

The Amway Sales and Marketing Plan

PV	% BV
10,000	21%
7,000	18%
4,000	15%
2,400	12%
1,200	9%
600	6%
200	3%

The following is an example for illustrative purposes only. Not every IBO will have the numbers of people shown, nor will they necessarily retail the 200 PV shown. Turnover levels are based on the Points Value (PV) of products; bonuses are calculated as a percentage on the Business Volume (BV). The current ratio of PV to £ is 0.90

Level 1

Let's assume that you reach 200 PV the first month. Retail profit margin will average 30%, but depends on the products you sell. At 200 PV you are also entitled to Performance Bonus of 3%. Your income would be:

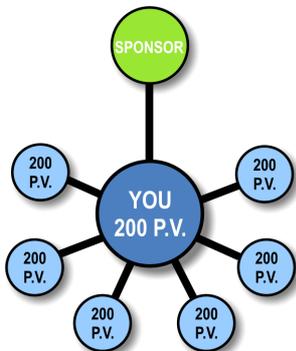
Retail Profit	£54.00
Performance Bonus	£5.40
Monthly Income	£59.40



Level 2

Now assume that you introduce six new IBOs over a period of time and that they duplicate what you have done and each achieve 200 PV. Their PV would be included in your total and the bonus to which they are entitled would be deducted from your bonus.

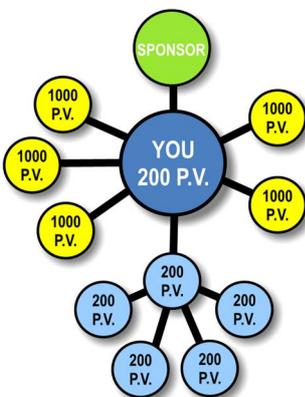
Retail Profit	£54.00
Performance Bonus (9%)	£113.40
Paid out 6@3%	- £32.40
Monthly Income	£135.00



Level 3

Let's assume that these six IBOs each sponsor four others who duplicate what they have done, and achieve 200 PV. Your total volume, including theirs, is 6200 PV. Your income would be:

Retail Profit	£54.00
Performance Bonus (15%)	£837.00
Paid out 6@6%	- £324.00
Monthly Income	£567.00

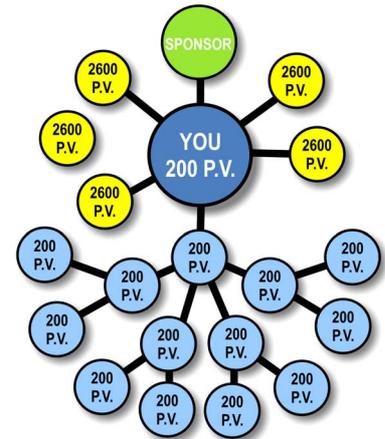


Your Future, Your Choice

Level 4

Now let's assume that each of those 4 IBOs sponsor 2 new IBOs, and that they also duplicate their sponsors and achieve 200 PV. Your income would be:

Retail Profit	£54.00
Performance Bonus (21%)	£2986.20
Paid out 6@12%	- £1684.80
Monthly Income	£1355.40



Level 5

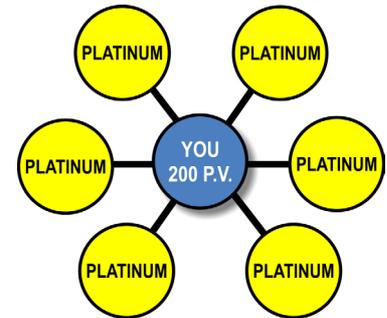
Once you have achieved the 21% Performance Bonus Level for six months, you will qualify as a Platinum IBO and deal directly with Amway for administration support, products and bonuses.

By helping other IBOs develop their businesses to the same level, you will be eligible to receive the 4% Leadership Bonus, based on the monthly PV of qualifying IBOs. Maintaining your own business at Level 4 and with six IBOs maintaining at least 10,000 PV each month your income would be a minimum of :

Monthly Income	£3,515.40
Annual Income	£42,184.40

If you maintain your own business at Level 4 and the six IBOs do the same, your income would be:

Annual Income	£57,218.40
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Level 6 And Above

Once you have developed these additional IBOs, you will also qualify for further bonuses such as Pearl, Emerald and Diamond, which could exceed £24,000 per annum. With the addition of these bonuses your income could exceed £66,000.00 per annum.