

PROFILE

Amway is one of the world's largest direct selling companies. Founded in 1959 by Jay Van Andel and Rich DeVos, Amway operates in more than 80 countries and territories in Asia, Africa, Australia, Europe and the Americas.

Amway offers the opportunity for people to have a business of their own based on retailing beauty, nutritional, wellness and household products and sharing the opportunity with others who will do the same.

PEOPLE

Amway has more than 13,000 employees worldwide. In addition, Amway distributors are part of a sales force of more than 3 million business owners around the world.



PRODUCTS AND SERVICES

More than 450 unique, high-quality products carry the Amway name in the areas of nutrition, wellness, beauty and home. In addition, Amway distributors in selected markets sell additional brand-name goods through local merchandise catalogues, plus a variety of services and educational products. All products are backed by a customer satisfaction guarantee.

GOVERNANCE AND MANAGEMENT

Steve Van Andel is chairman and Doug DeVos is president. The board of directors is controlled by the Van Andel and DeVos families.

FACILITIES

Amway operates out of Alticor's world headquarters located at 7575 Fulton Street East, Ada, Michigan 49355, USA. Its North American affiliate headquarters are located at 5101 Spaulding Plaza, Ada, Michigan 49355, USA.

COMMUNITY SERVICE

Amway, its IBOs, and its employees are involved in improving the communities in which they do business. The company's global cause is the One by One Campaign for Children. The campaign rallies the resources of the entire corporate family – distributors, employees, affiliates and customers – to make a difference in the lives of children around the world.

Visit <http://www.amwayonebyone.com> for information.

1959

1969

1979

1989

1999

2009



AMWAY *continued.*

AFFILIATIONS

Amway is a prominent and active member of the regional and national direct selling associations worldwide. Doug DeVos is vice-chairman of the World Federation of Direct Selling Associations (WFDSA), and serves on the WFDSA CEO Council. He is also past chairman of the board of directors for the U.S. Direct Selling Association. Globally, direct selling is an industry with more than \$114 billion in estimated retail sales and more than 62 million salespeople.

WEBSITE

www.amway.com