

Amway Subscription Plan

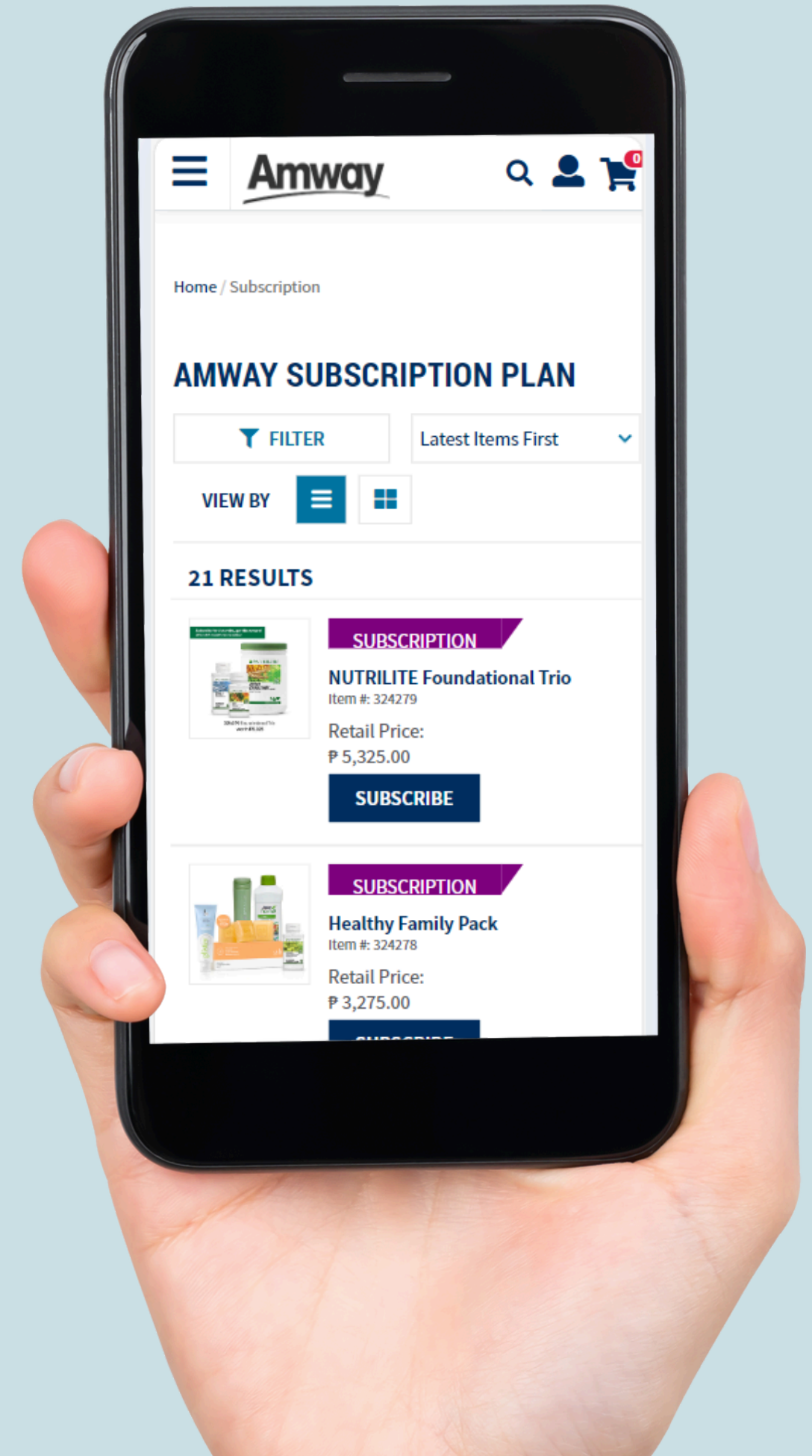


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Learn about our subscription plan, which offers a convenient way to receive your favorite products regularly without the need to reorder each time.

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WHAT IS A SUBSCRIPTION PLAN?

A subscription plan is a fast, flexible and convenient way to purchase products month after month for a specified duration on the website, without the hassle of manual reordering.



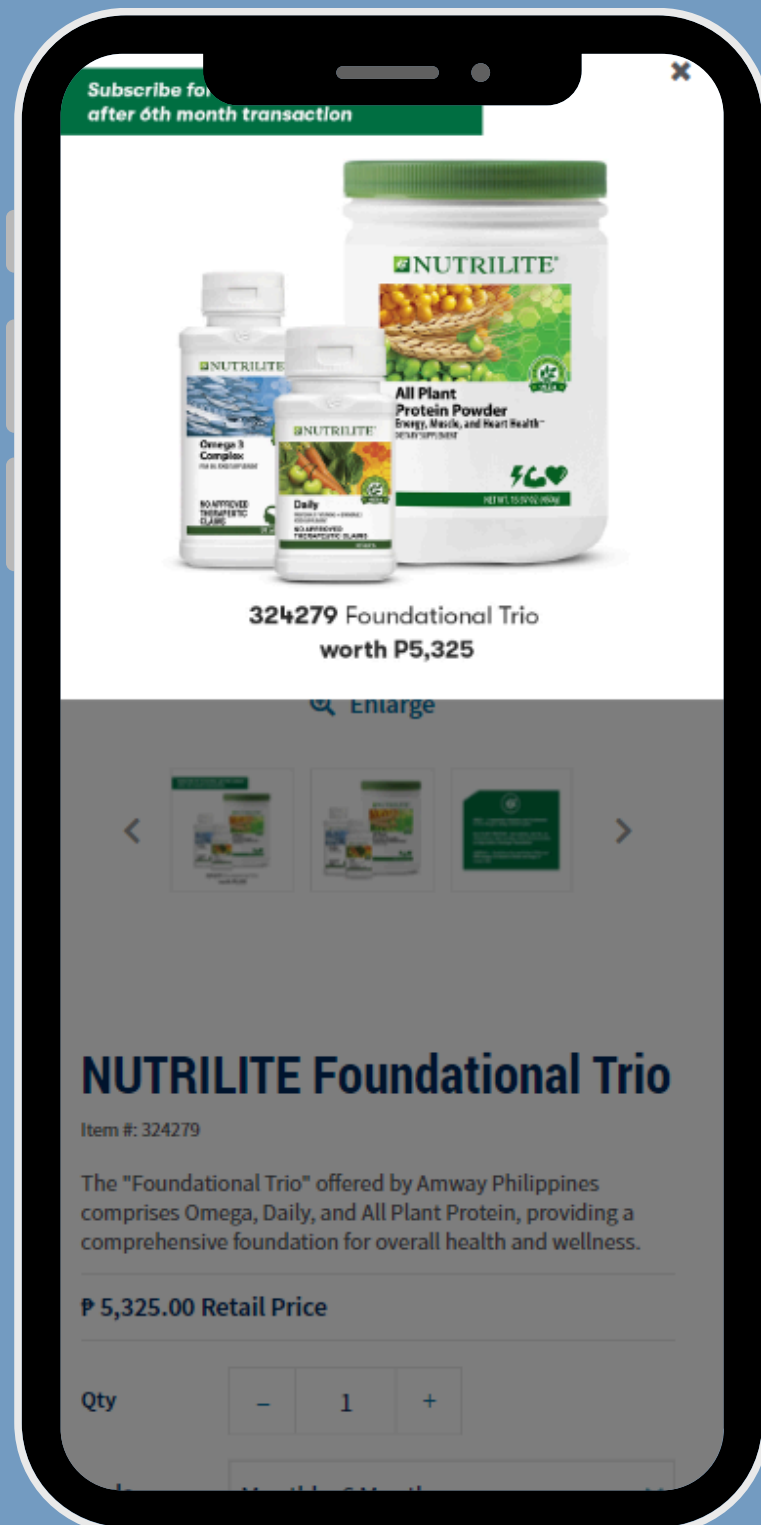
Subscription Profile

- **SELF-MANAGED PROFILE** – products can be picked up in-store and paid for using cash
- **COMPANY-MANAGED PROFILE** – system will automatically create an order for the subscribed products on the selected date and month
- **BOTH PROFILES** have the option to auto-continue the subscription
- **SUBSCRIPTION BENEFIT PLAN** – product subscription with any benefit as either fixed discount/percentage discount or a gift; plan runs for 6 months

Subscription Profile

PLAN	BENEFITS	1 MONTH	6 MONTHS	DISCOUNT	GIFTS
SUBSCRIPTION					

Example of a Benefit Plan



BENEFIT PLAN

- 10% Discount on 1st Month
- Free Gift on 6th Month

*Benefit Plan may change from time to time based on Amway campaigns and programs.

Available Products



- NUTRILITE Foundational Trio
- Healthy Family Pack
- Nutrilite™ ABC's of Health Pack
- NUTRILITE™ + ARTISTRY™ Skin Protect Pack
- NUTRILITE™ + ARTISTRY™ Skin Radiance Pack
- NUTRILITE™ Healthy Gut Pack
- NUTRILITE™ Healthy Glucose Pack
- NUTRILITE™ Healthy Heart Pack
- NUTRILITE™ Perfect Pack
- 3x Body Key Shake- Café Latte
- 3x Body Key Shake- Choco
- 3x Body Key Shake - Berries
- 3x Body Key Shake - Assorted Flavors
- NUTRILITE™ Body Key Maintenance Pack- Café
- NUTRILITE™ Body Key Maintenance Pack- Chocolate
- NUTRILITE™ Body Key Maintenance Pack - Berries
- NUTRILITE™ Immunity Pack
- BodyKey™ by Nutrilite™ Starter Solution



*Products may change from time to time based on Amway campaigns and programs.

HOW TO ACCESS

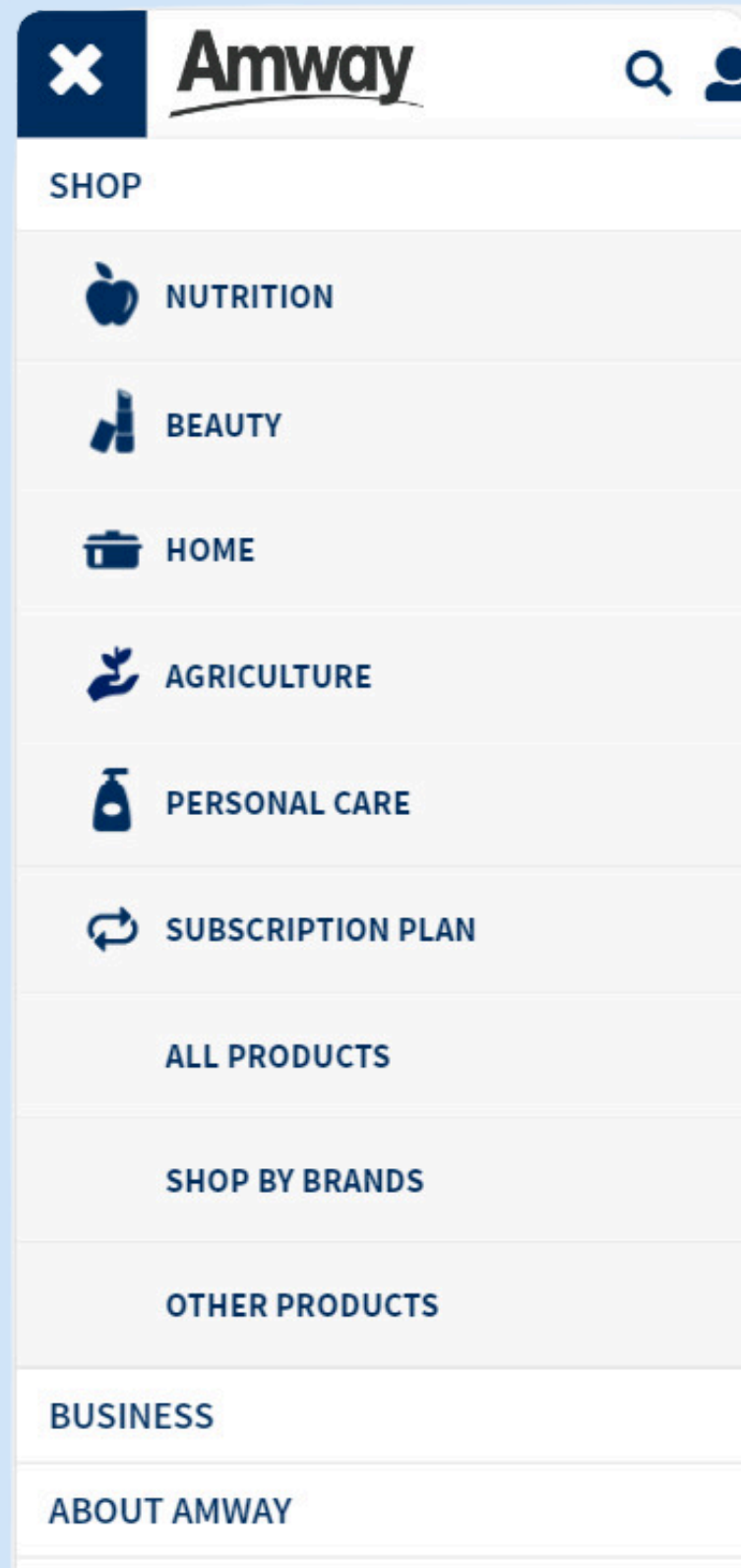


Log in to Amway account using your credentials. Go to Shop menu and select Subscription Plan.

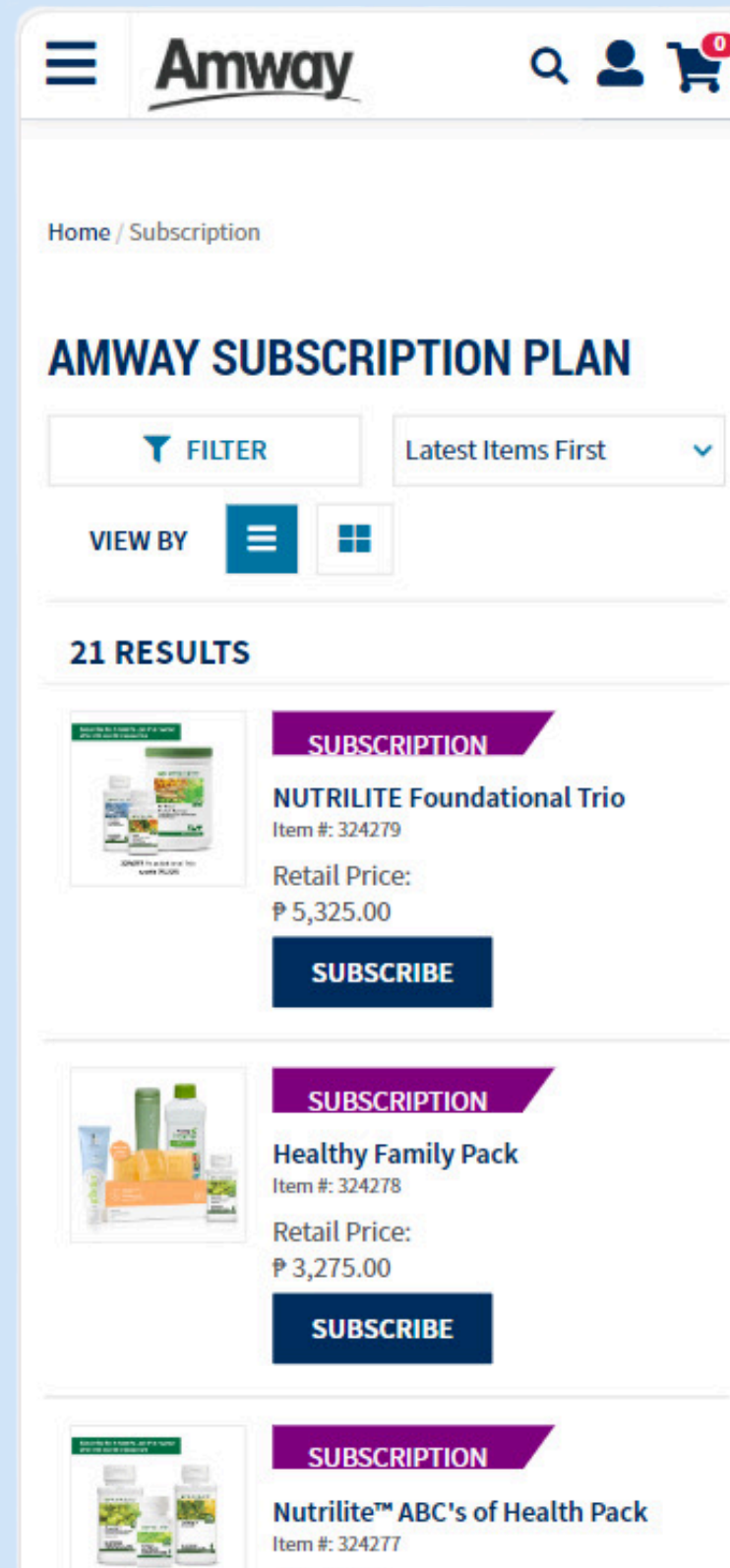
Review the different subscription plans available. Amway offers various levels of membership, each with different benefits and requirements.

Choose your preferred subscription plan. In this example, you may select "Self-Managed", then click "Next".

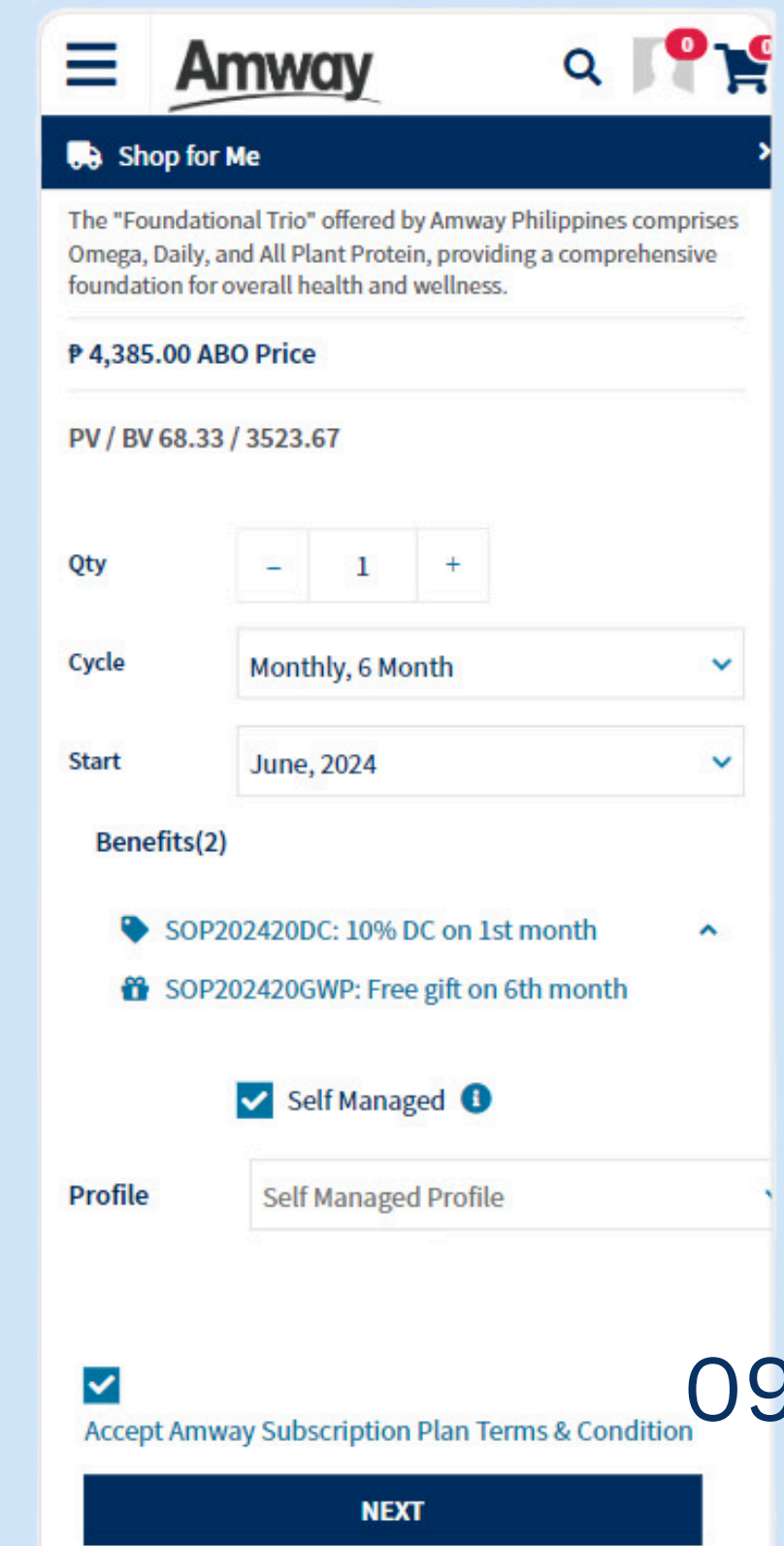
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09

You may view the subscription plan, showing the quantity, cycle start, benefits and free gift.

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The screenshot shows the Amway mobile app interface for the product 'NUTRILITE Foundational Trio'. The page includes the Amway logo, a search icon, and a shopping cart icon with a '3' notification. Below the header is a 'Shop for Me' button. The product name is prominently displayed, followed by the item number 'Item #:324279'. The price is listed as '₱ 4,385.00 ABO Price'. Below the price, the volume information 'PV / BV 68.33 / 3523.67' is shown. There are three input fields: 'Qty' set to 1, 'Cycle' set to 'Monthly, 6 Month', and 'Start' set to 'June, 2024'. Under 'Benefits(2)', two benefits are listed: 'SOP202420DC: 10% DC on 1st month' and 'SOP202420GWP: Free gift on 6th month'. At the bottom, there is a dark blue button labeled 'VIEW SUBSCRIPTION PROFILE' and a link for 'Continue Shopping'.

Select whether you're subscribing for 1 month or 6 months. Then, you'll see the status whether it's payment pending, returned, undelivered, cancelled or completed. Afterward, click "Buy Now" and view your cart.

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The screenshot shows the 'MY SUBSCRIPTION PROFILES' page in the Amway app. It features a 'Shop for Me' button at the top. The main heading is 'MY SUBSCRIPTION PROFILES' with a 'BACK' arrow. Below this is a 'SELF-MANAGED' section with a 'Self-Managed' status indicator and an 'ADD NEW SUBSCRIPTION ITEMS' button with a plus sign. There are 'FILTERS' and two tabs for '6 MONTH' and '1 MONTH'. A calendar view shows 'May 2024', 'June 2024' (selected), and 'July 2024'. A legend identifies subscription statuses: Payment Pending (red dot), Returned (yellow dot), Undelivered or Cancelled (orange dot), and Completed (green dot). Below the legend is a 'SELECT ALL' checkbox. At the bottom, a subscription for 'NUTRILITE Foundational Trio' is listed with a checkmark, SKU: 324279, volume: 68.33PV/3523.67BV, and completion date: Nov 2024 (0/6). The quantity is set to 1.

Upon viewing the cart, you can manage your shopping cart by checking your shipping address, verifying items, then proceed to payment.

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The screenshot shows the Amway shopping cart page. It includes the Amway logo, search icon, and shopping cart icon with a '3' notification. A 'Shop for Me' button is present. The total price is '₱ 4,385.00 ABO Price' and the volume is 'PV / BV 68.33 / 3523.67'. There are three input fields: 'Qty' set to 1, 'Cycle' set to 'Monthly, 6 Month', and 'Start' set to 'June, 2024'. Under 'Benefits(2)', two benefits are listed: 'SOP202420DC: 10% DC on 1st month' and 'SOP202420GWP: Free gift on 6th month'. There is a checked 'Self Managed' status with an information icon. The 'Profile' is set to 'Self Managed Profile'. At the bottom, there is a checked box for 'Accept Amway Subscription Plan Terms & Conditions' and a dark blue button labeled 'NEXT'.

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On the payment page, you'll be able to see your available AR balance and choose your payment method.

7

The screenshot shows the Amway website's payment page. At the top, the Amway logo and the user's name 'Alex Mabunga' are visible. Below the header, the word 'PAYMENT' is prominently displayed. Underneath, it states 'AVAILABLE AR BALANCE: PHP 233.99'. There is a checked checkbox for 'Use my AR' with a dropdown menu showing 'P 233.99'. Below this, the 'OUTSTANDING BALANCE: P13427.56' is shown in red. The 'CREDIT / DEBIT CARD' option is selected, with VISA and MasterCard logos. There are input fields for 'CARD NUMBER' and 'EXPIRATION DATE' (MM / YY). A red error message below the expiration date reads: 'Please enter a valid expiry month. Please enter a valid expiry year.' At the bottom, there is a checked checkbox for 'SAVE CARD FOR FUTURE' and a 'TOTAL' of P 13,661.55. A large 'CONFIRM PAYMENT' button is at the very bottom.

You may choose credit card, GCash, GrabPay or regular installment. Regular installment refers to making consistent payments until a debt or purchase is fully paid off.

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This screenshot shows the Amway payment page with the 'CREDIT / DEBIT CARD' option selected. It features the Amway logo and 'Alex Mabunga' at the top. The 'CREDIT / DEBIT CARD' section includes VISA and MasterCard logos, a 'CARD NUMBER' input field, and an 'EXPIRATION DATE' field (MM / YY). A red error message is present: 'Please enter a valid expiry month. Please enter a valid expiry year.' Below this, there is a checked checkbox for 'SAVE CARD FOR FUTURE TRANSACTIONS' and a 'CARD NICKNAME' input field with the placeholder text 'Optional'. The 'OTHERS' section includes 'Gcash' and 'GrabPay' logos under the heading 'PAY OVER THE COUNTER'. The 'REGULAR INSTALLMENT' option is also visible. At the bottom, the 'TOTAL' is P 13,661.55, and a large dark blue 'CONFIRM PAYMENT' button is centered.

Confirm payment. You may then view "My Subscriptions" when you drop down your profile on the upper right corner under your account.

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The screenshot displays the Amway account page. At the top, the Amway logo and 'Alex Mabunga' are visible. Below the header, there is a navigation menu with the following items: 'MY ACCOUNT', 'DELIVERY ADDRESS MANAGEMENT', 'MY SUBSCRIPTIONS', 'PERSONAL DETAILS', 'ORDER HISTORY', 'RETURN HISTORY', 'MESSAGE CENTER', 'MY WISHLIST', and 'SIGN OUT'. A 'Group PV: 0.00' gauge is shown at the top of the main content area, with '0% 0.00 GPV' on both sides. A large number '11' is positioned in the bottom right corner of the page.

How to access Subscription Plans?



SHOP

Expand "SHOP" and click "Subscription Plan" to show all products



PDP(Product Display Page) and PLP (Product Listing Page)

Subscription products can be accessed by clicking on the product image or product name on the PLP or PDP section



SEARCH BAR

User can also type desired product in the search bar in the upper right portion in the Homepage



ACCOUNT MENU

User can also access subscription by clicking on "My Subscriptions" in your account menu



Getting Your Customer on Subscription

STRATEGY

- Highlight value proposition
- Provide flexible options
- Create a sense of urgency
- Personalize recommendations
- Provide excellent customer support

LEVERAGE

- Leverage Subscription to build your business
- Leverage customers existing orders to cross-sell to include additional products



PRACTICAL SCENARIOS

- Encourage sharing personal stories with Subscription
- Understand barriers that keep ABOs and/or customers from signing up for Subscription
- Creates opportunities to engage with customers on new promotions and/or product launches

CALL TO ACTION

- Look for cross-sell opportunities to engage customers to set up their Subscription