Earnings claims disclosures

In addition to being truthful, accurate, realistic and not misleading, Independent Business Owners (IBOs) are required to disclose certain information about earnings. Disclosures are required when making any express or implied earnings claim to any audience and when promoting the plan or the Amway business to a Prospect for the first time.

Do

- Include the mandatory Amway Income Disclosure Statement when making any express or implied earnings claims to any audience and when promoting the Amway IBO Compensation Plan or the Amway business to a prospect for the first time.
- When speaking to a general or unknown audience, assume the audience includes prospects.
- Refer to www.amway.com/income-disclosure (U.S.), www.amway.ca/income-disclosure (Canada) and www.amway.com.do/income-disclosure (Dominican Republic) for the current Income Disclosure Statement.
- Add the year and average amount to the required disclosure language based on the current Income Disclosure Statement.
- When making any claim or reference to an incentive trip, disclose the percent of IBOs that earned the trip by stating, "The top [x]% of IBOs achieved this incentive trip in [specify year]."
- Disclose any financial interest in the sale of Business Support Materials (BSM).
- Follow disclosure requirements related to presentation, prominence, placement and proximity as stated in the Rules of Conduct and QAS Content Standards.
- Ensure disclosures meet the specific requirements for the format required by the QAS Content Standards.
- Avoid claims that are prohibited regardless of medium or platform and audience; these cannot be fixed by adding a disclosure.

Why?

Being transparent helps people manage expectations and set realistic goals for their business.

Don't

- Rely on disclosures to cure statements that are not truthful, accurate, realistic and not misleading.
- Share information that is inconsistent with the current Income Disclosure Statement on Amway's website.

Why not?

- Disclosures cannot fix improper statements including, but not limited to exaggerated earnings and lifestyle claims.
- Information may change from time to time.

Income Disclosure Statement

- **U.S.:** For the calendar year [year], the average income from Amway for all U.S. registered IBOs at the Founders Platinum level and below was [$___] before expenses. See www.amway.com/income-disclosure for details and the most up-to-date information. Earnings depend on many factors, including customer base, business experience, effort, dedication, and quality and performance of the downline sales team.
- **Canada:** For the calendar [year], typical IBOs in Canada earned up to [$___] before expenses. See www.amway.ca/income-disclosure for details and the most up-to-date information. Earnings depend on many factors, including customer base, business experience, effort, dedication, and quality and performance of the downline sales team.

How to Disclose

IBOs must follow the following requirements when making disclosures.

i. **Presentation:** The disclosure must be worded so that it is easy to understand.
ii. **Prominence:** The disclosure must be prominent and unavoidable so that it can be easily read.
iii. **Placement:** The disclosure must be placed where it is likely to be seen.
iv. **Proximity:** The disclosure must be close to and contiguous with the claim it modifies.

See QAS Content Standards for placement requirements for various formats.

Amway Income Disclosure Statement:

- www.amway.com/income-disclosure (U.S.)
- www.amway.ca/income-disclosure (Canada)
- www.amway.com.do/income-disclosure (Dominican Republic)

Resources:

Quality Assurance Standards for Content Standards, Section II: www.amway.com/qas | www.amway.ca/qas | www.amway.com.do/qas
Amway Business Reference Guide: www.amway.com/brg | www.amway.ca/brg | www.amway.com.do/brg
Amway Business Conduct and Rules Department: bcr@amway.com
Amway Business Support Materials Department: bsm@amway.com
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