

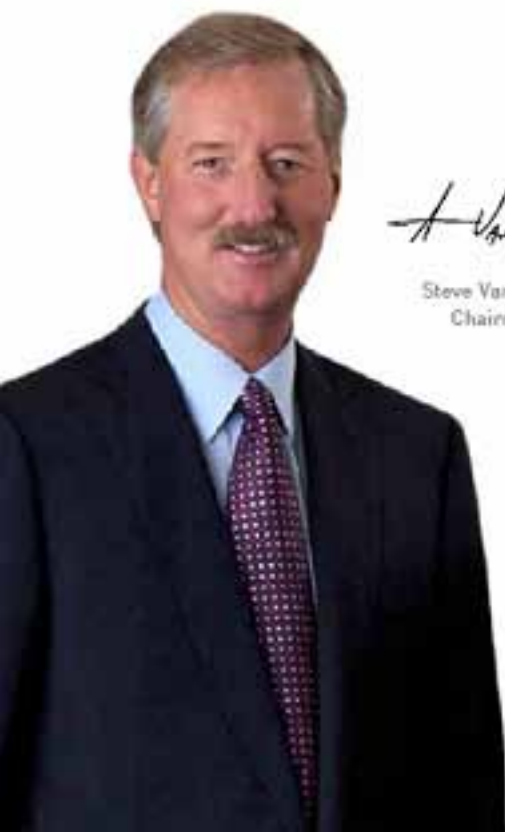


BELIEF

When the Amway business was first started, its underpinnings were the business opportunity that it offered. Our business opportunity is a proven path that leads people from the life they have to a life full of endless opportunity. But for someone to truly find success in this business, they first must have belief that they can reach their potential and the success they desire. They need to have a belief in themselves, but also someone who believes in them.

At Amway, opportunity, encouragement and support play a big role in the lives of our distributors. We welcome new people into this business with a proven sales plan, world class products and individuals eager to share their knowledge, show their support and instill confidence in someone else's abilities. We also understand that the road to success continues once a person achieves their goals. They show others how they too can pursue their own path to opportunity and a better life. The end result is a better life for more people everywhere.

Instilling a belief in others and leading others toward achieving and improving their life is what this business is all about. By more fully understanding how to inspire more people to discover their power within, we become better equipped to embrace a future with unlimited potential and possibilities for ourselves and for the countless individuals who desire a better life.



A handwritten signature in black ink, appearing to read "Steve Van Andel".

Steve Van Andel
Chairman



A handwritten signature in black ink, appearing to read "Doug DeVos".

Doug DeVos
President

