

## Over 342,000 Amway Independent Business Owners received a bonus in 2012

### How much do IBOs earn?

Every IBO's earnings depend on effort and productivity. Here are examples of what some very successful IBOs achieved in 2012.

|                                     | Average Annual Compensation | Highest Annual Compensation |
|-------------------------------------|-----------------------------|-----------------------------|
| <b>Q12 Platinum<sup>2</sup></b>     | \$55,042                    | \$190,264                   |
| <b>Founders Emerald<sup>3</sup></b> | \$135,664                   | \$838,533                   |
| <b>Founders Diamond<sup>4</sup></b> | \$590,928                   | \$2,945,820                 |

The average monthly Gross Income for "active" IBOs in the U.S. was \$202.

Approximately 46% of all IBOs in the U.S. were "active."

U.S. IBOs were considered "active" in months in 2012 when they attempted to make a retail sale, or presented the Amway IBO Compensation Plan, or received bonus money, or attended an Amway or IBO meeting. If someone sustained that level of activity every month for a whole year, their annualized income would be \$2,424. Of course, not every IBO chooses to be active every month. "Gross Income" means the amount received from retail sales, minus the cost of goods sold, plus monthly bonuses and cash incentives. It excludes all annual bonuses and cash incentives, and all non-cash awards, which may be significant. There may also be significant business expenses, mostly discretionary, that may be greater in relation to income in the first years of operation.

<sup>1</sup>Includes compensation from Amway IBO Compensation Plan and Growth Incentives (GI) Program during 2012.

<sup>2</sup>Approximately 0.32% of IBOs in North America achieved at least Q12 Platinum status (but not Sapphire or higher) in the calendar year ended December 31, 2012.

<sup>3</sup>Approximately 0.10% of IBOs in North America achieved at least Founders Emerald status (but not Founders Diamond or higher) in the calendar year ended December 31, 2012.

<sup>4</sup>Approximately 0.03% of IBOs in North America achieved Founders Diamond or higher in the calendar year ended December 31, 2012.

For average annual compensation and highest annual compensation at all IBO levels, go to [Amway.com](http://Amway.com) and search for: compensation chart.