



2017 GLOBAL MEDIA GUIDE



AT A GLANCE

Amway is the world’s No. 1 direct selling business, according to the *Direct Selling News* Global 100*. Operating in more than 100 countries and territories, Amway manufactures and distributes more than 450 consumer products, which are supported by our team of nearly 1,000 Amway scientists, engineers and technical professionals working in 75 R&D and quality assurance labs around the world.

More than 19,000 employees support millions of Amway Business Owners (ABOs) who sell Amway™ products. Top-selling brands for Amway include Nutrilite™ vitamin, mineral and dietary supplements; Artistry™ skincare products and color cosmetics; eSpring™ water treatment systems and XS™ energy drinks and sports nutrition products.

* Published in the June 2016 edition of *Direct Selling News*. Based on 2015 revenue.

450+

UNIQUE PRODUCTS

are offered exclusively by Amway Business Owners

100%

SATISFACTION GUARANTEE

on all Amway™ products*

* Exclusions and fees may apply. For complete details, please visit amwayglobal.com and search for "satisfaction guarantee."

\$8.8B

USD

annual reported sales for the year ending December 31, 2016

70%

OF AMWAY'S TOP 10 MARKETS

grew in 2016*

* 2016 constant dollar rates

19,000+

GLOBAL EMPLOYEES

100+

COUNTRIES AND TERRITORIES

where Amway currently operates

60+

LANGUAGES

in which Amway conducts business

AMWAY HERITAGE

Amway was founded in Ada, Michigan, USA, by two lifelong friends and business partners, Jay Van Andel and Rich DeVos. They started the business in 1959 out of the basements of their homes. Rich and Jay believed owning a business allowed people to have greater control of their lives and provide better for their families. So they built the Amway business to make it easier for other people to start and grow their own businesses. The founders' entrepreneurial spirit continues to fuel Amway. Today, Amway is one of the largest privately held companies in the United States. It's still family owned and run by sons of the founders.

EXECUTIVE LEADERSHIP

Amway is led by Chairman Steve Van Andel and President Doug DeVos. Both have served in leadership positions with key industry organizations, including the World Federation of Direct Selling Associations (WFDSA) and the Direct Selling Education Foundation.

Doug is currently chairman of the WFDSA and holds the responsibility of bringing together global companies, CEOs and management teams to ensure the standards by which the industry operates are as high as possible.

Steve is the former chairman of the U.S. Chamber of Commerce, having served two separate terms.

“Putting customers at the center of all we do is what has enabled direct selling to thrive and grow. We want to do everything we can now to ensure the future is strong for generations to come.”

– Doug DeVos, Amway President and WFDSA Chairman

#1

**DIRECT SELLING
COMPANY IN THE WORLD**

as ranked by 2016 *Direct Selling
News Global 100**

* Published in the June 2016 edition of *Direct Selling News*,
based on 2015 revenues

#29

RANKING

on *Forbes Magazine's* 2016
List of “America's Largest
Private Companies”

Chairman Steve Van Andel (left) and President Doug DeVos (right)

DEFINING SUCCESS

Amway Business Owners (ABOs) sell high-quality nutrition, beauty and home products to consumers. The more products they sell, the more income they can earn. Many ABOs also choose to build a business by sharing the Amway opportunity with others, and teaching them how to sell. This can mean a greater reach for the product and ultimately higher income because of team sales volume.

Millions of people have chosen to start their own Amway™ business, selling Amway™ products as a way to earn extra money while defining their own success. For some, it could mean paying for tutoring or music lessons for their children, or helping to cover the monthly bills—and for others, it could mean laying the foundation for long-term financial independence.

“Amway is proud to offer Amway Business Owners their choice of more than 450 high-quality products to sell, and Amway delivers the training and mentorship to start and build a business. With a guaranteed refund on the initial startup cost and a 100% satisfaction guarantee on all Amway™ products*, the possibilities are great and the risk is low.”

– John Parker, Amway Chief Sales Officer

* Exclusions and fees may apply. For complete details, visit amwayglobal.com and search for “satisfaction guarantee.”

\$55.9B
USD

in bonuses and incentives have been paid to ABOs worldwide since 1959, more than any direct selling company in history*

*Euromonitor International Limited, euromonitor.com/amway-claims

80+%
OF AMWAY
BUSINESS OWNERS

say they work part time on their Amway™ business

4+ M
ONLINE LEARNING
ACTIVITIES

in which ABOs participated in 2016

INNOVATION DELIVERED

Today, Amway offers more than 450 nutrition, beauty and home products that support health and well-being. The company stands firmly behind product quality and effectiveness by offering a 100-percent satisfaction guarantee.*

* Exclusions and fees may apply. For complete details, visit amwayglobal.com and search for “satisfaction guarantee.”

NUTRILITE

Nutriline™ is the world’s No. 1 selling vitamins and dietary supplements brand.*

Nutriline™ is the only global vitamin and mineral brand to grow, harvest and process plants on its own certified organic farms*, which are located in the United States, Mexico and Brazil. These farms enable scientists to ensure the quality of the plants from seeds until they are processed into ingredients for Nutriline™ supplements. In fact, more than 90 percent of plant-based ingredients used in Nutriline™ supplements can be traced back to their farm source. The use of natural compounds found in fruits and vegetables, or phytonutrients, provides a range of health benefits for people across the world. The Global Phytonutrient Report, commissioned by the NutrilineHealth Institute, provides an examination of global fruit and vegetable intake, availability and potential impacts on nutrition health. More information is available at globalnews.amway.com/global-phytonutrient-report

* Euromonitor International Limited, euromonitor.com/amway-claims



10.5+ B

NUTRILITE™ VITAMIN AND MINERAL TABLETS AND SOFT GELS

are sold annually

49%
OF AMWAY SALES*

in 2016 came from nutrition products

* Percentage of sales from direct selling activities

TOP-SELLING NUTRILITE™ PRODUCTS

- 1. Nutriline™ Protein Powder
- 2. Nutriline™ Double X™/Triple X™
- 3. Nutriline™ Vitamin C Plus

BEAUTY

Artistry™ is the world’s #1 direct selling premium beauty brand and is among the world’s top five, largest-selling, premium skincare brands.*

Artistry™ was one of the first brands built by a woman, for women. Based on the belief that every woman is a “self-made work of art,” the brand was founded on three basic principles—discovery, imagination and invention.

Today, the Artistry™ portfolio features premium skincare for both women and men—developed by uniting nature and science to offer some of the most scientifically advanced anti-aging and beauty solutions—as well as classic and seasonal color cosmetic collections for the face, eyes and lips. All product formulations are developed by a global network of nearly 1,000 scientists and a handpicked consortium of international leading skin health experts who research and discover new breakthrough technologies from around the world.

Artistry™ products have been granted over 200 patents and are sold in over 50 countries and territories worldwide. The brand features Australian actress and model Teresa Palmer as its global face of beauty for skincare and color cosmetics.

* Euromonitor International Limited, euromonitor.com/amway-claims

196+ M

BEAUTY AND PERSONAL CARE PRODUCTS

are sold annually

TOP-SELLING PRODUCTS FOR ARTISTRY™

1. Artistry Youth Xtend™/ Youth Xtend Ultra™

2. Artistry Hydra V™

3. Artistry Ideal Radiance™

25%

OF AMWAY SALES*

in 2016 came from beauty and personal care products

* Percentage of sales from direct selling activities

TOP-SELLING PERSONAL CARE PRODUCTS

1. Glister™ Toothpaste

2. G&H Body Shampoo

3. G&H Roll-on Deodorant





HOME

eSpring™ is the world’s No. 1 selling brand of home water treatment systems.*

Amway helps to make homes cleaner and safer with high-performing products for water and air purification, cooking and home care needs.

Today, the Amway™ home portfolio includes high-tech devices that support cleaner and safer homes around the globe. The eSpring™ water treatment system technologies effectively remove more than 160 potential contaminants and destroy more than 99.99% of waterborne, disease-causing bacteria and viruses. The Atmosphere Sky™ is the next generation of air treatment systems from Amway, maker of the Atmosphere™ Air Treatment System—the world’s largest selling home air treatment product.** Launching in 2017 in select markets.

The very first Amway product, Liquid Organic Cleaner (L.O.C.™) was made to be concentrated, biodegradable and environmentally sensitive. After L.O.C.™ launched in 1959, Amway formulated SA8™, the first phosphate-free, biodegradable laundry detergent. Many Amway™ products contain naturally sourced ingredients and are always made with families, communities and the environment in mind.

* Based on a Verify Markets study of 2014 global sales.
** Based on a Verify Markets study of 2015 global sales revenue.
Product is defined as a single model number within a brand or product line.



85+ M

HOME PRODUCTS

are sold annually

TOP-SELLING PRODUCTS FOR HOME DURABLES

1. eSpring™ water filtration systems

2. Atmosphere™ air treatment system

3. iCook™/Amway Queen™ Cookware

22%

OF AMWAY SALES*

in 2016 came from home products

* Percentage of sales from direct selling activities

TOP-SELLING PRODUCTS FOR HOME CARE

1. Dish Drops™ Concentrated Dishwashing Liquid

2. SA8™ Liquid Laundry Detergent

3. SA8™ Concentrated Laundry Powder Detergent



ATMOSPHERE  SKY™



XS™ ENERGY

Born in Laguna Beach, XS™ was built to deliver positive energy. This year, the brand will be available in over 50 countries and includes energy drinks, snacks and sports nutrition products. XS™ is the first exclusively sugar-free energy drink brand sold globally*. It has grown by appealing to consumers through successful events, a focus on adventure and the seamless combination of work and play—traits that are increasingly essential for the under-35 segment and those who “think” young.

The XS Center for Optimal Fun, on the shores of the Pacific Ocean in Laguna Beach, serves as the ultimate brand experience—a location where distributors can immerse themselves in the XS™ lifestyle, including surfing, hiking and kicking back while enjoying the surroundings.

The 52 SUPER SERIES, the grand prix circuit of monohull sailboat racing, has named the XS™ brand as its Official Energy Drink and Sports Nutrition Product Partner, kicking off the partnership in January 2017 at the series’ race in Key West, Florida, USA.

* Source: Euromonitor International Limited. www.euromonitor.com/amway-claims

“Amway got me started in business more than 20 years ago as an ABO and gave me the confidence to develop my own product,” said David Vanderveen, now Amway Vice President and XS™ General Manager. “I’m humbled to work with Amway as we create the future of XS™ and couldn’t be happier about the opportunities we’ll create for entrepreneurs.”



2016

LAUNCH

of XS™ Sports Nutrition products

52

SUPER SERIES

named the XS™ brand as its official energy drink and sports nutrition partner in 2017

40%

SALES GROWTH

for the XS™ brand in 2016

THE BEST OF SCIENCE, NATURE AND RESEARCH

As global leaders in phytonutrient research, ethnic skin studies, and water and air purification advancement, nearly 1,000 Amway scientists, engineers and technicians collaborate from around the world to create new products that support Amway Business Owners and the needs of their customers.

Amway’s research and development teams also work with scientific advisory boards comprised of respected scientists and practicing clinicians. Their collective mission is to guide research that supports Amway product development. These handpicked groups of industry-leading experts partner closely with Amway scientists and inspire the technologies that distinguish Nutrilite™, Artistry™ and eSpring™ products.

Our global research projects not only influence Amway’s product development, they also help the larger R&D community. For example, a study supported by Amway’s Nutrilite Health Institute examined average adult fruit and vegetable consumption, and found significant deficiencies in people’s diets around the world.*

A separate study currently being conducted by Stanford University (through funding from the Nutrilite Health Institute) is analyzing how changes in diet and lifestyle can impact long-term wellness and contribute to healthy aging.** Results of both studies are informing ongoing work.

* 2014 Nutrilite Global Phytonutrient Report, globalnews.amway.com/global-phytonutrient-report
** Wellness Living Laboratory (WELL) Study, globalnews.amway.com

AREAS OF EXPERTISE AT AMWAY

- Chemists and biochemists
- Chemical, electrical, mechanical and packaging engineers
- Clinical researchers
- Food science technologists
- Horticultural and plant scientists
- Investigators
- Lab technicians
- Material scientists
- Micro- and molecular-biology experts
- Nutritionists
- Pharmaceutical scientists
- Research scientists
- Toxicology experts

“Amway Business Owners and their customers want the best products. That’s why we make research and development a priority. Our team of nearly 1,000 Amway scientists, engineers and technical professionals—along with Amway Scientific Advisory Boards—demonstrate our commitment to scientific excellence.”

– George Calvert, Amway Chief Supply Chain and R&D Officer

1,200+

PATENTS HELD WORLDWIDE

NEARLY
1,000

SCIENTISTS, ENGINEERS AND TECHNICAL PROFESSIONALS ON STAFF

500+

PATENT APPLICATIONS PENDING WORLDWIDE

75

SCIENTIFIC LABORATORIES worldwide with advanced technology and equipment



118

ACRES OF RESEARCH FARMLAND

in Wuxi, China, dedicated to research of Traditional Chinese Medicine plants grown organically

GLOBAL FOOTPRINT

Amway has divided operations into four regions across the world. This structure enables the company to quickly and efficiently address the unique needs of regional business, Amway Business Owners and customers.

For example, local selling regulations, packaging requirements, product sizes and brand preferences vary from region to region—and Amway is committed to working with local governments and serving consumers in ways that benefit all.

Amway’s unique supply chain ensures quality because the company controls much of the process—from where ingredients are sourced (many of which are from Amway-owned organic farms), to where products are manufactured, to final delivery of products to customers worldwide.

Americas

REGIONAL PRESIDENT
Candace Matthews

MARKETS
Brazil
Latin America
North America

CERTIFIED ORGANIC FARMS
Ephrata, Washington, USA
Jalisco, Mexico
Trout Lake, Washington, USA
Ubajara, Brazil

MANUFACTURING FACILITIES
Ada, Michigan, USA
Buena Park, California, USA
Quincy, Washington, USA

**MAJOR DISTRIBUTION/
WAREHOUSING HUBS**
Ada, Michigan, USA
Norcross, Georgia, USA
Santa Fe Springs, California, USA
Sao Paulo, Brazil

Europe, India, Africa

REGIONAL PRESIDENT
Samir Behl

MARKETS
Europe
India
Russia
Southern Africa

MANUFACTURING FACILITY
Tamil Nadu, India

**MAJOR DISTRIBUTION/
WAREHOUSING HUBS**
Budapest, Hungary
Moscow, Russia
Pruszkow, Poland
Srinakarin, Thailand
Venlo, Netherlands

Greater China

REGIONAL PRESIDENT
Gan Chee Eng

MARKETS
China
Hong Kong
Taiwan

MANUFACTURING FACILITY
Guangzhou, China

**MAJOR DISTRIBUTION/
WAREHOUSING HUBS**
Beijing, China
Guangzhou, China
Shanghai, China
Taipei, Taiwan
Xi'an, China

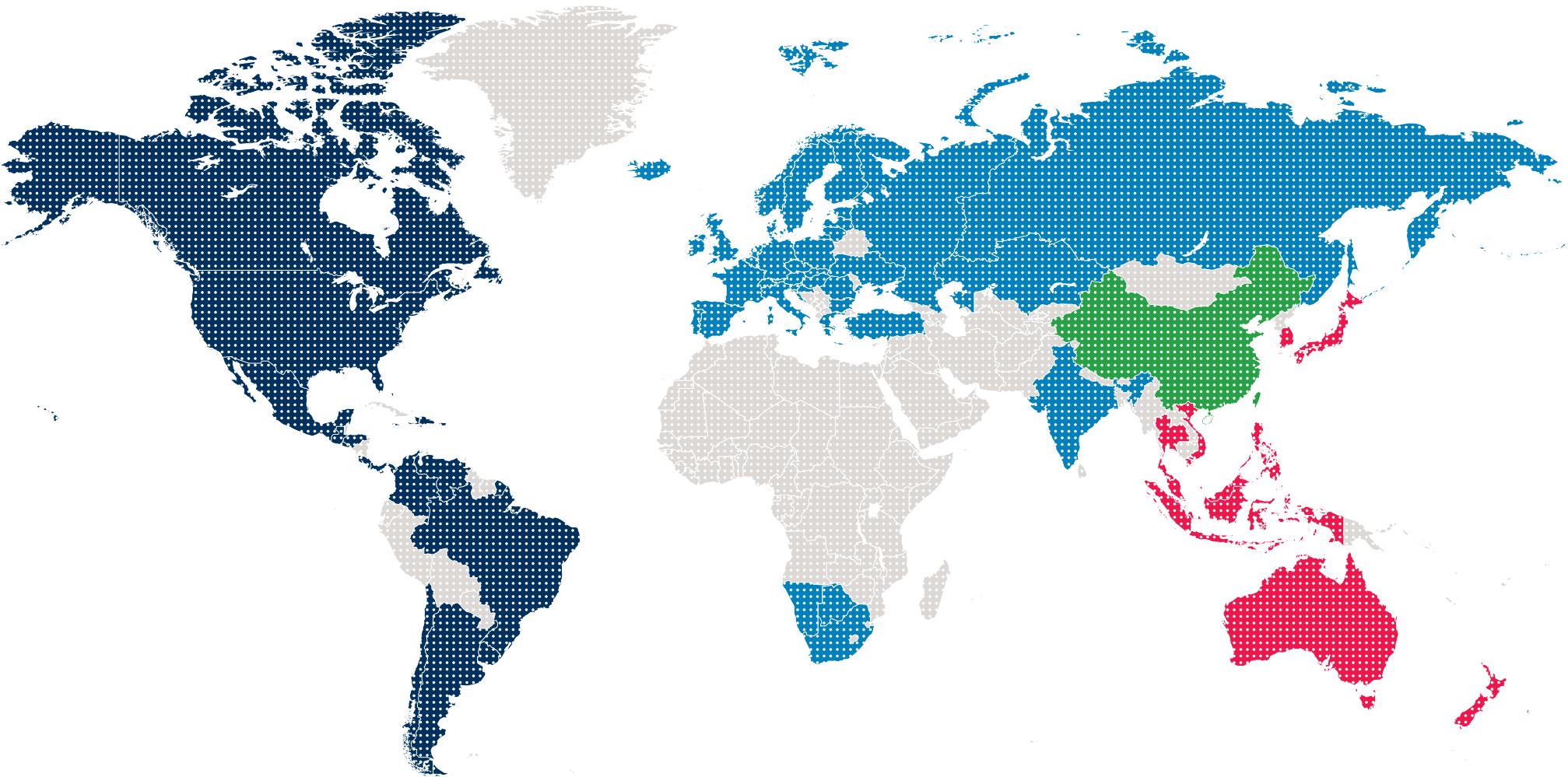
Asia Pacific

REGIONAL PRESIDENT
Mark Beiderwieden

MARKETS
Australia
Japan
Korea
New Zealand
Southeast Asia

MANUFACTURING FACILITY
Binh Duong, Vietnam

**MAJOR DISTRIBUTION/
WAREHOUSING HUBS**
Busan, South Korea
Kobe, Japan
Srinakarin, Thailand
Tokyo, Japan



15

MANUFACTURING AND
PROCESSING PLANTS

are owned and operated by Amway
around the world

750+

AMWAY PLACES
AND SPACES

around the world include
experience centers, shops, plazas
and distribution centers

\$335 M

USD

invested in new manufacturing and
R&D facilities in the last five years,
adding one million square feet of
new manufacturing space

GLOBAL SUSTAINABILITY INITIATIVES

Amway continually seeks ways to integrate operational efficiencies throughout the business. The company works to reduce water use and decrease greenhouse gas emissions, uses sustainable building and agricultural practices, and, where possible, chooses alternative energy sources.

For example, Amway’s first manufacturing facility in India (Tamil Nadu) is among the few LEED Gold Certified plants in the country. It is also a zero discharge waste facility. Two USA-based R&D labs in Ada, Michigan and Buena Park, California, are also LEED Certified.

GLOBAL ORGANIC FARMING

Amway’s commitment to sustainable farming began decades ago. Today, many botanicals—or plant-based ingredients—are grown on Amway farms, which grow unique organic plants based on location. Nutrilite™ is the only global vitamin and mineral brand to grow, harvest and process plants on their own certified organic farms*. Amway™ botanicals also are used in Artistry™ beauty and personal care products.

All Amway farms practice organic farming and include on-site processing operations so nutrients can be preserved soon after harvest. Botanicals grown by Amway suppliers use the NutriCert™ certification process as a guideline for documenting the producer’s source and growing practices.

* Euromonitor International Limited, euromonitor.com/amway-claims

50%

OF ALL ELECTRICITY USED

at our headquarters facilities in Ada, Michigan, USA, is powered by wind

1,700+

COMMUNITY MEMBERS

in the Dindigul district near Madurai, India are benefitting from an Amway-initiated water conservation project in seven villages

1959

LAUNCHED

Amway’s first product, Liquid Organic Cleaner (L.O.C.™), was one of the world’s first concentrated, biodegradable and environmentally sensitive cleaning products

20+%

GOAL

Amway has committed to using solar power to offset the use of electricity at the facility in Buena Park, California, USA

40+

HOME CARE FORMULAS

meet the U.S. Environmental Protection Agency’s Safer Choice Standard

90%

OF BOTANICALS

in Amway™ products can be traced back to their original farm source

NEARLY 6,000 ACRES

of certified organic farmland is owned and operated by Amway



OUR FIGHT AGAINST CHILDHOOD MALNUTRITION

Amway's corporate social responsibility philosophy is that global and local challenges can be addressed by using the best of business and the passion of people. For example, Amway's nutrition expertise is being used to fight global childhood malnutrition. It's a significant effort, and Amway and Amway Business Owners have partnered with leading international organizations, including the United Nations and its agencies, CARE, Glasswing International and the Global Alliance for Improved Nutrition, to help bring essential nutrition to children ages six months to five years old.

Amway scientists developed Nutrilite™ Little Bits™ micronutrient powder to give malnourished children the essential daily vitamins and nutrients needed to survive, thrive and grow. Distribution is handled by CARE and more than 16 non-governmental organizations that have established nutrition programs.

THE NUTRILITE™ POWER OF 5 CAMPAIGN – 1000 DAYS INITIATIVE
In 2016, Amway set a goal to provide Nutrilite™ Little Bits™ to 500,000 malnourished children during the next 1,000 days, or by the end of 2019. During that time, the campaign will expand to serve families in more than 19 countries.

Amway also is involved in the UN Scaling Up Nutrition initiative, which unites governments, civil society, global donors, businesses and non-governmental organizations in a collective effort to improve nutrition around the world.

For additional information or to get involved, please visit powerof5.nutrilite.com.



“Through the Nutrilite™ Power of 5 Campaign, we are serving tens of thousands of malnourished children and that number will double in 2017. Thanks to a strong partnership with 87 percent of our top Amway Business Owners, the campaign is making a significant difference in 15 countries. Childhood malnutrition is a preventable issue and we know that by using Amway's resources and our expertise, we can help more malnourished children and their families live better lives.”

– Jeff Terry, Amway Global Manager for Corporate Social Responsibility

\$120

USD

cost to provide Nutrilite™ Little Bits™ every day to one child for one year

500,000

MALNOURISHED CHILDREN

will receive a daily supply of Nutrilite™ Little Bits™ by the end of 2019, as we work to achieve the goal set in 2016

15

ESSENTIAL VITAMINS AND MINERALS

are contained in each package of Nutrilite™ Little Bits™ micronutrient powder

500K

AMWAY BUSINESS OWNERS

across the world have actively raised funds and awareness to support the Nutrilite™ Power of 5 Campaign since it started in 2014

#AMWAYVOLUNTEERS IMPROVE COMMUNITIES

#AmwayVolunteers is an invitation to Amway Business Owners and employees to be a part of a global community that is dedicated to making the world a better place through local volunteer efforts.

We focus on Amway individuals and their volunteer activities, the inspiration that motivates them to contribute to local causes, and the impact of their efforts.

Everyone is encouraged to volunteer in their local community, invite others to participate and share their story.

“Corporate social responsibility programs and investments help to bring clarity to who we are and what we do. When we tie these efforts to our core competencies, we help people, improve communities, strengthen our business and increase our value to society.”

– Todd Woodward, Amway Vice President of Corporate and Integrated Communications

\$280M
USD

given by Amway Business Owners and employees to benefit communities everywhere since 2003

13.2M
PEOPLE

helped through Amway CSR efforts since 2003

4.1M
VOLUNTEER HOURS

given by Amway Business Owners and employees to benefit communities around the world since 2003

AMWAY GLOBAL ENTREPRENEURSHIP REPORT

The seventh annual Amway Global Entrepreneurship Report (AGER), published in November 2016, measures the public pulse of self-employment around the world.

Key results from the 2016 study include:

- 77 percent of respondents have a positive attitude toward entrepreneurship. This high interest in self-employment may explain the recent trend of individuals seeking to work independent from an employer.
- 69 percent of people see self-employment as more likely, or just as likely, in five years as it is today. Interest in entrepreneurship appears to be on the rise.
- 56 percent of the population feels comfortable searching for and acquiring customers—a key element of self-employment.
- 52 percent of those 35 years of age and younger, generally referred to as the millennial generation, can envision themselves starting a business.

The first iteration of AGER launched in 2010 as the Amway European Entrepreneurship Report, then expanded worldwide with the 2013 AGER, encompassing 24 countries. This year’s report spans 45 countries, with in-person and telephone interviews conducted with more than 50,000 men and women aged 14–99.

For more information, visit globalnews.amway.com/amway-global-entrepreneurship-report.



50,861
MEN AND WOMEN
participated in the 2016 Amway Global Entrepreneurship Report survey, ages 14–99

69%
OF PEOPLE
said that, in their nation, the population would be as likely or more likely to start a business in the next five years compared with today*

52%
OF MILLENNIALS
could imagine themselves starting a business*

45
COUNTRIES
were surveyed as part of the 2016 Amway Global Entrepreneurship Report

77%
OF RESPONDENTS
have a positive attitude toward entrepreneurship*

HALF
OF PARTICIPANTS
said that independence from an employer was an appealing part of starting a business, higher than any other response*

* According to the 2016 Amway Global Entrepreneurship Report, www.globalnews.amway.com/amway-global-entrepreneurship-report



For additional information, please visit globalnews.amway.com.

Photos of Amway Business Owners and employees are featured throughout this media guide.