



YEARS OF
CREATING CHANGE

Did you know Amway has paid out more to Business Owners in performance-driven bonuses than any other direct selling company in history?

That's the mark of leadership, and that's what Rich DeVos and Jay Van Andel envisioned when they created Amway more than 50 years ago. The two friends wanted to make their mark with a business that was easy to start, easy to sell, and easy to grow.

WITH A BUSINESS OPPORTUNITY FOR ANYONE.

FACT **47**

The Amway business opportunity allows people all over the globe to create the kind of meaningful change they're looking for - and allows them to leave something of value to their children.

Every day, millions of people around the world realise their lifelong goals and dreams with an independent Amway business. Some Business Owners simply earn extra income selling innovative Amway products. Others increase their income potential by helping people start their own Amway business, just as Rich and Jay did with the first Business Owners.

"This business can involve the whole family as a part-time or full-time enterprise," said Amway Chairman Steve Van Andel. "The Amway opportunity allows you to expand your business as much as you want."

"Being a leader means the Amway business works in all cultures, in all economic levels," said Amway President Doug DeVos. "People everywhere seek what we have to offer."

Giving everyone the opportunity

When Amway co-founder Rich DeVos described the Amway business opportunity, he said, "This plan is oriented to helping people climb the ladder. Anyone can succeed in this business. Tell them you believe in them, in their abilities. And, when they succeed, you do, too."

He added, "For those who are willing to earn it, the dream is always possible."

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