

Powered by people.



WE HELP PEOPLE LIVE BETTER LIVES.

Amway is an entrepreneur-led health and wellness company based in Ada, Michigan, U.S. We are committed to helping people live better, healthier lives across more than 100 countries and territories worldwide. Founded in 1959 by Rich DeVos and Jay Van Andel, Amway has revolutionized the business model known as direct selling. Today, we continue to empower Amway Business Owners (ABOs) to be leaders in social commerce as the No. 1 direct selling business in the world. *

**2021 Direct Selling News™, Global 100*



Company name: Amway Corporation

Industry: Direct selling

Founders: Rich DeVos, Jay Van Andel

Founding year: 1959

Founding year Amway Europe: 1973

Founding year Amway South Africa: 1997

Headquarter: Ada, Michigan, USA

Headquarter Europe: Puchheim, Munich, Germany

Revenue worldwide: 7.7 Billion US-Dollar in 2023

Chief Executive Officer and President: Micheal Nelson

Managing Director Europe, Southern Africa, Australia & New Zealand: Jon Voskuil

Employees worldwide: 14.000

Employees in Europe: 1.100

Amway Business Owners worldwide: 1 million

Amway Business Owners in Europe: 605.000

Amway Markets worldwide: 100

Amway Markets in ESAN: 34

General Manager Amway South Africa: Raj Parshotam

PRODUCTS

Products: about 400

Brands:

- Beauty: ARTISTRY™, Satinique™
- Nutrition: NUTRILITE™, XS™
- Home care: eSpring™, L.O.C.™, Amway Home™

Patent applications pending worldwide: 750



Quality products Guaranteed.

Our products are rooted in the belief that you can live your best by living responsibly. That's why every one-off our more than 400 unique, high-quality products strive to be good for you, good for the world, and transparent about how and where it's made. So, you know you're getting a safe, effective, and all-around responsible option.

Join us for the journey.

Amway will continue increasing its investment in nutritional science, technology, and innovation to provide solutions to the growing health and wellness needs of our ABOs and customers. As Amway evolves and grows, who we are and what we stand for remains the same. Belief in people—and what they are capable of—is what drives us today





AMWAY **PROMISE™**

NUTRILITE™

The world's No. 1 vitamins and dietary supplements brand, ** combining the best of nature with the best of science to provide vitamin, mineral, and dietary supplements designed to fill nutritional gaps in your diet.

ARTISTRY™

Infuses the best of science with the best of nature to create personalized beauty solutions for every skin type across the world.

ESPRING™

Water purifiers, clean, safe and better-tasting water is always at your fingertips. Scientifically tested and third-party certified, we're on the cutting edge of clean-water technology.

XS™

Energy Drinks – designed to deliver positive energy for making the most of every moment.

***Euromonitor International Limited; Vitamins and Dietary Supplements, World GBN, Retail Value RSP, % breakdown, 2020*

For more information about Amway visit our website: www.amway.co.za