

FINDING HOPE AFTER FLOODS IN FIJI

An invitation from an eight-year-old student at the Wai District School prompted 300 dedicated Amway volunteers to gather in Lomawai to renovate a flood-damaged school not far from the Amway Australia/New Zealand Achievers event. Our helping hands, brand new computers and much needed children's books, were welcome gifts to the students, many whose families live in remote villages on as little as \$5 per day. Distributors and employees spent the day in the school constructing new tables and benches; repairing desks; repainting blackboards and ceilings; bringing new life to the playground and bus shelter; and making the library a fuller, happier place to study.



PIONEERING PRODUCTS ENRICH KIDS IN SINGAPORE



Two products, two dollars at a time – it's a simple formula that's done simply great things for children in Singapore. In honor of the first two Amway products – LOC and SA8 – Amway Singapore decided to donate \$2 from every purchase of this multipurpose cleaner and concentrated detergent (1 kg) to the Singapore Children's Society. In turn, these funds supported children's centers countrywide with programs that built self-esteem, improved math skills, explored individual interests and instilled life values. While the fund began in 2009, Amway Singapore and the Singapore Children's Society celebrated 10 years of partnership last year.

MUSIC FOR THE MIND IN MALAYSIA

When children play, they discover the world around them. Add music to the equation and the learning intensifies. With this in mind, Amway Malaysia launched Balik Kampung – or 'homecoming' – a music education program that promotes mental health for children living in small towns and villages. Amway Malaysia volunteers joined performing arts group Hands of Percussion to teach 120 children from the village of Bukit Tinggi, Pahang how to make music using recycled materials, perform traditional dances and decorate five giant floats for a village-wide parade.



TELLING STORIES IN PHILIPPINES



To celebrate its 15-year anniversary, Amway Philippines decided to tell stories – lots of them. The effort has brought hundreds of book donations to underserved schools in cities like Cagayan de Oro, Cebu and Pangasinan, with the two-fold goal of improving childhood literacy and igniting a passion for reading among Filipino youth. Last year, distributors personally delivered 150 books to elementary schools and even mobilized volunteers to read and tell stories themselves.

DISASTER RELIEF GOES AND GROWS IN INDONESIA



The days and weeks following a natural disaster get the most attention. But what happens months and years later, while recovery and rebuilding continue? Amway continues to respond, naturally. So when an earthquake struck Yogyakarta and destroyed 50,000 homes and 650 schools, Amway Indonesia immediately stepped up with a donation of 1.6 billion rupiah to boost rebuilding. Just one year later, two new elementary schools opened. The following year, distributors and employees committed to contributing 100,000 rupiah every month toward books, supplies, uniforms and shoes for hundreds of students. Now, nearly five years after that fateful earthquake, Amway Indonesia still proudly provides this monthly support.

REASONS TO SMILE BIG IN VIETNAM



Medical care is a luxury for many in the poorest provinces of Vietnam. For children born with facial defects, even a simple smile cannot be expressed without corrective surgery – an expense most families cannot bear. Amway Vietnam has supported more than 4,000 children by reaching out to Operation Smile to fund life-changing surgeries, as well as working with the Department of Child Protection under the Ministry of Labor and Youth Newspaper to provide medical assistance to children in need in several remote provinces across the country. This relief comes at a critical time, as urgent support is needed to stabilize provinces and foster future generations.

Amway Vietnam has supported more than 4,000 children by reaching out to Operation Smile to fund life-changing surgeries.

RESULTS

ASIA PACIFIC REGION

Australia/New Zealand

600 babies helped at the Grace Centre Neonatal Unit at The Children's Hospital at Westmead.

135 children living with heart disease attended a special camp.

100 students in Fiji received books and new computers, and had their school renovated after floods.

Japan

10 high school students from the 2011 disaster areas experienced overseas studies.

Korea

350 children increased their potential and self-esteem through education and art.

Vietnam

4,000 children got their smiles back through corrective surgeries or were helped with other medical and educational assistance to build a better life.

Thailand

25 mobile libraries delivered books to schools in remote provinces.

Malaysia

15 rural towns received musical education programs for children.

Singapore

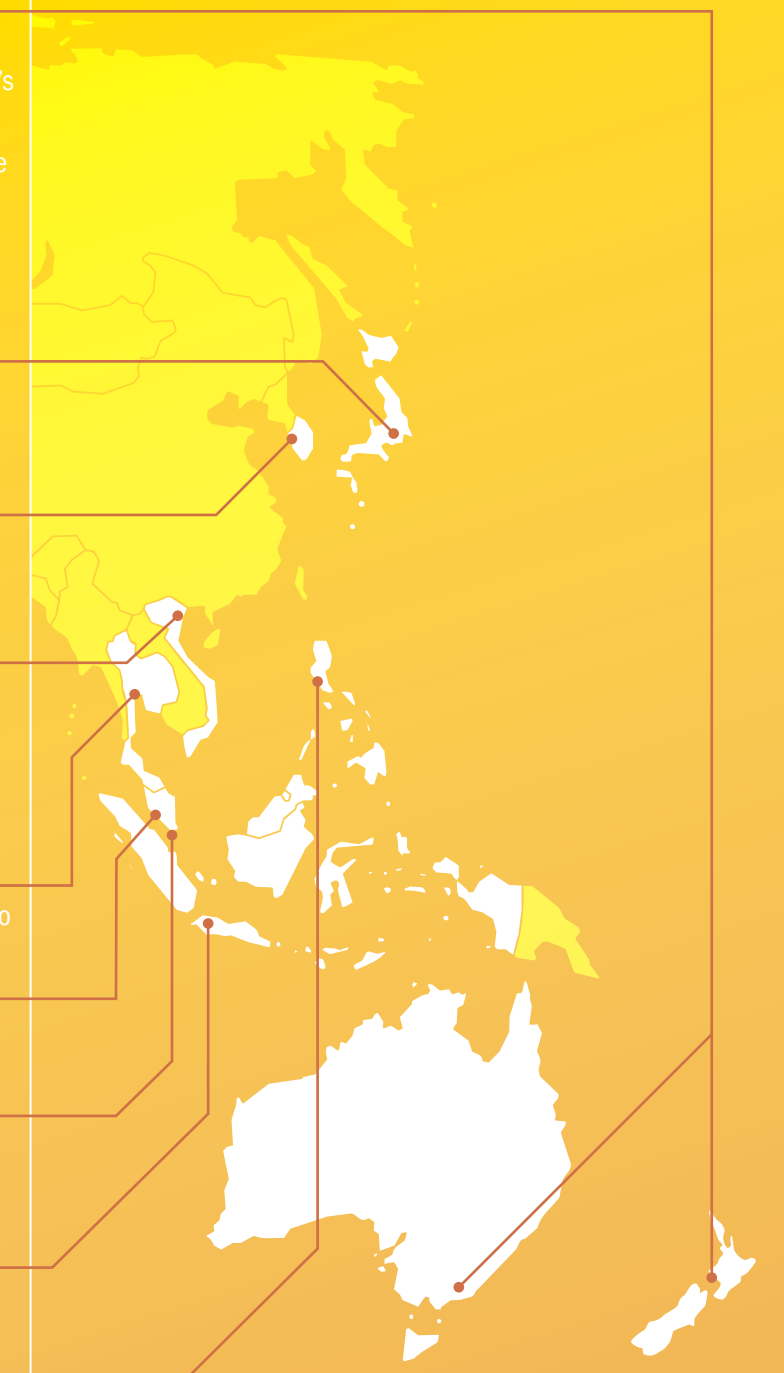
10-year partnership milestone celebrated with the Singapore Children's Society.

Indonesia

500 children received education support following a devastating disaster.

Philippines

5 schools received books and mentors.





PRODUCTS.

Health, beauty, home – Amway products give people around the world a foundation for realizing their potential. And our expertise in nutrition, water treatment and entrepreneurship answers global challenges with hope and sustenance.

WE CHAMPION HUMAN POTENTIAL



While we have always given individuals the tools to start their own businesses, it's our expertise that has helped many to create a better life.

Amway recognizes that there are substantial opportunities to innovate and grow as a company by creating global solutions to some of the world's greatest issues. Through our core competencies in entrepreneurship, nutrition and water treatment, to name a few, we improve in the lives of people facing difficult to dire challenges. And these efforts extend far beyond our philanthropy.

While we have always given individuals the tools to start their own businesses, it's our expertise that has helped so many reach their potential.

Our culture of scientific excellence distinguishes us as well. Through Amway and Nutrilite, we distribute more nutritional supplements than any other company in the world. Amway scientists have developed the world's first and only plant-based micronutrient supplement with 15 life-essential vitamins and minerals that today is being used to help fight chronic malnutrition in children.



FEEDING GREAT NEED

Most of us will never know what it means to lack access to nutritious food. But millions of men, women and children do. In fact, The World Health Organization identifies chronic malnutrition as the underlying cause for 35% of preventable deaths in children from birth to 5. Their statistics show that 104 million children were undernourished, and 174 million experienced stunted growth in 2010 alone.

As a global solutions provider, Amway stepped up to address chronic malnutrition with two initiatives in two different parts of the world.

NUTRILITE LITTLE BITS, BIG STRIDES

In 2009, Amway and Nutrilite came together to launch NUTRILITE Little Bits™, a global social marketing initiative. It was a first for us, and two years in, it's having a profound effect on children across the world.

NUTRILITE Little Bits delivers 15 essential vitamins and minerals like iron, zinc, vitamin A and one of nature's most concentrated sources of natural Vitamin C. When added to any native food, this tasteless, odorless yet potent powder fills micronutrient deficiencies in children from six months to five years old – deficiencies that can prevent growth, inhibit brain development, and contribute to anemia and disease. Without these vital nutrients, children who should be learning and playing can become listless, lethargic and even unable to move or walk.

In partnership with the Salvador Zubirán National Institute of Nutrition in Mexico, Amway conducted a pilot study with approximately 150 kids with exceptional results: After just six months of intervention, NUTRILITE Little Bits reduced both the prevalence of iron deficiency anemia by nearly 90 percent and the prevalence of stunting by nearly 40 percent. It also produced more active, playful children. This success was possible through a partnership with Un Kilo de Ayuda and, in 2012, led to nourishing nearly 400 children with NUTRILITE Little Bits.



Amway leaders next looked to Lusaka, Zambia, to partner with the Christian Alliance for Children in Zambia (CACZ) and integrate NUTRILITE Little Bits into an established feeding and health education program called Milk and Medicine. We trained CACZ teams from four communities, who then distributed NUTRILITE Little Bits to 175 children, as well as weighed and measured them monthly to ensure proper growth. In 2012, we extended support to an additional two communities in Zambia, supporting a total of 250 additional children.

Now the NUTRILITE Little Bits program aligns with best in practice approaches by the World Health Organization as a leading global solution for chronic malnutrition. Over the next three years, Amway teams are planning to engage upwards of 20 markets through established children's health partner organizations. Likewise, Nutrilite scientists are developing a new formula to ensure fit and ability across multiple countries.



MANY BLESSINGS

A little girl named "Blessings" is a shining example of the benefits of a NUTRILITE Little Bits. When Amway leaders first met her, she was severely malnourished and could not stand, walk or even crawl. Thanks to our mighty micronutrient powder and some great programs, Blessings lost her bloated stomach and began walking and even speaking intelligibly in just six months. She's now thriving at a healthy weight, and her smiling face is proof of the power of Amway partnerships.



KEY PARTNERSHIPS

While we are confident in our core competencies, we know we will never address the needs of chronically malnourished children if we set off on our own. That's why Amway is partnering with two organizations with extensive experience in global health and nutrition, with operations and partnerships on the ground in countries around the world. In 2012, Amway entered into a formal partnership with CARE, an organization with decades of experience helping women and children in need. Amway also became a formal member of the Global Alliance for Improved Nutrition (GAIN), benefitting from networks, expertise and a strong advocacy platform to inform key influencers and the general public about the need for adequate nutrition.

WAVES OF HOPE



Leveraging Amway expertise for the global good led us to another worldwide challenge: access to safe water. When the World Health Organization projected that, by 2015, 605 million people will not have access to potable water, we knew we had to create waves with science and citizenship.

Water is vital to survival. This simple fact sparked Amway to create a low-cost solution for clean, safe drinking water nearly 30 years ago. In 1984, we innovated drinking water treatment technology with the first generation of our eSpring™ water filter. Six years later, we integrated ultraviolet disinfection to destroy more than 99.99 percent of the bacteria and viruses that may be found in drinking water. This led to helping establish the NSF/ANSI Standard 55: Ultraviolet Microbiological Water Treatment Systems, as well as the debut of a new eSpring™ system in 2002. Ten years later, eSpring remains the world's largest selling brand of kitchen water treatment systems.²

Leveraging our expertise in water filtration technology in rural and peri-urban communities, especially those suffering from post-disaster water crises, is an Amway passion. Recent highlights of these humanitarian efforts include technological developments and partnerships in developing countries like Ghana, Haiti and the Dominican Republic.

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SAFE WATER PARTNERSHIPS PROMISE HEALTH

Amway and SWT have supported hundreds of families in the Dominican Republic with water filters and education about the importance of safe water and hygiene.

Amway joined forces with International Aid to launch a global safe water initiative more than a decade ago. In 2000, International Aid unveiled a portable biosand filter for the developing world and we supported this effort immediately. This partnership led to the creation of the Safe Water Team (SWT) – Amway is still represented on its Board of Directors.

In 2009, shortly after a devastating earthquake struck Haiti, we teamed up with SWT and sent 22 pallets of biosand filters with additional chlorinator and safe water storage developed by Amway to enhance the reduction of pathogens, eliminate the waiting period before the filter can be used and reduce the possibility of recontamination in treated water. Since then, Amway and SWT have supported hundreds of families in the Dominican Republic with water filters and education about the importance of safe water and hygiene.

Continually dedicated to research and quality, we first used our expertise to help improve upon the traditional biosand filters by adding a step in filter system to chlorinate the water. Eventually, we were able to develop a gravity-fed multistage treatment technology that replaced the sand and performed well in every facet: bacteria and virus removal; multiple-barrier protection; and even weight – 17 versus 120 pounds. Amway donated more than 50 of these units in 2012 to families outside Tamale, Ghana. Within six months, we saw an 82.5 percent decrease in incidents of diarrhea combined with a 72 percent reduction in doctor visits due to water born disease.

Similarly, Amway helped give families in the Dominican Republic access to potable water. We focused efforts in four areas – hygiene, sanitation, education and water filtration – and installed 45 water filters that now provide clean water for about 350 people. We've also planted trees, contributed to community clean-up and distributed 147 pairs of shoes to needy schoolchildren – a first pair for many kids. Future plans include a pilot program to install eSpring units in schools, providing access to sanitation and improving hygiene education.



²Based on a Verify Markets study of 2011 global sales.

ELEVATING ENTREPRENEURSHIP

Amway is a global leader in the \$153 billion direct selling industry³, and our distributors stand out among the 91 million salespeople³ who work within it. We support these enterprising entrepreneurs by keeping them at the center of our strategic conversations and developing products that improve people's lives.



We continually cultivate the Amway Business Opportunity so that it resonates across continents and cultures, driving economic success in virtually every corner of the world.



With leadership comes a responsibility to elevate entrepreneurship, and we do so whenever, wherever possible. We continually cultivate the Amway™ Business Opportunity so that it resonates across continents and cultures, driving economic success in virtually every corner of the world. It builds financial freedom and enables us to fulfill the Amway vision of *helping people live better lives*. Among peers, Amway is a prominent and active member of leading industry associations like the World Federation of Direct Selling Associations, the Direct Selling Educational Foundation and the U.S. Chamber of Commerce. We uphold and underscore the rigorous standards set by these organizations with principles like honesty, integrity, responsibility, accountability and philanthropy.



We believe ours is an industry built on helping others, too. As a global citizen, we infuse corporate social responsibility into everything we do, as well as shine the spotlight on the communities served by our amazing distributors. They are proof positive that the world is a better place because of entrepreneurs, and we are convinced that society as a whole benefits from entrepreneurial innovation and drive.

³WFSDA Global Statistical Report – 2011, June 20, 2012.

TOWNSHIP STRATEGY BREEDS SUCCESS

Something revolutionary happened when Amway South Africa unveiled its Township Strategy in late 2009. Designed to introduce the Amway Business Opportunity to new prospects with the intent of growing the Amway business in South Africa, the effort required us to take the Amway business into rural communities. It was uncharted ground, as our business had historically focused on the higher socio-economic population and the new strategy targeted South Africa's working low-to-middle class.

Our approach was a first, too: We used innovative strategies and alternatives to product sizing, pricing and bundling that resonated with individuals in these outlying communities. Physical presence and mobile marketing positioned the Amway Business Opportunity as viable and vital for this

more financially challenged population. In just three years, Amway South Africa has accomplished two significant results: increasing business and helping people to move up the economic ladder. Thanks to the Township Strategy, the Amway business in South Africa leapt by more than 200 percent and showed many low-to-middle class members of society a way out of poverty. The latest figures continue to inspire, with Amway South Africa reporting a 72 percent increase in new distributors in just two years.

The Amway business in South Africa leapt by more than 200 percent.

ENTREPRENEURSHIP STUDY SHEDS NEW LIGHT

Wherever we live and work, Amway seeks to support a culture of entrepreneurship. With this in mind, we published the Amway European Entrepreneurship Report 2012 (AEER)⁴. In its third consecutive year, the study continues to offer insights into global attitudes towards entrepreneurship. Findings stimulate discussion and raise awareness of what needs to be done to encourage entrepreneurship with our external stakeholders.

Led by our scientific partner, the Entrepreneurship Center at Ludwig-Maximilians-Universität München, the 2012 survey was conducted across 16 European countries with nearly 17,800 men and women in representative target groups selected by the polling institute GfK in Nuremberg. Respondents were polled face-to-face or via telephone interviews on the subject of self-employment. Key findings revealed the unleashed potential of entrepreneurship in times of crisis: More than one in three, or 38 percent of respondents, reported that they can imagine starting their own business, with the highest percentages in

Greece, Switzerland and Turkey. The AEER also showed that self-employment enjoys a positive reputation throughout Europe. On average, two thirds, or 69 percent, of those polled held a positive attitude towards the concept. Denmark expressed the most positivity, followed by France and Great Britain. What's more, three out of four of all respondents, or 78 percent, estimated that in 10 years entrepreneurship will remain equally or more important in the modern working world.

The AEEP fosters a global public discussion of entrepreneurship. The published results were a highlight of 2012 Global Entrepreneurship Week, an initiative that introduces entrepreneurship to people in six continents. Since its creation in 2008, more than seven million people from 115 countries have participated in entrepreneurial-related activities during the week.

⁴Amway European Entrepreneurship Report 2012 – A Survey of Amway Europe, November 2012.

PERFORMANCE.



Every day, in every region, we realize our potential for operating and growing the Amway business more ethically and efficiently. From product and process enhancements to charitable and humanitarian efforts, we integrate our sustainability goals into corporate social responsibility.

EXPECTATIONS OF EXCELLENCE

INTEGRITY, ALWAYS

Partnership and integrity are cornerstones of Amway. As a global enterprise that conducts business in more than 100 countries and territories, our operations are subject to laws as diverse as the world itself. Yet while these regulations and customs may differ, our promise to maintain the highest ethical standards remains unwavering. And it's been that way since 1959.

WE VALUE OUR EMPLOYEES EQUALLY

Ours is a stimulating work environment that creates opportunities for all employees to realize their full potential – to add value and be valued. Amway diligently maintains a safe, clean and friendly workplace for all employees. We do not tolerate harassment, intimidation, violence or drugs in the workplace. We prize diversity and believe that all people should be respected and treated fairly regardless of personal characteristics such as their sex, race, ethnicity, disability, age or religion. At Amway, every employee is a respected member of the team.

WE ARE LOYAL TO OUR COMPANY

Honesty and loyalty are key virtues for both Amway employees and the company itself. We expect our employees to act in the company's best interest and to exercise solid judgment unclouded by personal interests or divided loyalties. We keep business information private and do not misuse it for personal gain or to the detriment of the public or other companies.

WE VALUE FAIR COMPETITION

A proud advocate of free enterprise, we never agree with a competitor to fix prices, divide territories or allocate customers. We respect our own and others' copyrights, trademarks, patents, trade secrets and other forms of intellectual property.

WE ARE HONEST IN ALL BUSINESS DEALINGS

Amway employees are expected to record and report business information truthfully, as well as maintain accurate books and records. Our legal staff works closely with both our local affiliates and government officials all over the world to help ensure that laws and regulations are followed. We do not make any payments to foreign government officials for the purpose of securing unfair advantage; and we comply with local anti-corruption laws, including the U.S. Foreign Corrupt Practices Act. When business customs call for giving and receiving gifts and entertainment, we exercise good judgment and moderation.

WE HAVE FINANCIAL CHECKS AND BALANCES

Amway is a private company built on the fundamentals and values of our founders, which continue to guide our employees, officers and directors today. The corporation is managed by a Board of Directors that balances our founding families with outside directors. Governance practices at Amway are designed to consider the interests of our many stakeholders: shareholders, affiliates, suppliers, distributors, customers, employees and the communities in which we do business. The Board oversees our good governance and risk management policies, holding regular long-term planning sessions to ensure that strategic plans are aligned for the future.

WE MITIGATE RISK

We work to reduce risk resulting from Amway operations, both to protect our employees and to minimize downtime for our distributors. Our current worker safety incident rate is well below the industry average, and we have an active property loss protection plan that includes building and maintaining our facilities to meet appropriate fire protection standards, storing materials properly and conducting inspections to ensure our systems are working and in compliance.

WE ARE EARNEST ABOUT ETHICAL DIRECT SELLING

As a leading global direct selling company, we engage more than three million individuals around the world who create their own businesses in partnership with Amway. We are committed to working with other ethical companies through industry organizations to promote direct selling and ensure ethical conduct.

WE DEMAND QUALITY

Amway quality assurance teams closely monitor quality, from incoming components and materials through the manufacturing process and out into the field worldwide. We have many proactive programs in place to ensure that our strict quality standards are met.

WE PRIDE OURSELVES ON PRODUCT SAFETY

The health and safety of our customers and the environment are of paramount importance to us. AMWAY™ products are carefully evaluated to meet our high standards of safety and effectiveness. All ingredients in all personal and home care, cosmetic and nutritional products are considered safe for their intended use by appropriate government agencies, independent scientific review and the best consultative resources available to our scientists. Unless required by government regulations, Amway products are not tested on animals.

PRODUCT RECALL POLICY

The AMWAY product recall policy clearly outlines the procedure to be taken for any product we've distributed (including labels and literature) that must be recalled for any reason. Regardless of the nature of the incident, actions are immediately taken by management to ensure the safety of our distributors and their customers.

WE EXPECT HIGH STANDARDS OF OUR SUPPLIERS

From providing a safe work environment to allowing full access to compliance inspections to fair employment practices, Amway embraces and upholds a Supplier Code of Conduct to ensure that the goods we sell are not the product of unacceptable working conditions. Doing so keeps our

workforce productive and positioned to meet our customer demands for high-quality products at fair prices.

WE PROTECT OUR CUSTOMERS

We stand behind the quality of our products and guarantee customer satisfaction. If for any reason the consumer is not completely satisfied, a product may be returned within a specified period for an exchange or refund of the product's price plus applicable tax. Additionally, Amway works with consumer protection organizations to enhance consumer education.

UNITED STATES DIRECT SELLING ASSOCIATION (DSA) CODE OF ETHICS

In the United States, the DSA's commitment to ethical business practices and consumer service is its Code of Ethics. As a member company, Amway pledges to abide by the Code's standards and procedures, which speak to both customers and sellers and ensure that member companies will make no statements or promises that might mislead either customers or prospective salespeople. Pyramid schemes are illegal and companies operating pyramids are not permitted to be members of the DSA.

WORLD FEDERATION OF DIRECT SELLING ASSOCIATION (WFDSA) WORLD CODE OF ETHICS

The WFDSA is comprised of 60 national direct selling associations and one regional federation. Amway leaders around the world hold more than 50 leadership positions in direct selling associations. Membership in the WFDSA requires a commitment to abide by its World Code of Ethics, established to protect consumers globally. Amway fervently promotes and abides by this World Code.

Globally, the World Code of Ethics is a constantly evolving, enforceable standard of behavior. The cornerstone of the direct selling industry's commitment to ethical business practices and customer service, the World Code is a mechanism that ensures independent salespeople and customers are treated fairly and respectfully.

PEOPLE MAKE IT POSSIBLE

From our West Michigan headquarters to our country offices in four regions spanning the globe, we're a worldwide family at Amway. While our business opportunity and products may steal the spotlight, we know it's our people who power our enterprise. And we cultivate and reward human potential at every turn.

All over Amway, we work together to create an inclusive and collaborative work environment that inspires teamwork as well as individual worth, and empowers performance and rewards contributions. Paramount to being a global employer of choice is our commitment to providing our employees with the tools and opportunities they need to create optimal careers and live a balanced life. We invest in them, so they can become their best. Here, employees have the opportunity to deliver their highest value professionally, while building relationships with exceptional people who genuinely value them.

"I'm passionate about giving back and being at Amway has given me the chance to do so."

-Randy Locke, employee

REWARDS AND BENEFITS

At Amway, we reward our employees in many ways – targeted development plans, global career opportunities, performance-based pay and comprehensive benefits. Employees at our World Headquarters in West Michigan enjoy an employee store, wellness programs, an on-site state-of-the-art fitness center with innovative programs and events created just for them and their families.

A SAFE WORKPLACE

Safety is a priority for Amway employees, and we see it as a collaborative effort between staff and management. Every year, we evaluate and refresh safety practices, with a focus on awareness and education. Perhaps that's why Amway consistently

outperforms similar U.S. businesses in safety, with total injury accident rates at 30 percent less than the industry average.

VALUING DIVERSITY

Across the world, Amway is recognized as a high-performing, values-based employer of choice. We are an increasingly diverse and inclusive company that intentionally drives the development of talent across our enterprise. Doing so engages our employees within a globally diverse environment while enabling our culture of innovation and consumer orientation.

GLOBAL TALENT DEVELOPMENT

We keep our eyes on the prize: personal and professional best. We pride ourselves on giving our employees the power and knowledge to advance their careers at Amway. Our employee-focused culture drives education and training, always tailored to individual growth and development, so that each employee has the opportunity to apply his or her talents beyond the job description.

OPTIMAL YOU, OUR PREMIER EMPLOYEE WELLNESS PROGRAM

Our employees are our most valuable assets at Amway, and we recognize that our business success is directly related to their health and well-being. With this in mind, we began a journey in 2005 to transform our culture to one that not only provides the necessary tools and resources to be highly productive but also an environment that offers a holistic approach to educating and influencing health and well-being. We continually assess the physical and emotional needs of our workforce. Annually, we modify, enhance and/or increase employee access to unique wellness education, programs and resources that ultimately assist them in taking more control over their health. In many countries we offer a 60-question health screening and 45-panel blood screening – both more comprehensive than most doctor requirements – along with health coaching and other tools that help sustain long-term lifestyle changes that can improve quality of life and daily productivity at work and at home.

OPPORTUNITIES TO MAKE A DIFFERENCE

Helping people live better lives is the Amway vision, and our employees keep a sharp focus on helping us fulfill it by getting involved in programs and events in communities across the world. We post local volunteer opportunities in Amway publications and on a dedicated website, so employees can best match their interests with local causes. We even train Amway executives in nonprofit board leadership, so they too can align their passions and contribute their leadership skills to local nonprofit organizations.

ENVIRONMENTAL STEWARDSHIP

Carpooling, recycling, wildlife education – you name it, Amway employees are doing it. Environmental stewardship and sustainability is critically important to our business, and we offer many learning opportunities to educate our employees and empower their own decision-making.



"I'm proud to work at a place that cares how healthy I am and is willing to provide resources, tools and incentives to improve my quality of life."

-Optimal You User

HEARTFELT PRAISE





We often hear how Optimal You is changing lives for the better. For many employees, the simple experience of undergoing a health screening has a profound effect: it empowers them to take charge of their own health. Meet one such employee who, at 64 years old, decided to follow her instincts and get the help she needed to save her life.

"Two years ago I was referred to a cardiologist because I was complaining of an uncomfortable feeling in my chest. After my EKG came back normal, the doctor made me feel like it was all in my head, nothing more than stress or drinking too much coffee. Yet as an analytical chemist, I always want to know the reasons for everything. Why was I tired all the time? Why did I have a small amount of swelling in my ankles? Why was I short of breath while climbing stairs? My doctors weren't giving real answers to my concerns.

"In September, I received the results of my wellness screening blood test. Some sections that were previously green were now yellow and red – cholesterol, LDL ratios and more – and my C-Reactive Protein (CRP) had changed from 1.1 to 5.73. I did some research on this test – again I wanted to know why. At my request, my physician sent me to a new cardiologist who did another blood test, EKG and stress test. Again, all came back good except for one test that was labeled 'non-conclusive'. With this small question, my cardiologist recommended a heart catheter to rule anything out and put me at ease.

"Two weeks later, I went in. The catheter showed a total blockage in the anterior wall of my heart and I had to have a stint implanted. I want to thank Optimal You for saving my life! You know your body better than anyone else – if it feels wrong, it just might be!"

OUR PERFORMANCE: ENVIRONMENTAL SUSTAINABILITY

| ENTERPRISE PERFORMANCE AND GOALS | | | | |
|--|-----------|-----------|------------|---------------|
| | 2010 | 2011 | 2012 | 2014 (Goal) |
|  Waste Recycling Rate (%) | 84.5% | 85.4% | 87% | 95% |
|  Alternative Energy Usage (Non-Grid) | 5.4% | 5.2% | 7.3% | 15% |
|  Water Usage (KLiters) | 1,625,136 | 1,602,984 | 1,404,529* | 10% Reduction |
|  GHG Emissions (Tonnes) | 185,995 | 154,747 | 139,496* | 25% Reduction |

*4th quarter estimated

Amway has a legacy of ethical business operations and environmental responsibility, starting with one of the very first products we sold in 1959 – LOC (Liquid Organic Compound). As the company continues to grow, increasingly we are innovating new and improved ways to operate more efficiently. This makes sense for our business, for the businesses of our Distributors today and tomorrow, and for the environment around us.

In 2009, Amway established four key areas to both focus on finding efficiency in our operations and to improve our environmental footprint. Today, we continue to work to:

- Improve our recycling rates to decrease our waste generation
- Increase our use of alternative energy
- Reduce our water usage
- Decrease our overall greenhouse gas emissions

In 2012, we continued our Global Environmental Metrics reporting program encompassing our global supply chain facilities in the US, Mexico, Brazil, Vietnam and China. Considering the substantial growth of Amway over the past year, our environmental performance continues to track well toward our 2014 goals.

Four major Amway manufacturing facilities – Ada, Michigan; Buena Park, California; Ho Chi Min City, Vietnam; and Guangzhou, China – have environmental management systems that are registered under the ISO 1400:2004 environmental management standard. Environmental management systems continue to facilitate efficiency steps to help achieve our performance goals, while annual third-party audits through the global ISO standard continue to help Amway track our results.

ENERGY USE AND EMISSIONS

Our first sustainability goal is to reduce the Amway carbon footprint, which is expressed by reducing our greenhouse gas (GHG) emissions. Our goal is to reduce GHG emissions by 25 percent by 2014. We have implemented many new projects that contribute to this goal, including a new Strategic Operating Model and the purchase of renewable power in the form of wind generated electricity. Another key strategy has been to do more with less, as energy conservation plays a big role in reducing demand while sales continue to grow. In 2012, we took several actions to help achieve our 2014 goals:

- We are reducing electricity use through the installation of new energy efficient lighting. Each year, we focus on areas that need upgrading. In 2012, we upgraded lighting in the Pressure Packaging plant, the Plastics plant and

the Laundry plant. What's more, we are also beginning to replace some of our outdoor lighting with new high efficiency LED systems. And we have placed nearly 50 new LED fixtures in the Laundry plant as part of that lighting upgrade.

- Amway currently purchases 10 percent of the electric power in Ada from the Harvest Wind Farm in Michigan. Next year, we will double the amount of wind power we purchase from that wind farm.

REDUCING WATER CONSUMPTION

Water is fast becoming the most important resource on our planet. As a caring corporate citizen, Amway is responding to this problem by setting a goal to reduce our water consumption by 10 percent by 2014.

Meeting this goal required us to implement new strategies like re-engineering the purified water system in the Liquids plant to incorporate UV as a microbiological control system, replacing the continuous heating and cooling loop that was used to service the system. This upgrade saves more than \$400,000 a year in steam and chilled water costs, reducing our electricity and natural gas use.

RECYCLING = REDUCING WASTE

Our Environmental Health and Safety team is always looking for ways to recycle more material from our waste streams. We have set new standards for recycling construction waste generated by contractors as they renovate our buildings. A recycling program is rolling out to our office areas to capture paper, plastic and metal waste formerly sent to landfills. We have discouraged the use of Amway-supplied bottled water and installed new drinking fountains with eSpring filtered water dispensers. Each unit has a counter so employees can see how many bottles they have helped eliminate.

REDUCING OUR TRANSPORTATION FOOTPRINT

As part of our strategic planning efforts, Amway leaders implemented a new Strategic Operating Model. Under the old model, Amway made all products in the United States and shipped them to markets around the world. A key piece of the new strategy is to make heavy and bulky products closer to the markets in which they are consumed. Changes implemented to date include:

- European home care products are now being made at a contract manufacturer in Belgium. These products are sold in every European country, from the UK to Russia. This significantly shortens the transportation needed to get these heavy products to market while reducing the time needed to supply product by reducing time on the water. This change reduced the transportation carbon footprint for these products by more than 70 percent.
- Asian home care products are now being made in China at our Guangzhou manufacturing site. These products are shipped to the following Asian markets: Hong Kong, Taiwan, Malaysia, Thailand, Philippines and Singapore. This change reduced the transportation carbon footprint for these products by more than 80 percent.
- All eSpring water treatment systems and Atmosphere units are now assembled in Malaysia. These changes resulted in a carbon footprint reduction of 67 percent for these products.

WIND POWER INCREASES ALTERNATIVE ENERGY AT WHQ

In 2009, Amway made a long-term commitment to purchase nine million kilowatt hours of wind power annually from the Harvest Wind Farm located in Michigan. In 2012, we decided to double the amount of non-grid wind power purchased for Amway World Headquarters in Ada, Michigan. Doing so increases our commitment to 18 million kilowatt hours of wind power in 2013 – and enables Amway to meet our goal of 15 percent renewable power by 2014.

SUSTAINABILITY: FULL-CYCLE PRODUCT DESIGN

Despite our many sustainability successes in formulas, operations and facilities, we continually seek additional tools to further our sustainability goals. Life Cycle Assessment methodology answers that call.

In 2009, we conducted Life Cycle Assessments (LCAs) on two Amway in-home water purifiers. The exercise verified and quantified the reduction in the environmental impacts first identified by the redesign team and went further to identify and quantify environmental impacts associated with the full life cycle of the units – from raw materials to product end of life management. Using the GaBi Software LCA tool from PE International, we performed LCA in accordance with the ISO 14040 (principles and framework) and ISO 14044 (requirements and guidelines). Doing so enabled us to reduce the product's plastic content by 51 percent, its global warming potential by 46 percent and its energy use by 46 percent. Our work was recognized by the Society of Plastics Engineers with the 2010 GPEC Design for Sustainability Award and was critical to deepening our knowledge and use of LCA at Amway.



This past year, we again used LCA to assess sustainable improvements on a redesigned major product line: NUTRILITE® All Plant Protein Powder. Prior to the redesign, NUTRILITE® All Protein Powder had contained 25 percent whey protein, derived from dairy. The new formula included a blend of wheat, pea and soy protein, eliminating dairy. Packaging was converted from a foil-lined cardboard, spiral wound can with tin-plated steel ends to a blow-molded high density polyethylene (HDPE) bottle with a polypropylene lid. We performed an LCA on the new HDPE package and determined it had a smaller global warming potential, as it was more recyclable in post-consumer recycling programs than the spiral-wound can, whose foil layer negates recyclability. Further, the spiral wound can had to be purchased, shipped empty and filled later after storage. The new supply chain eliminated shipping empty containers, allowing resin to be shipped by rail directly to the facility to be molded and filled as needed – a more streamlined supply chain that eliminated shipping empty containers and replaced trucking with rail transport, producing fewer greenhouse gases.

Converting to a plant-based formula, combined with environmentally friendly packaging and supply chain improvements, led to a reduction in the Amway global footprint equivalent to eliminating the emissions of 174,337 gallons of gasoline consumed.



A HALF-CENTURY OF SUSTAINABLE GROWTH

Through decades of expansion, Amway continues to make sustainability improvements that reduce the environmental impact of our products while meeting the needs and desires of our customers.

- Amway recycled 88 percent of our waste in 2012
- The Amway employee carpooling program eliminated 6,000 commuter miles and 2.5 million pounds of CO2 emissions in one year alone
- 10 percent of the energy used at Amway World Headquarters is wind generated.
- Amway owns more than 6,400 acres of organic farmland in the US, Mexico and Brazil
- Amway grows natural ingredients without chemical fertilizers or synthetic pesticides
- Amway manages nearly 180 acres of wildlife habitats on our 430-acre Ada campus

RAISING STANDARDS, FROM SEED TO SAMPLE

Nutriline combines the best of nature with the best of science – and always with the highest respect for the planet. To ensure that every natural ingredient in NUTRILITE supplements is grown and harvested consistent with our values, we developed a distinctive quality standard: NutriCert.

The NutriCert process mandates farmers, growers and wild crafters to pass a rigorous audit that looks at environmental diversity, ecological balance, freedom from contamination, source traceability and the social environment. Only then can they become a certified Nutrilite partner.

NutriCert caused us to reformulate some of our supplements, including NUTRILITE Cal Mag D Plus. We began by searching for a natural source of calcium. Our research led us to a calcium-rich resource in the vast fjords around the coast of Iceland: calcified seaweed. This sea plant is known as coralline red algae, although it actually looks purple, due to the pigments in filaments that are encrusted in calcium. In rough ocean currents, bits of this material – calcified seaweed – break off and accumulate in maerl beds. To harvest the calcium, we send a ship to the fjords off the coast of Bildudalur, a community of 150 that depends on this operation for work. Employing advanced technology and GPS systems, they make sure to harvest only calcified remains, leaving living plants untouched and unharmed. The entire process was audited to ensure that it met the strict NutriCert standard.

Following each harvest, the calcified seaweed is dried, shipped to Ireland and then to England for grinding, filtering and granulation. Finally, it is transported to Nutrilite manufacturing facilities in California to be made into tablets. It's a journey that maintains the Amway standard of quality every leg of the way.

LEADERSHIP IN SUSTAINABILITY

Amway is increasingly taking leadership roles as they pertain to environmental sustainability. Here's a sample of positions held by Amway people:

- Chair, West Michigan Sustainable Business Forum
- Host, Inaugural West Michigan Corporate Social Responsibility Conference
- Chair, American Chemistry Society Green Chemistry Committee
- Design for the Future, U.S. Environmental Protection Agency
- Member, Carbon Disclosure Project
- Chair, Water Quality Association's Water Treatment EcoSeal Committee

2012 MEMBERSHIPS AND CERTIFICATIONS

Awards for Environmental Excellence

Amway Hong Kong received the Energywi\$e Label and Wastewi\$e Label at the Hong Kong Awards for Environmental Excellence.

Certificate of Clean Industry

Global Agribusiness Operations in Mexico earned a Certificate of Clean Industry from the Mexican government.

Clean Production Award

Amway China received a Clean Production Award – and a 230,000 RMB grant – from the Chinese government for a heat recovery project.

EPA Green Power Partnership

Amway helps support the development of new renewable power generation capacity nationwide while also helping protect the environment through a collaboration with the U.S. Environmental Protection Agency.



ISO Certifications

Our Amway Vietnam manufacturing site acquired certification to the International Organization for Standardization (ISO) 14001:2004 standard for environmental management, joining our already certified facilities in Ada, Michigan; Buena Park, California; and Guangzhou, China. These ISO certifications mean that our facilities demonstrate an environmental management system that reduces overall impacts like air emissions, hazardous waste generation, and wastewater and storm water discharges.

Michigan Business Pollution Prevention Partnership

We commit to improving the environment by adopting the three Rs – reduce, reuse, recycle.

Michigan Great Printers Project

We work to prevent pollution by achieving environmental compliance in association with our print services.

OHSAS Certifications

Our Amway Vietnam manufacturing site was also certified to the Occupational Health and Safety Standards (OHSAS) 18001 for occupational health and safety, joining our already certified facilities in Ada, Michigan and Guangzhou, China. These OHSAS certifications demonstrate the Amway commitment to providing safe and healthy work environments for our employees.

Sustainable Forestry Initiative

The Amway Corrugated Printing Department is certified for fiber sourcing in the Sustainable Forestry Initiative. This means that 100 percent of corrugated material at Amway is sourced from well-managed forests.

Wildlife Habitat Council

We are enhancing and restoring wildlife habitats by planning for sustainability and meeting economic, environmental and social needs of the present and future generations.

RECOGNITION.

When you dedicate your business to helping people live better lives, you tend to get noticed. We humbly share these accolades with the more than three million distributors and 21,000 employees that comprise our global Amway family. We admire your persistent pursuit of potential. And with heartfelt thanks, we honor you.

2012 GLOBAL RECOGNITION AND AWARDS



AUSTRALIA

Major Donor Status, The Children's Hospital Westmead



CANADA

National Strategic Partnership Award, Canada Workplace Health & Benefits Awards



CHINA

Most Influential Charity Project – Spring Sprout Kitchen, China Charity Award
Amway Charity Foundation Ranked 4th in China Charity Transparency, Ministry of Civil Affairs
China Outstanding Environmental Contribution Award, Environment and Resource Protection Committee of the National People's Congress, Ministry of Environmental Protection, Resource and Environment of the Chinese People's Political Consultative Conference



CROATIA

Letter of Appreciation, Croatian Majesty for Children



GREECE

Letter of Appreciation, Amalieion Boarding House for Girls
Letter of Appreciation, Ark of the World
Letter of Appreciation, Social Grocery, Municipality of Marousi



HONG KONG

Caring Company Logo, Hong Kong Council of Social Service
Gold Award for Volunteer Service, Government of the Hong Kong Special Administrative Region
Hong Kong Green Awards – Green Management Award, Hong Kong Green Council



HUNGARY

Certificate of Appreciation, SOTE Children Clinic
Letter of Appreciation, SOTE Children Clinic Intensive Care



INDIA

Aaj Tak Care Award, Aaj Tak News Channel
Asia's Best CSR Practices Award, CMO Asia
Asian CSR Leadership Award, Asian Confederation of Businesses



MEXICO

Certificate of Clean Industry, Global Agribusiness Operations, Government of Mexico
Socially Responsible Company Award, Mexican Center for Philanthropy



PHILIPPINES

Certificate of Appreciation, Barangay Sumilang, City of Pasig
Partner Recognition Award, Reading Program, Department of Education



RUSSIA

CSR Award "Blagoe Delo" (Kind Deed), All-Russia Public Organization "Business Russia"



SINGAPORE

Gold Award, Singapore Children's Society



SLOVENIA

Moonlight Crystal Donor, The Foundation to Help Children



SOUTH KOREA

Award of Gangseo-gu Lawmakers, Volunteer's Day, Lawmakers of Gangseo-gu
Certificate of Appreciation, Sharing Community of Science and Technology
Volunteer Award, Busan Dong gu Government



TAIWAN

Gold Award – Sports Mentors, Sports Affairs Council of the Executive Yuan
Organizations and Individuals of Active Promotion of Social Education, Taipei City Government



THAILAND

Bronze Award – Fundraising, Charities, Public Awareness, Flying Book, Digital Asia Festival
Bronze Award – Mobile Websites and Web Applications, Flying Book, Spikes Asia
Silver Award – Use of Online and Social Media, Flying Book, Adman



UKRAINE

Ukrainian CSR Business Rating, All-Ukrainian Rating Agency GWARDIA



UNITED STATES

CSR Award – Best Blog, PR News
Governor Service Award, Michigan Community Service Commission



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