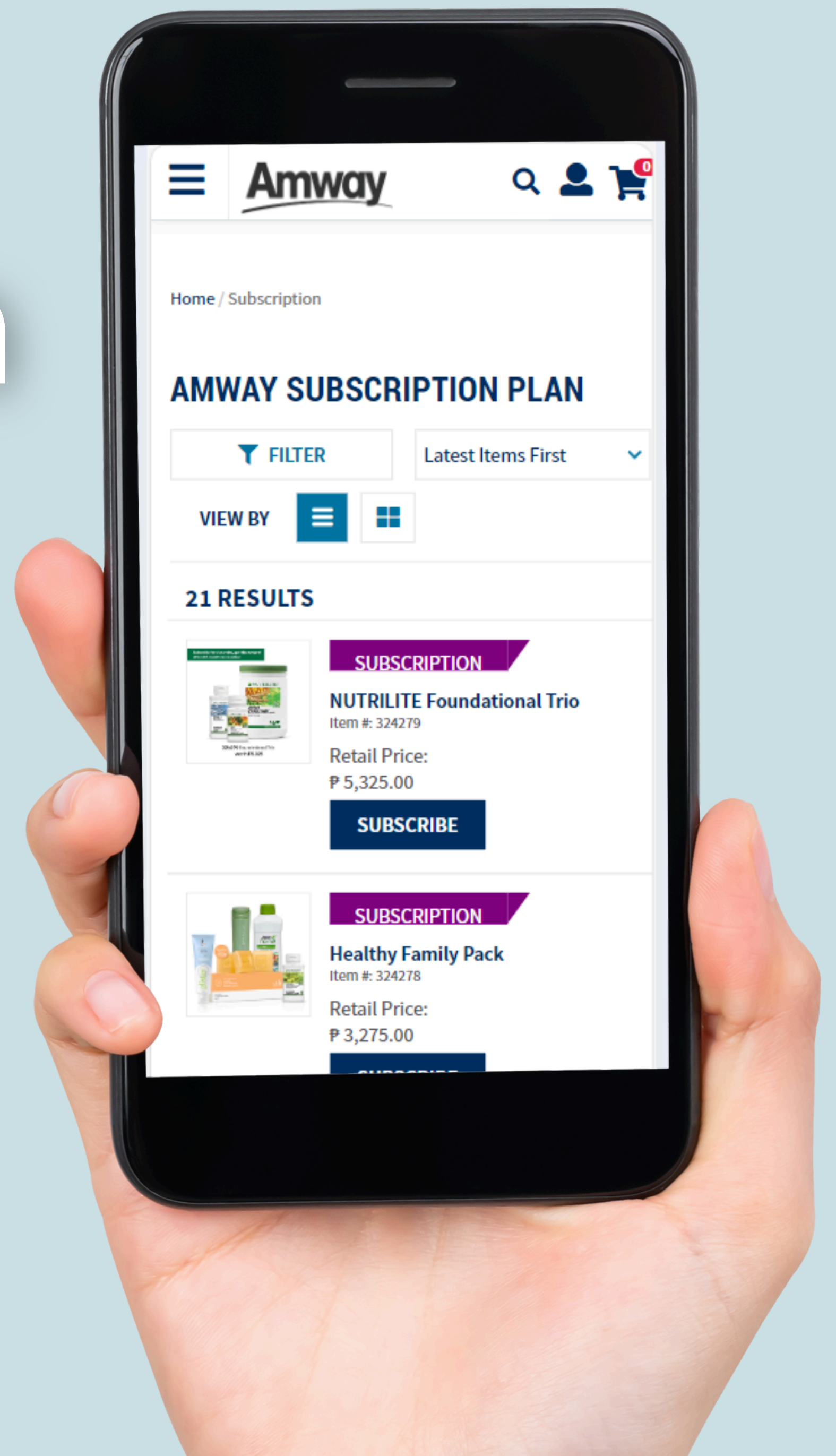


Amway Subscription Plan

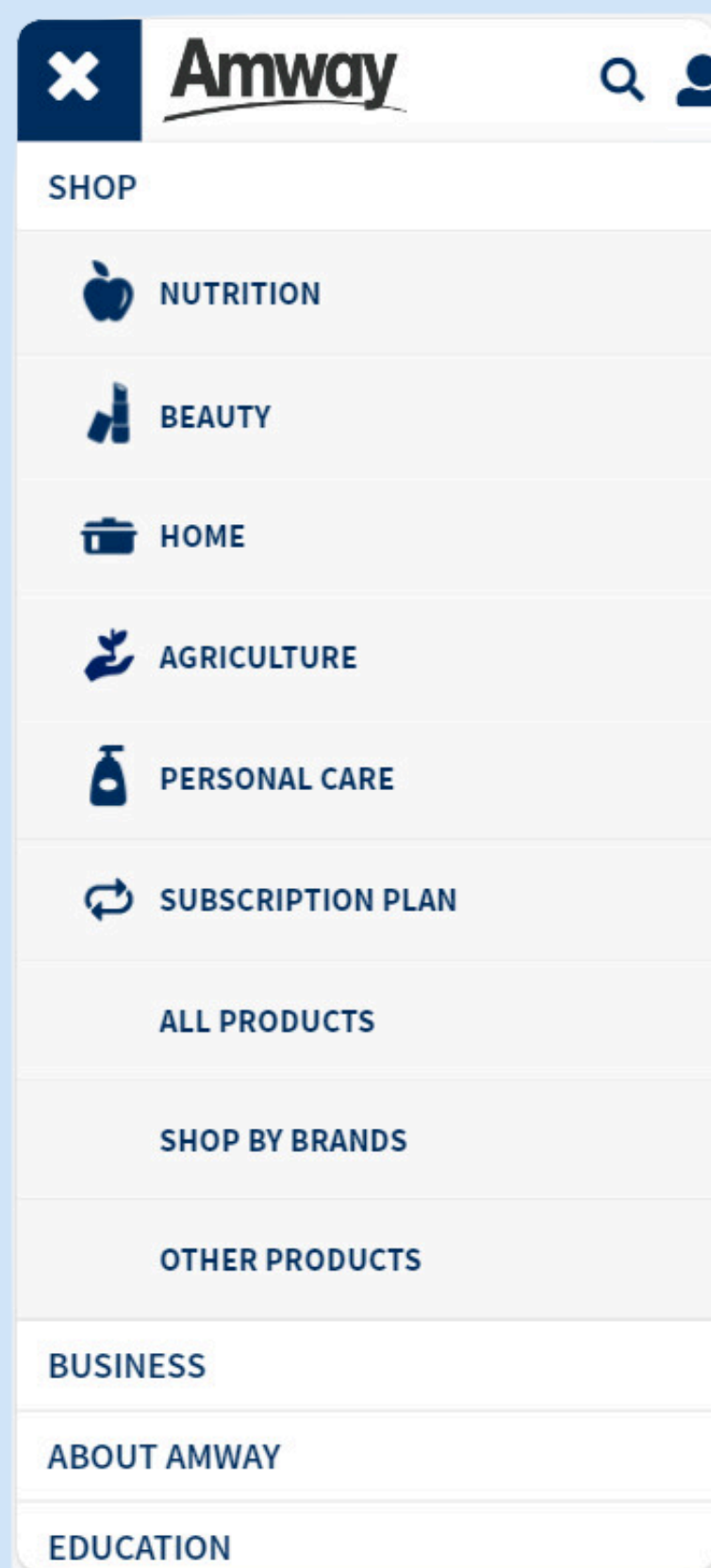


Log in to Amway account using your credentials. Go to Shop menu and select Subscription Plan.

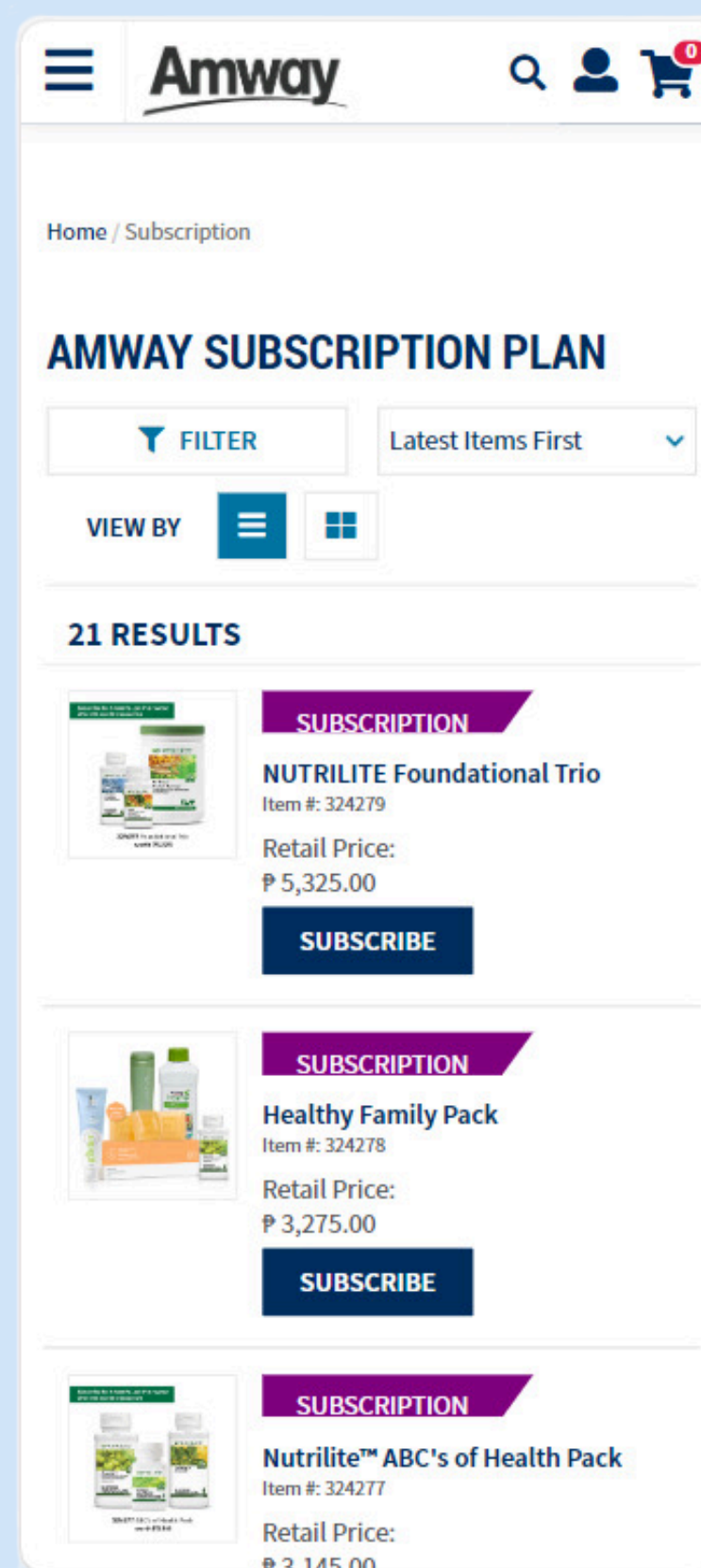
Review the different subscription plans available. Amway offers various levels of membership, each with different benefits and requirements.

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

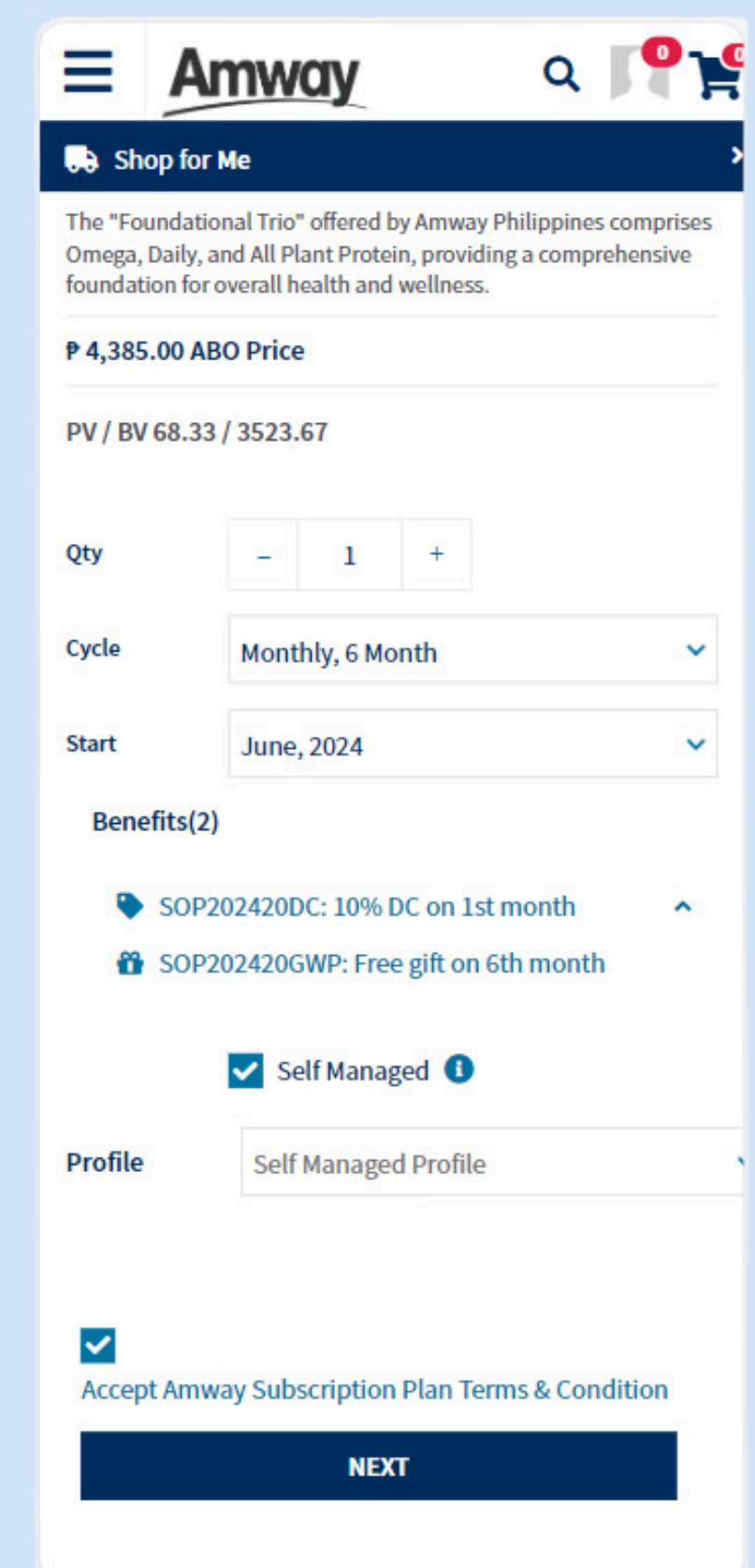
1



2



3



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

4

The screenshot shows the Amway mobile app interface for the product 'NUTRILITE Foundational Trio'. The price is listed as ₱ 4,385.00 ABO Price. Below the price, it shows 'PV / BV 68.33 / 3523.67'. There are controls for quantity (Qty: 1), cycle (Monthly, 6 Month), and start date (June, 2024). Under 'Benefits(2)', there are two items: 'SOP202420DC: 10% DC on 1st month' and 'SOP202420GWP: Free gift on 6th month'. At the bottom, there is a 'VIEW SUBSCRIPTION PROFILE' button and a 'Continue Shopping' link.

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.

5

The screenshot shows the 'MY SUBSCRIPTION PROFILES' page in the Amway app. It features a 'SELF-MANAGED' section with a 'Self-Managed' toggle. Below this is an 'ADD NEW SUBSCRIPTION ITEMS' button. There are filter buttons for '6 MONTH' and '1 MONTH'. A calendar view shows 'June 2024' selected. A legend indicates subscription statuses: Payment Pending (red dot), Returned (yellow dot), Undelivered or Cancelled (orange dot), and Completed (green dot). A 'SELECT ALL' checkbox is present. At the bottom, a list item for 'NUTRILITE Foundational Trio' is shown with its SKU (324279), PV/BV (68.33PV/3523.67BV), and completion date (Nov 2024 (0/6)).

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

6

The screenshot shows the Amway shopping cart for the 'NUTRILITE Foundational Trio'. The total price is ₱ 4,385.00 ABO Price. It shows 'PV / BV 68.33 / 3523.67'. There are controls for quantity (Qty: 1), cycle (Monthly, 6 Month), and start date (June, 2024). Under 'Benefits(2)', there are two items: 'SOP202420DC: 10% DC on 1st month' and 'SOP202420GWP: Free gift on 6th month'. There is a 'Self Managed' toggle and a 'Profile' dropdown set to 'Self Managed Profile'. At the bottom, there is a checkbox for 'Accept Amway Subscription Plan Terms & Condition' and a 'NEXT' button.

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. The main heading is 'PAYMENT'. Below it, the 'AVAILABLE AR BALANCE: PHP 233.99' is displayed. A checkbox labeled 'Use my AR' is checked, with a text box containing 'P 233.99'. Below this, the 'OUTSTANDING BALANCE: P13427.56' is shown in red. The 'CREDIT / DEBIT CARD' option is selected, with a 'SAVE CARD FOR FUTURE TRANSACTIONS' checkbox also checked. 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, the 'TOTAL' is shown as 'P 13,661.55' and a 'CONFIRM PAYMENT' button is present.

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.

8

The screenshot shows the Amway website's payment page with the 'CREDIT / DEBIT CARD' option selected. The 'SAVE CARD FOR FUTURE TRANSACTIONS' checkbox is checked. 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.' Below the card options, the 'OTHERS' section is visible, with 'Gcash' and 'GrabPay' icons and the text 'PAY OVER THE COUNTER'. The 'REGULAR INSTALLMENT' option is also visible. At the bottom, the 'TOTAL' is shown as 'P 13,661.55' and a 'CONFIRM PAYMENT' button is present.

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

9

The screenshot shows the Amway website's user profile page. At the top, the Amway logo and the user's name 'Alex Mabunga' are visible. The main heading is 'MY ACCOUNT'. Below it, there are several menu items: '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 also visible, showing '0% 0.00 GPV' on both sides.

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



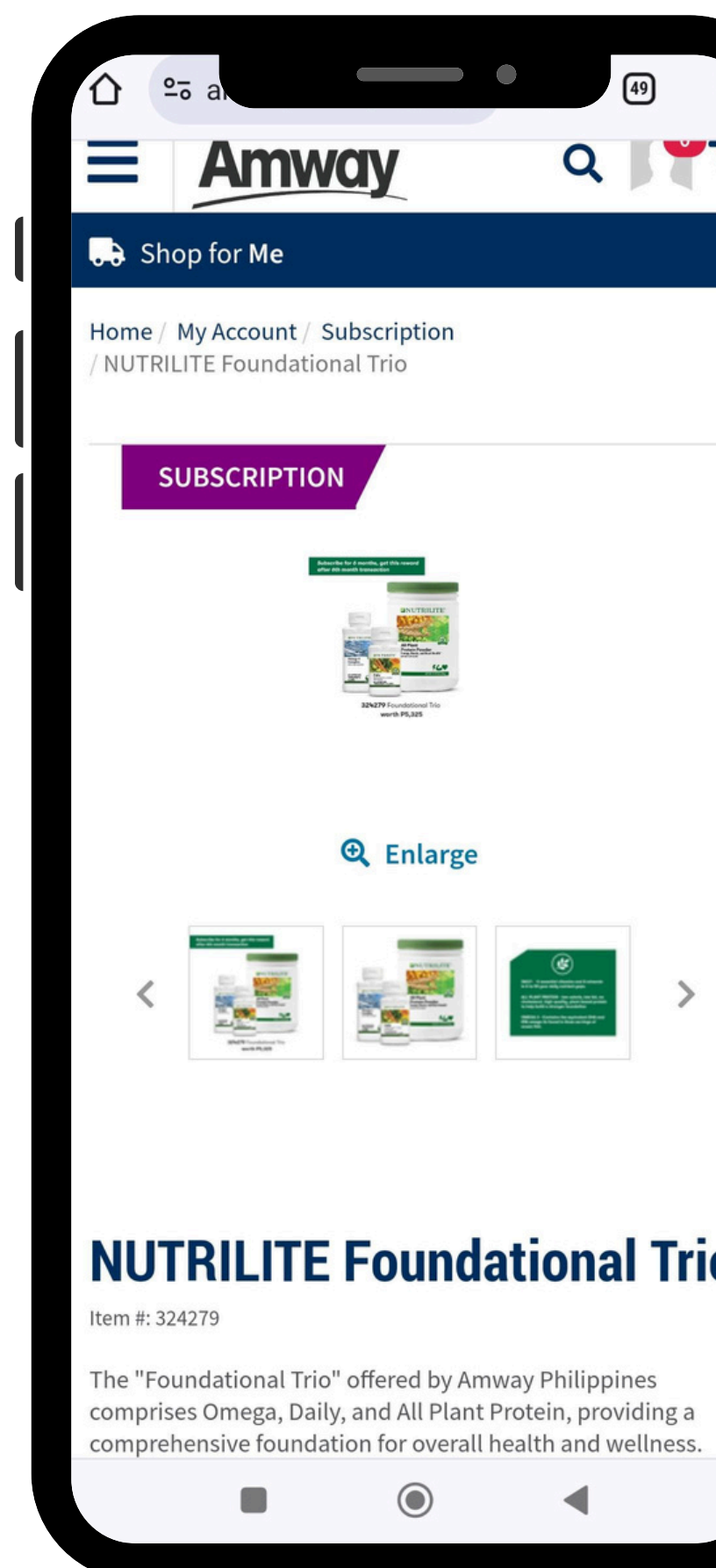
SEARCH BAR

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