in each individual. Every person is worthy of respect, and deserves fair treatment and the opportunity to succeed to the fullest extent of his or her potential.

PERSONAL RESPONSIBILITY

Each individual is responsible and accountable for achieving personal goals, as well as giving 100 percent effort in helping achieve corporate or team goals. By helping people help themselves, we further the potential for individual and shared success.

ACHIEVEMENT

We are builders and encouragers. We strive for excellence in all we do. Our focus is on continuous improvement, progress and achievement of individual and group goals.

FREE ENTERPRISE

We are proud advocates of freedom and free enterprise. Human economic advancement is clearly proven to be best achieved in a free market economy.

OUR VALUES

These are the essential and enduring standards, not to be compromised, by which we operate the Amway business.



3,000,000+
ABOs WORLDWIDE
sell Amway products



BRINGING THE BEST To You

To produce the best products, Amway owns and operates manufacturing facilities, processing plants and certified organic farms in various locations around the world, including the United States, China, Vietnam and India.

More than 950 Amway scientists, engineers and technical professionals work in these facilities, plants and organic farms to develop products based on the highest environmental and ethical standards. We invest heavily in the research and development of our products and own 75 R&D and quality assurance labs worldwide.



450+
UNIQUE PRODUCTS
are offered exclusively
by Amway



75+
**SCIENTIFIC
LABORATORIES**
worldwide with advanced
technology and equipment



1,200+
**PATENTS HELD
WORLDWIDE**



950+
**SCIENTISTS, ENGINEERS
AND TECHNICAL
PROFESSIONALS ON STAFF**



NUTRILITE™

World's
No.1



is the world's #1 selling vitamins and dietary supplements brand*. As phytonutrient pioneers, we at Nutrilite trace every ingredient in our supplements to ensure they are Pure, Safe and Effective. Nutrilite provides vitamin, mineral, and dietary supplements designed to fill nutrient gaps in your diet.

For information on Nutrilite's seed to supplement traceability process, visit www.nutrilite.com.my

* Source: <http://www.euromonitor.com/amway-claims>



Nutrilite has been consecutively named Reader's Digest Most Trusted Brand in Malaysia since 2005.

HEALTH & WELLNESS

bodykey
by NUTRILITE



is a personalised weight management programme that is designed to work with your lifestyle. It is a combination of four powerful elements – a BodyKey personalised assessment, scientifically formulated products, InBody Dial fitness tracker and community support intended to work together to help you reach your personal weight management goals.

For more information on weight management, visit www.bodykey.my





ARTISTRY

Nature's plant-based superstars amplified by science to deliver your healthiest-looking skin ever.

BEAUTY & PERSONAL CARE

A complete range of personal care products for all your bath and body needs. Taking care of you from top to toe, our offerings ensure gentle and effective solutions for the whole family.



World's
No.1



ATMOSPHERE
SKY™

ATMOSPHERE
MINI

ATMOSPHERE
DRIVE™

Its triple filter air treatment system can effectively remove 99.99% of particles as small as 0.0024 microns as they pass through the unit.*

* Based on a Verify Market Study of 2019 global sales revenue. Product is defined as a single model number within a brand or product line.



HOME & LIVING



eSpring™

is the world's number one selling brand of home water treatment systems*. Taste True Mineralised Water that is safe and clean to keep you and your loved ones healthy.

World's
No.1



Amway
home

Amway Home leverages decades of our scientific expertise and combines all our environmentally-friendly laundry and cleaning products under one brand.



BioQuest Formula Technology

Safest choice for your family and the environment.



The Safer Choice Logo Quickly identify products with safer chemical ingredients and more responsible environmental packaging, without sacrificing performance.

excluding SA8™ Prewash, DISH DROPS™ Scrub Buds, Leather & Vinyl Cleaner, Green Meadows™ and L.O.C. Metal Cleaner.



Sustainable Packaging

* Based on a Verify Markets study of 2020 global sales.



CLASSIC



ENERGISE



FIERY BLAZE



BURN



Energy Drink

Recharge the right way with XS Energy Drinks, loaded with an energy-boosting blend of B vitamins to perfectly cap off your latest adventure.



For more information about XS Energy Drinks and the benefits of B vitamins that XS gives you, scan the QR code or visit <https://bit.ly/3JnxaU5>

ENERGY

#EXPERIENCEMORE



Ignite the body fat with XS IGNITE's scientifically proven ingredients that will aid your workouts, help boost hydration levels and give you a rush of energy.

For more information about XS IGNITE, scan this QR code or visit <https://bit.ly/3r0unwl>



Sport Nutrition

Feed your body with XS Whey Protein. Get the fuel to do more with our nutritional fitness supplement.

For more information, scan this QR code or visit <https://xswheyprotein.my/>



Amway Malaysia

COMMITTED ABOs

The core ABO force and APCs have grown to more than half a million in 2022. Fuelled by their passion to succeed in the business and their belief in the company, ABOs form a strong partnership with the company and work alongside the staff to achieve their desired success.



INNOVATIVE PRODUCTS

Backed by extensive R&D and patented technology, we stand by the quality of our products, many of which had garnered numerous business and consumer awards throughout the years.



DEDICATED EMPLOYEES

From just five staff in 1976, Amway Malaysia's staff force has grown to more than 400 in 2022. The staff listens to the needs of the ABOs and are passionate about supporting them.



WHAT MAKES
AMWAY
MALAYSIA
YOUR
CHOICE?

HARNESSING TECHNOLOGY

The company has been continuously enhancing the digital experience for ABOs, constantly innovating digital platforms to best serve ABO's needs. Amway On-The-Go digital assets allow ABOs to bring their business with them everywhere they go.



TRAVEL The World

WITH AMWAY

As you achieve levels of success in the Amway business, you will have the opportunity to participate in all-expense paid seminars and conferences both locally and internationally with like-minded business leaders.

NORTH AMERICA

- 📍 **Ada**
1998, 2001, 2002, 2009
- 📍 **Alaska**
1990, 1996, 2001, 2007, 2021
- 📍 **Canadian Rockies**
2001
- 📍 **Honolulu**
1996, 2017
- 📍 **Kona**
1996
- 📍 **Lake Tahoe**
2005
- 📍 **Las Vegas**
1994, 1995, 2000, 2015, 2018
- 📍 **Los Angeles**
1991, 1998, 2009
- 📍 **Miami**
2011
- 📍 **New York**
1996, 2004, 2010, 2020
- 📍 **San Francisco**
1992, 2005
- 📍 **Vancouver**
1995, 2007, 2008
- 📍 **Washington**
2005



SOUTH AMERICA

- 📍 **Buenos Aires & Rio De Janeiro**
2017



AFRICA

- 📍 **Cape Town**
2003
- 📍 **South Africa**
1999
- 📍 **Tanzania**
2016
- 📍 **Victoria Falls**
2003



EUROPE

- Barcelona 2016
- Dubai 2010, 2019
- Egypt 2009
- Finland 2021
- Istanbul 2012, 2022
- London 2000
- Madrid 2004
- Milan 2014
- Mediterranean 2006, 2016
- Monaco 2007
- Paris 1990, 2003, 2011
- Prague 2005
- Rome 1995, 2006
- Athens & Santorini 2022
- Switzerland 1992, 2007
- Venice 2006
- Vienna 2013

ASIA

- Bangkok 1983, 1987
- Beijing 1994, 2008
- Cameron Highland 1978
- Cheju 1999
- Chiang Mai 1987
- Fraser's Hill 1977
- Guilin 1990
- Hokkaido 2013, 2018
- Hong Kong 1984, 1990
- Manila 1982
- Osaka 2004, 2008
- Pattaya 1981
- Sapporo 2008
- Seoul 1988, 1999
- Singapore 1980
- Taipei 1986
- Tioman 1979
- Tokyo 2000, 2004, 2018
- Xian 1994

AUSTRALIA & NZ

- Cairns 1997
- Fremantle 1989
- Gold Coast 1992, 1993, 1997
- Hobart 2002
- Melbourne 1993, 2002
- Perth 1985, 1989
- Sydney 1992, 2012, 2020
- Auckland 2014
- Christchurch 1995
- New Zealand 2011



SELLING

Retailing products for profit, or selling, is the cornerstone of building a profitable and growing Amway business.

Start with yourself – to build your Amway business, you'll have to know the products you're about to sell or recommend to others. There are many convincing things you can say about any Amway product. Yet, we believe one of the most convincing of all is simply: "I use it myself."

Your confidence in the product inspires confidence in your customer. If you use them, you can sell them. Product demonstrations that show how effective and easy it is to use are the strongest advantage you have over retail outlets. When you practise it regularly and demonstrate it to every customer, you will soon find that selling is easy.

3 WAYS TO START

The Amway business income potential is unlimited – it is up to you to unleash your potential. Basically, you can generate income and build up your business in three ways:



SPONSORING

Through sponsoring, you will replicate your selling efforts and be on your way to building a successful business.

When your customers see you succeeding in your Amway business, they too, may want to start a business of their own. The people you sponsor are called downlines, and you will help and support these people as they build their own successful Amway business.



BUILDING AN ABO GROUP

ABOs are sponsored by other ABOs. Sponsors and upline ABOs teach and encourage their group to meet their goals.

To do that, you will be coaching the people you sponsor to duplicate selling efforts as a group. Through faithful, friendly customer service, you will create confidence in both your customers and the ABOs in your group. Let them know that they are important to you and demonstrate it through the respect and integrity you show them.

1 TALK IT THROUGH WITH YOUR SPONSOR ABO

Meet up with the ABO who sponsored you into Amway for a discussion. The discussion may include the number of hours you can commit for your Amway business, how much income you'd like to earn, family obligations, schedule limitations and any relevant topics.



2 DEVELOP A SERIES OF GOALS

With your sponsor ABO's help, set goals that will motivate you to focus on your business. Do make sure that your goals are specific and obtainable. They can be short-term goals or long-term goals: targets you'd like to reach almost immediately and also in the near future.



SET YOUR GOALS

You know by now that your Amway business is completely flexible – you build it the way you want to. From our experience in helping other business owners achieve success, we have found that planning ahead and setting goals are important in order to help you achieve results.

3 MONITOR YOUR PROGRESS

Review your goals and track your progress from time to time, and decide how often should you re-evaluate your goals. Celebrate the goals you have achieved and if you aren't making the expected progress, discuss with your sponsor ABO to develop new strategies to work on.



4 EXPECT TO WORK HARD

Success comes with hard work. So if you make the effort, commit the hours and do the work, you'll find that this business will be rewarding and satisfying. It is not always easy, but with proper planning and persistence together with peer support, you can achieve the recognition and rewards you aim for.



How To Purchase

AMWAY PRODUCTS



SHOP ONLINE



PICK & PAY

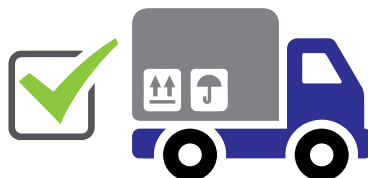


CREATE YOUR AMWAY ID

Upon successful application, you (and your spouse) will receive an email and SMS to create your Amway ID. Click on the link to create your Amway ID using your email or mobile number. This would be your login credential to the website for you to shop online.



Debit card, credit card & online banking transfer



Delivery service



AMWAY PROMISE™

AMWAY**PROMISE** is our global consumer protections communications platform. Our goal is to deliver the most comprehensive customer service and consumer protections offering in the direct selling industry.

Visit <https://www.amway.my/about-amway/amway-promise> to read more.



Explore www.amway.my/www.amway.com.bn on mobile devices anytime, anywhere

- Visit www.amway.my/www.amway.com.bn to enjoy an extensive range of Amway products and business information.
- Log in with your Amway ID (email or mobile number).
- Look for your favourite products and promotions, simply add the items into the cart and proceed to pay with credit card, debit card or online bank transfer.
- The products will be delivered to you (FREE delivery for purchases above RM200).

Buy from Amway Shops in Malaysia

- Amway shops are strategically located throughout Malaysia for your shopping convenience.
- Just walk in, pick your favourite Amway products, and show your ABO/APC eCard to make the purchase.
- Various payment modes including cash and major credit and debit cards (Mastercard and Visa) are accepted.



Refer to page 19 for shop details.

We Are Here To **SERVE** You **BETTER**

AMWAY.MY (ONLINE ORDERING SERVICE)

- There will be a handling fee of RM10.00 for orders that are below the minimum ordering value of RM200.00 for online ordering, and RM200.00 for ordering via shop.

TYPES OF ORDERS	MINIMUM ORDERING VALUE
amway.my delivery service	RM200.00
Non amway.my orders delivery service (walk-in)	RM200.00
Pick and Pay (Petaling Jaya Product Pavilion and Amway Shops)	No minimum ordering value

- The delivery lead time for online orders is within 3 business days for West Malaysia and 5 business days for East Malaysia.

SHORTAGES/EXCESS/DAMAGE & ORDERING PROBLEMS

- All order discrepancies/damage must be reported within 10 calendar days from the date of receipt, failing which the company shall not be held responsible for any lost/damage arising howsoever. The reporting of the non-receipt of orders must be made within 10 calendar days from the order date via email to myhelpdesk@Amway.com.
- Questions concerning Performance Bonuses, Business Volume, Back Orders, etc, should be directed via email to myhelpdesk@Amway.com.

ONLINE PAYMENT SERVICES

Orders made through amway.my can be paid via online payment with Financial Process Exchange (FPX) and any valid debit or credit card with Visa or MasterCard logo.

- You must be registered with your bank to use the online banking facility.
- FPX e-banking service is available 24 hours daily*. Current participating banks:

■ Affin Bank	■ AGRONet
■ Alliance Bank (Personal)	■ AmBank
■ Bank Islam	■ Bank Muamalat
■ Bank Rakyat	■ Bank Simpanan Nasional
■ CIMB Clicks	■ Hong Leong Bank
■ HSBC Bank	■ Kuwait Finance House
■ Maybank2U	■ OCBC Bank
■ Public Bank	■ RHB Bank
■ Standard Chartered Bank	■ UOB Bank

- Full online payment must be made upon order completion.

*Actual FPX operating hours is subject to the participating bank's Internet Banking service availability.

ORDERING AT AMWAY SHOPS

- Amway Shops are located at various towns. The addresses are available on the back cover of the price list and at www.amway.my.
- Only valid ABOs and APCs can make purchases from the shops.
- It is compulsory to present your ABO eCard or other forms of identification when you place your order.
- Payment at shops are by cash, credit/debit cards and Amway vouchers.
- For your convenience, Amway does not impose a minimum value when you order at Amway Shops.

ORDERING SYMBOLS

When Amway does not have stocks of an item you ordered, one of the following abbreviations will appear on your ordering page:

- B/O – Back Order (PV/BV/AP credited & payment received)
- A/O – Advanced Order (Deposit required & BV not credited)
- TNA – Temporarily Not Available
- NLA – No Longer Available
- NYA – Not Yet Available

For items that you successfully ordered and paid for, yet the system shows that it is TNA, a credit voucher will be issued instead.

The Credit Voucher may then be used as 'cash' on any future order. The 'cash' value of the voucher and the PV and BV it represents will be deducted when the credit voucher is redeemed.

The credit voucher is valid for one (1) year from the date of issue. No extension will be allowed for expired credit voucher/s.

For B/O, the items will be fulfilled once available and ABOs will receive notification via email or SMS. B/O items will be kept for 180 days, after which the order will be cancelled.

POLICY ON THE RETURN OF MERCHANDISE

- Amway accepts the return of products under the following conditions:

	RETURN POLICY	REFUND METHOD
Shop & Online	90-day* 100% Satisfaction Guarantee	Online Product Return A full refund will be made via Credit Voucher.
	Return Unused and Unopened Products	Shop Product Return A full refund will be made via Credit Voucher or Bank Transfer.
	Return Due To Delivery Discrepancy (Damage, Wrong Product or Shortage (Delivery))	Online Product Return A full refund will be made via Credit Voucher or Product Replacement (same product). Shop Product Return A full refund will be made via Credit Voucher, Bank Transfer or Product Replacement (same product).
Shop Only	Return Under Stock Reduction	Refund will be made via Credit Voucher or Bank Transfer.
	Return Due To Resignation	A full refund will be made via Credit Voucher or Bank Transfer. There will be a 5% reduction in the Total Return Amount.
	Return Due To Overage	-

- Full Welcome Pack fee is refundable only within the first 12 months after signing up. Please refer to the SA88 Application form for further details on the resignation refund.
- For more details on this policy, please refer to www.amway.my/about-amway/amway-promise

CALCULATION OF LEADERSHIP BONUS

	EFFECTIVE 1 ST NOV 2022	
	Malaysia (RM)	Brunei (B\$)
6% Leadership Bonus Adjustment ("LBA")	3,075.00	1,145.40
1% Monthly Depth Bonus Adjustment	512.50	190.90
The LBA amounts associated with the International and Foster Leadership Bonuses:		
4%	2,050.00	763.60
3%	1,537.50	572.70
2%	1,025.00	381.80

CUSTOMER CARELINE

Monday to Friday: 9.00am - 7.00pm
Saturday: 12.00pm - 7.00pm
Sunday: Closed

Month End Support:
Every last day of the month, 9.00am - 11.59pm

03 7946 2800

myhelpdesk@amway.com



CHATBOT



Chatbot
24 Hours



Live Chat

Live Agent will connect with you after you:

- 1 Fail to get the answers you need after 2 attempts
- 2 Click the thumbs down icon
- 3 Go to the Sign Up menu & click on "Connect Me to Live Agents"

Do you need guidance on how to use the Chatbot / Live Chat?

Please scan this QR Code or visit
<https://bit.ly/3IHUZW0>



BUSINESS HOURS

Monday to Saturday: 10.30 a.m. – 8.30 p.m.
Sunday: 11.00 a.m. – 6.00 p.m. Public Holidays: Closed

Product Pavilion, HQ (Petaling Jaya)
28, Jalan 223, 46100 Petaling Jaya, Selangor.

Monday to Saturday: 11.00 a.m. – 9.00 p.m.
Sunday: 11.00 a.m. – 6.00 p.m. Public Holidays: Closed

KLANG

No. 4 & 6 (Ground Floor), Jalan Kasuarina 11,
Bandar Botanik, 41200 Klang, Selangor.

WANGSA MAJU

No. 34N-0-3, Jalan Wangsa Delima 6
(Jalan 1/27F), KLSC Section 5 Pusat Bandar
Wangsa Maju, 53300 Kuala Lumpur.

PERAI

No. 1797-G-07 & 08, Kompleks Auto World,
Jalan Perusahaan, Juru Interchange,
13600 Perai, Pulau Pinang.

PULAU PINANG

No. 9 & 10, Persiaran Karpal Singh 2,
11600 Jelutong, Pulau Pinang.

ALOR SETAR

No. 35, Taman Bandar Baru Mergong,
Lebuhraya Sultanah Bahyah,
06250 Alor Setar, Kedah.

IPOH

No. 8 & 10, Bercham Bistari 1, Medan
Bercham Bistari, 31400 Ipoh, Perak.

NUSA BESTARI

No. 26G, Jln Bestari 7/2, Taman Nusa Bestari,
79150 Nusajaya, Johor.

JOHOR BAHRU

No. 57, Jalan Ponderosa 2/2, Taman
Ponderosa, 81100 Johor Bahru, Johor.

BATU PAHAT

12, Jalan Ceria, Pusat Perniagaan Ceria,
83000 Batu Pahat, Johor.

MELAKA

108A, Ground Floor, Jalan Berkat 15,
Taman Malim Jaya, 75250 Melaka.

SEREMBAN

No. 255 & 256, Ground Floor, Jalan S2 B12,
Uptown Avenue Seremban 2,
70300 Seremban, Negeri Sembilan.

KUANTAN

A255, Ground Floor, Jalan Air Putih,
25300 Kuantan, Pahang.

Monday to Saturday: 10.00 a.m. – 9.00 p.m.
Sunday & Public Holidays: Closed

TAIPING

No. 13, 15 & 17, Tingkat Bawah, Jalan Medan
Saujana Kamunting, Taman Medan Saujana
Kamunting, 34600 Kamunting, Taiping, Perak.

SIBU

No. 25, Ground Floor, Lorong Wong King Huo 1B,
96000 Sibu, Sarawak.

KUCHING

No. 40 & 41, Jalan Tun Ahmad Zaidi Aduce,
93200 Kuching, Sarawak.

BINTULU

Lot No. 4075, 4076, 4077, Parkcity
Commercial Square, Phase 5, Jalan Tun
Ahmad Zaidi, 97000 Bintulu, Sarawak.

MIRI

Lot 302, Ricemill Road, MCLD, 98000 Miri,
Sarawak.

KOTA KINABALU

Lot 6 (Grd & 1st Floor) & Lot 7 (Grd & 1st
Floor), Block F, Sri Kepayan Commercial
Centre, 88200 Kota Kinabalu, Sabah.

SANDAKAN

Block A, Lot S0198-S0201, Ground Floor,
One Avenue 8, Bandar Utama, Mile 6,
North Road, 90000 Sandakan, Sabah.

Saturday to Thursday: 10.00 a.m. – 9.00 p.m.
Friday & Public Holidays: Closed

KUALA TERENGGANU

Bangunan Pusat Niaga Paya Keladi,
No. 24 HS(D) 7349 Lot 3519,
20100 Kuala Terengganu, Terengganu.

KOTA BHARU

No. 10 & 11, Lot 1669 & 1670, Bangunan Yakin,
Jalan Raja Perempuan Zainab 2, Bandar Baru
Kubang Kerian, 16150 Kota Bharu, Kelantan.

Monday to Thursday & Saturday: 10.00 a.m. – 9.00 p.m.
Friday: 10.00 a.m. – 12.00 p.m., 2.00 p.m. – 9.00 p.m. Sunday & Public Holidays: Closed

BRUNEI

No. 6 & 7, Block A, Kompleks Shakirin Kampong Kiulap,
Bandar Seri Begawan, BE151 Brunei Darussalam.



What does an Amway Business Owner (ABO) do?

As an ABO, you run your own business, selling Amway products to customers. You get to set your own hours and choose what you need to focus on each day. Instead of selling our products in regular retail stores, we support a network of independent business owners who sell Amway products on their own terms. It gives individuals the knowledge to grow and the tools to succeed. Once you get started, you can even choose to build and coach a team of other business owners (who also sell products) or just sell products on your own.



What do ABOs sell?

You sell products that are used every day for our homes, health, and beauty, which you can share with your customers. One of the reasons ABOs decide to be a business owner with Amway is because we carefully create high-quality items that are used every day. More importantly, you feel confident when friends, family and customers purchase Amway products from you, because our products are backed by the Amway Satisfaction Guarantee to ensure quality and customer satisfaction.



AMWAY PROMISE™

How do Amway products compare to products sold in stores?

Amway is so confident in the quality of its products that the company offers a customer satisfaction guarantee for our core line items. So there is no financial risk in trying their product. How many other companies do that? The reason Amway can offer this customer satisfaction guarantee is because of how they design and make their products.



COMMON QUESTIONS

How much does it cost to start the business?

The business registration fee is the only cost to start an Amway business. And, if you decide within 12 months after registration that the business isn't for you, the cost is fully refundable. There are no additional fees, required product investments, or hidden charges that come with starting an Amway business. After you sign up, you decide how much money (if any) that you want to spend on your business in the future.



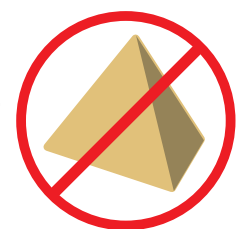
How does an ABO make money?

You earn money when customers purchase products from you or your team. When customers decide to purchase products from you, you can get immediate income by selling products at retail price. You have access to products at a reduced ABO price, and when customers purchase them at a slightly higher retail price, you receive the difference between those two prices as income. You also get "points" for every product purchased through your business. The more points you accumulate each month, the higher your monthly bonus.



Isn't Amway a pyramid scheme?

A pyramid scheme is a non-sustainable business model that pays people primarily to find others. This is not the case with Amway. ABOs make money from the sales of great products, not from the number of people they introduce. The more dedicated an ABO is in selling products and getting their group to do the same, their effort will be recognised accordingly. Amway is confident in its business model and products, and provides a customer satisfaction guarantee.



Why are Amway products expensive?

Amway products are very high quality and are proven to work. Amway's Home products are highly concentrated, so you get a lot out of one bottle. They may seem expensive, but when you look at the cost per use and take performance into consideration, you will see that Amway products are actually very reasonably priced.



How much can ABOs make?

Your income in Amway is as good as the effort you invest in the business. Compensation and bonuses are based on performance. You can become an ABO to supplement your current income or you can make it your primary source of income. If you want to earn more, you can choose to put in the extra effort. Your earning potential is unlimited with Amway!



Do ABOs have to sell or recruit new people?

The Amway Sales and Marketing Plan rewards you both for selling products and/or for helping the ABOs you sponsor to do the same. An ABO must aim to sell and Amway teaches you easy ways to sell exclusive, high-quality products – but how much you sell is up to you. Recruiting or sponsoring new ABOs is not a requirement. However, many ABOs find it personally and financially rewarding to sponsor and mentor other ABOs.



As you start your own Amway business, you and your friends, family and new prospects may have questions about Amway and what we do. These concerns and curiosity are only natural. Here are some common questions asked, and positive answers to help you get started.

How much time will it take up?

You decide how much time you put into your business. Of course, the more time you put in, the more you can get out of it. One of the best things about this business is that you're in control. You can work on it part-time or full-time, as you choose.



What is the risk if the business doesn't work out?

Your only risk when joining Amway is the time and effort you spend on your business. Since the products and sign-up costs are fully refundable within 12 months from registration, your financial risk is minimal and, if your business doesn't work out, you're not exposed to any hidden charges.

Can anyone do this business?

Yes, with some hard work and good mentorship, anyone can build a business with Amway. There are no educational requirements, or even any qualifications. We have people in their 80's to young, energetic 18 year olds. You don't even need any experience in sales. Your potential is based upon your drive and willingness to learn. It's also about being able to connect with people and discuss products that you are passionate about.



Can owning an Amway business be something that can be done for the long term?

Many people have made Amway their career and have achieved great success. When you sign up as an ABO, you are embarking on a journey to build an incredible business that can be inherited by your next generation, i.e. your children. If you put in the effort, there are many ways to advance depending on the goals you set for yourself.



Amway

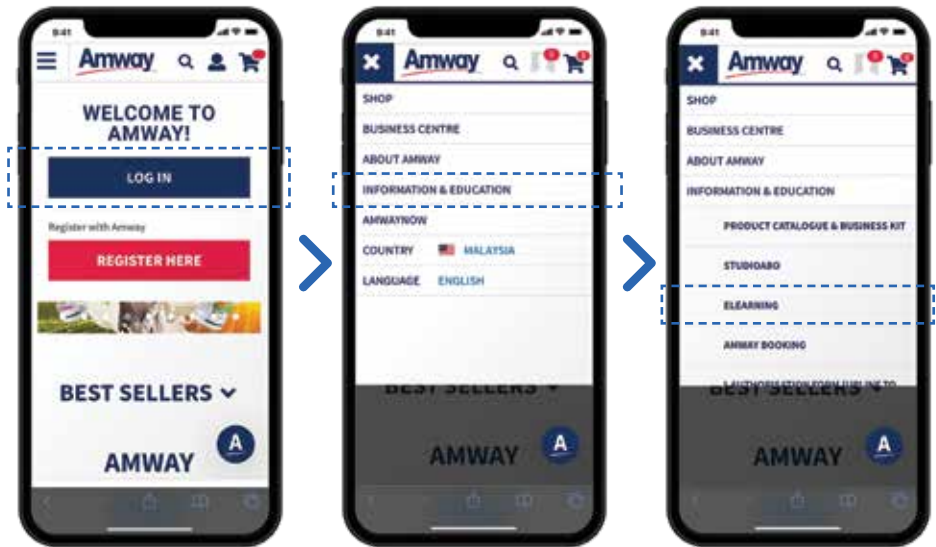
TRAINING & WORKSHOPS

eLearning: Amway's Education Hub

AMWAY ELEARNING

The Amway eLearning website is a great resource to get more in-depth product knowledge. For business builders, it features content that helps you understand essential business information like business income opportunity, business rules and so on.

Here's how you can access Amway eLearning:



Log in to amway.my

Click on
'INFORMATION &
EDUCATION'

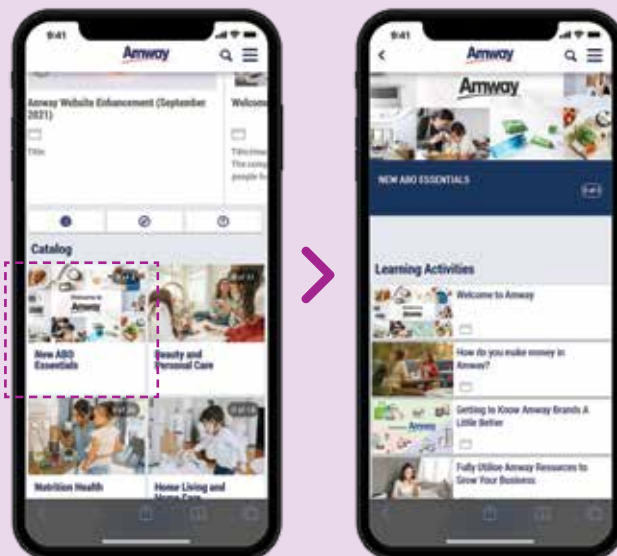
Click on 'ELEARNING'

New ABO: Start With The Basics

The **New ABO Essentials** course is tailored to all our new ABOs. It will guide and provide information on the Amway business and its various brands. We will also provide some handy tips on how you can learn about Amway's best-selling products and compensation plans in detail!



We recommend that you follow the sequence from top to bottom (mobile view) or from left to right (desktop view).



Under eLearning, click
'New ABO Essentials'

Click on the title to
start learning



Learn By Category



You can also browse the catalogue in eLearning by category:

- **Nutrition Health:** product information on Nutrilite™
- **Beauty and Personal Care:** product information on ARTISTRY™, G&H™, SATINIQUE™, GLISTER™
- **Home Living and Home Care:** product information on Amway Home, eSpring, and ATMOSPHERE™
- **Business:** Amway Compensation Plan, Core Plus+ discretionary rewards, Amway Privileged Customer, business tools tutorials, etc
- **Rules of Conduct:** Amway business Do's and Don'ts, important rules when going online (Digital Communications Standards), etc

Learn To Build & Grow Your Business

HOW DO YOU START EARNING WITH AMWAY?

As you start building and growing your Amway business, we highly recommend that you go through these courses to get a better idea of how can you earn with Amway's Sales & Marketing Plan (Core Plan) and Core Plus+ incentives.

In eLearning, go to Business Catalogue, click on these titles to start learning.



We recommend that you do this in sequence.



Monthly Training Updates

Amway offers training to help you get first-hand information on its products and business plan. Workshops and/or rallies are conducted regularly to support a new product launch, promotions or whenever there is an update in the business plans.

Compiled on a weekly basis, the schedule for these workshops are available at AmwayNow (amwaynow.my).




AMWAY

PRIVILEGED CUSTOMER PROGRAMME



Amway is always looking for new ways to support our ABOs and help them grow their businesses. In 2021, we launched the Amway Privileged Customer (APC) Programme to enable our ABOs earn more.

What is an APC?

APCs are individuals with great taste who enjoy using Amway's wide selection of nutrition, fitness, beauty, personal care, and home products!

In a nutshell, the APC helps ABOs to grow their business when they grow their customer base. So the more APCs you have, the more rewards you get to enjoy!



**Grow Your Business,
Bigger & Easier!**



Grow A Loyal Community



**Build A Sustainable Business &
Grow Your Income Opportunities**

Benefits of being an APC

APCs get to enjoy the following:



Purchase online or at any Amway Shops across the country.



Never pay retail price anymore! Save more with exclusive AP (Amway Price).



Earn 1 AMPoint for every RM1/B\$1 you spend to redeem against future purchases.

APCs also enjoy these digital materials when they sign-up online:



eProduct Catalogue



Full access to www.amwaynow.my for monthly updates and promotions

EXPLORE

AMWAY MALAYSIA DIGITAL ASSETS ALL IN ONE PLACE

Website, apps, social pages, and more - find what you need in one place.

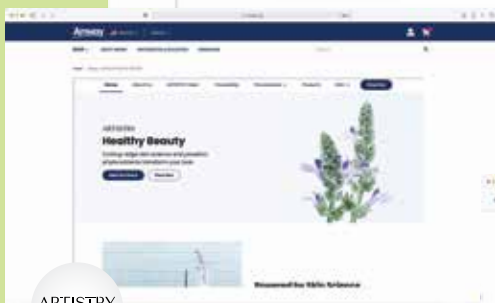
Check out the Digital Resources webpage here!



Amway Atmosphere & eSpring Website



Nutrilite Malaysia Website



ARTISTRY SKIN
NUTRITION Website



AmwayNow
Digital Magazine

and more...

Important Rules

YOU MUST KNOW

At Amway, we are constantly seeking ways to be stewards of your business to enhance and protect them. The Rules are designed to help you and your group build a sustainable and profitable business.

They work to protect Amway Business Owners (ABOs) and also protect Amway so the company can continue to grow and succeed. These examples are some of the rules that ALL ABOs must follow:

DO'S



Respect Everyone

The Amway business is an equal opportunity business open to all people from all walks of life – people with varying religious beliefs, ethnic origins, gender, educational backgrounds and professional/occupational.



Keep Your Business Information

You have registered a contract to become an ABO with your own personal details. Therefore, no other person apart from you should operate it, this includes purchasing products.



Know Your Customers, Keep Sales Transaction Records

Sell to customers who are end-users. The products may not be resold, redistributed, or given away under any circumstances. Customer Receipts are required for sales to end consumers.



Registration and Sponsoring

The application form must be filled out by the applicant as it reflects the intention of the applicant to agree to abide by the terms and conditions of their contract. The information provided must be complete and accurate.



Describing the Amway Business Opportunity

The Amway business must be presented as an opportunity to earn income through the selling of products and helping others they sponsor do the same.



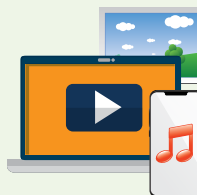
Discussing Earnings

How much you earn really depends on you and how much effort you put into the Amway business. Amway rewards people based on their sales results, and the only way to make money through Amway is through product sales.



Describing Product & Pricing

Products are to be promoted by means of published claims, which are based on scientific research. The reputation and value of Amway products is protected by maintaining appropriate pricing.



Intellectual Property (IP)

Seek permission for any images, designs, quotes, videos or music used that are not your own. You must seek permission from the owner before posting it online or using it in a presentation.

INTEGRITY is one of our values and is essential to our business success. We do what is right, not just whatever “works”. Amway’s success is measured not only in economic terms, but by the respect, trust and credibility that we earn.



While these examples cover some best practices, it is impossible to illustrate and advise on every possible scenario. Full details of the Amway Rules of Conduct can be found in the Amway Business Manual or website www.amway.my (for Malaysia), www.amway.sg (for Singapore) OR www.amway.com.bn (for Brunei).

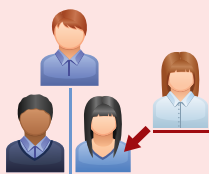
By complying with the Rules of Conduct, ABOs live out the Amway values. Amway prides itself on being an equal opportunity business – it's an opportunity for everyone! Principles of equality, fairness and honesty are reflected in the rules, and by applying to all ABOs, a level playing field is created within the business.

DON'T



Selling Online on eCommerce Sites

ABOs bring value to customers in the form of personal service and product knowledge, and should not put at a competitive disadvantage as a result of other ABOs selling to their customers online. Amway also upholds and complies with the "Protection of Consumers" provisions of the DSA Code of Conduct.



Integrity of the Line of Sponsorship (LOS)

Line of Sponsorship is considered sacred – any interference is prohibited. Such practices include solicitation and non-compliance of the inactivity period.



Cross Group Supply

Selling or supplying products to ABO in another LOS is tantamount to 'stealing' because it deprives the original LOS of its award/reward.



Exporting of Product

No ABO should export, or knowingly sell to others who export Amway products. When the product is found retailed in another country, it does not just adversely violates the law(s) of the country concerned, it also jeopardises the income of ABOs like you in that country.



Price Undercutting

Price undercutting not only deprives you of your rightful reward but also create a competitive disadvantage to other ABOs from having an equal opportunity in building the business.



Advertisement & Product Display

Products are not to be advertised, displayed or sold at retail outlets. These activities create a number of problems because the product could be retailed to people who are already prospects/customers of other ABOs.



Product Claim

Statements about products must be truthful, accurate and not misleading. Amway stresses on professionalism in selling and is against any improper product claims and exaggeration on a product's benefits and performance.



Business Support Material (BSM)

BSMs may not be sold to prospects or be bundled with the cost of registering with Amway. ABOs are not allowed to coerce or force other ABOs to purchase BSM, attend meetings or to participate in non-Amway related events.

GOLDEN RULE

Always abide by the "Golden Rule" as a basic principle of conducting business:

“Treat others as you would wish to be treated.”



Direct Selling Association of Malaysia

OUR PROMISE TO YOU!

THE DIRECT SELLING CODE OF ETHICS

PROTECTS

- the consumer
- the seller
- the industry

ENSURES

- an ethical marketplace

ESTABLISHES

- industry standards

PROVIDES

- consumer assurances and satisfaction
- assurances in excess of local regulations

THE DIRECT SELLING CODE OF ETHICS AT A GLANCE

Direct selling has a century long history of serving the public with quality products and trusted relationships. When you buy from a direct seller, be sure the company is a member of the Direct Selling Association of Malaysia (DSAM).

All DSAM member companies must adhere to a strict code of ethics to ensure your complete satisfaction and protection as our valued consumer.



A member of WFDSA
World Federation of Direct Selling Associations
www.WFDSA.org

The independent direct seller promises the following:

- We will refrain from deceptive or unfair sales practices.
- We will provide identification.
- We will provide accurate and complete product descriptions and comparisons.
- We will clearly articulate pricing and terms of payment.
- We will provide key delivery details.
- We will provide written order forms specifying cooling-off rights and guarantee/warranty terms.
- We will provide truthful and fair commentary:
 - Providing only company-authorised product claims.
 - True, applicable, relevant testimonials free from deceptive/unfair comparisons or comments.
- We will respect your request for privacy.
- We will make timely deliveries.
- We will discontinue a sales presentation immediately upon the consumer's request.

Our Companies promise the following:

- We will refrain from deceptive or unfair recruiting practices.
- We will provide truthful and accurate information – based on facts – regarding our earnings opportunity.
- We will provide a contractual agreement with our direct sellers.
- We will provide periodic account status detailing purchases, earnings, commissions, bonuses, and other relevant information.
- We will repurchase if requested, upon termination, any unsold, re-saleable product inventory, promotional material, sales aids and kits purchased within the previous 6 months and refund your original cost less a handling fee not to exceed 10% of the net purchase price.
- We will not expect you to purchase unreasonably large amounts of product inventory.
- We will not sell materials that do not comply with company standards.
- We will provide training to enable direct sellers to operate ethically.

Complaint handling procedure

- Our member companies promise to make every reasonable effort to resolve complaints through the company's complaint handling process.
- If complaints cannot be resolved satisfactorily, the DSAM independent Code Administrator will work to resolve complaints related to a possible breach of the code to the satisfaction of all parties involved.

If you have complaints

- Contact the company about which you have the complaint. All companies with the DSAM logo on their literature are committed to honouring our Code of Ethics and to addressing complaints in a fair and timely manner.
- If your complaint is not resolved quickly and to your full satisfaction, you may contact the DSAM independent Code Administrator.



The Value of The DSA Code of Ethics

- Ensures an ethical marketplace
- Establishes industry standards
- Provides consumer assurances and satisfaction

THE DIRECT SELLER

Promise to Direct Sellers

Our Companies will:

- Provide accurate information about the company's compensation structure, products, and sales methods.
- Base all sales and earning claims on documented facts.
- Refrain from any unethical recruiting practices and high entrance or training fees.
- Provide information clearly detailing your business relationship with the company.
- Provide accounts regarding purchases, earnings, commissions, etc.
- Refrain from charging unreasonably high entrance fees.
- Discourage you from purchasing inventory in unreasonably large amounts.
- Repurchase inventory under reasonable terms if you terminate your business.
- Refrain from selling materials that do not comply with company standards.
- Abide by all legal requirements.

THE CONSUMER

Promise to Consumers

Our Companies will:

- Refrain from engaging in deceptive or unfair sales practices.
- Provide truthful and fair commentary, specifying only company-provided promises.
- Provide written order forms specifying:
 - Your right to cancel
 - Guarantee/warranty terms
- Provide accurate and complete product descriptions.
- Provide pricing and clearly articulated payment terms.
- Honour your request for privacy.
- Discontinue a sales presentation immediately upon request.
- Provide contact information pertaining to the salesperson and/or the company.
- Abide by all legal requirements.

Backed by our complaint handling procedures

Our member companies promise to make every reasonable effort to resolve any complaints you may have related to a possible breach of the code through their company complaint handling process.

If complaints cannot be resolved satisfactorily, you may contact the DSA independent Code Administrator.



Tan Sri Dr Sulaiman Bin Mahbob
Code Administrator
Direct Selling Association of Malaysia
1702 Block A, Damansara Intan
1 Jalan SS 20/27
47400 Petaling Jaya
Selangor, Malaysia
Tel : +6 (03) 7726 9232
Fax : +6 (03) 7726 9049
E-mail : info@dsam.org.my

PRODUCT PAVILION



Nutrilite™ section



ARTISTRY™ section



Home Living section



18 Cashier Counters

The Product Pavilion in Amway HQ, Petaling Jaya serves to provide the best retail experience and customer service seven days a week. Designed to meet the sophisticated needs of the ABOs and their customers, this modern space comes with dedicated brand sections, 18 cashier counters, nine one-stop service counters and one-hour complete service for eSpring and ATMOSPHERE.

Meanwhile, 22 shops are located strategically around the country to serve ABOs around the area.

KEEP IN TOUCH WITH US

SOCIAL MEDIA & SOCIAL NETWORK

Malaysia & Brunei



Amway Malaysia



amwaymy
artistry_msb



Amway Malaysia
Official Channel



Amway
Malaysia

AMWAY WEBSITE & AMWAYNOW



Amway Website

Log in to www.amway.my / www.amway.com.bn
for the latest info.



AmwayNow (amwaynow.my)

The AmwayNow digital magazine is a source of
information, inspiration and motivation for upcoming
and successful leaders, as well as entrepreneurs.



