

Amway

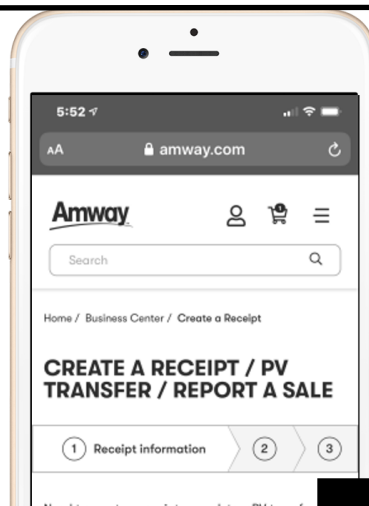


AmCart

Making it simple to
sample, sell and track
Amway Products.

AmCart is a **new, innovative** and **fun**
way to make it easy for Amway IBOs to:

- Sell Products
- Sample Products
- Get Customer Reorders
- Simplify Customer Ordering



KEY

IBO: Independent Business Owner. This acronym is how Amway identifies distributors in North America.



AmCart is a new way to support an IBO's selling efforts.

Here's how it works:

Every individual Amway product using AmCart technology is assigned a unique identity. Each bottle, box, package or can gets its own "ThingID". The assigned identity is a complex string of letters and numbers stored in our system. It is associated with the SKU of the product and the IBO that sold the product. The ThingID is then baked into a URL that will not only direct any customer to the right place to purchase the product, but automatically give credit (attribution) to the correct IBO.

Example ThingID:

1BHx142XSnw

Example URL:

<https://pt-amw.io/1BHx142XSnw>

The elegance of this concept is that it supports every IBO's effort to get out and sell by giving customers a simple way to purchase product. The URL will take the customer to the correct country's website, the correct product page and give credit to the correct IBO with one scan.

In addition, with AmCart, Amway can now track and incentivize sales-out-of-inventory. The system can recognize if the person scanning the package is an IBO. If true, they will be directed to a mobile Point-of-Sale system to make selling easier, automatically track their sales, ensuring they will receive credit for future sales and potentially provide simplified payment options.

To experience more, scan here:

AmCart



QR technology

The current implementation of AmCart is using QR code technology. Since nearly all mobile phones can now scan a QR code without an app, it is very accessible to almost all consumers in North America.

RFID technology

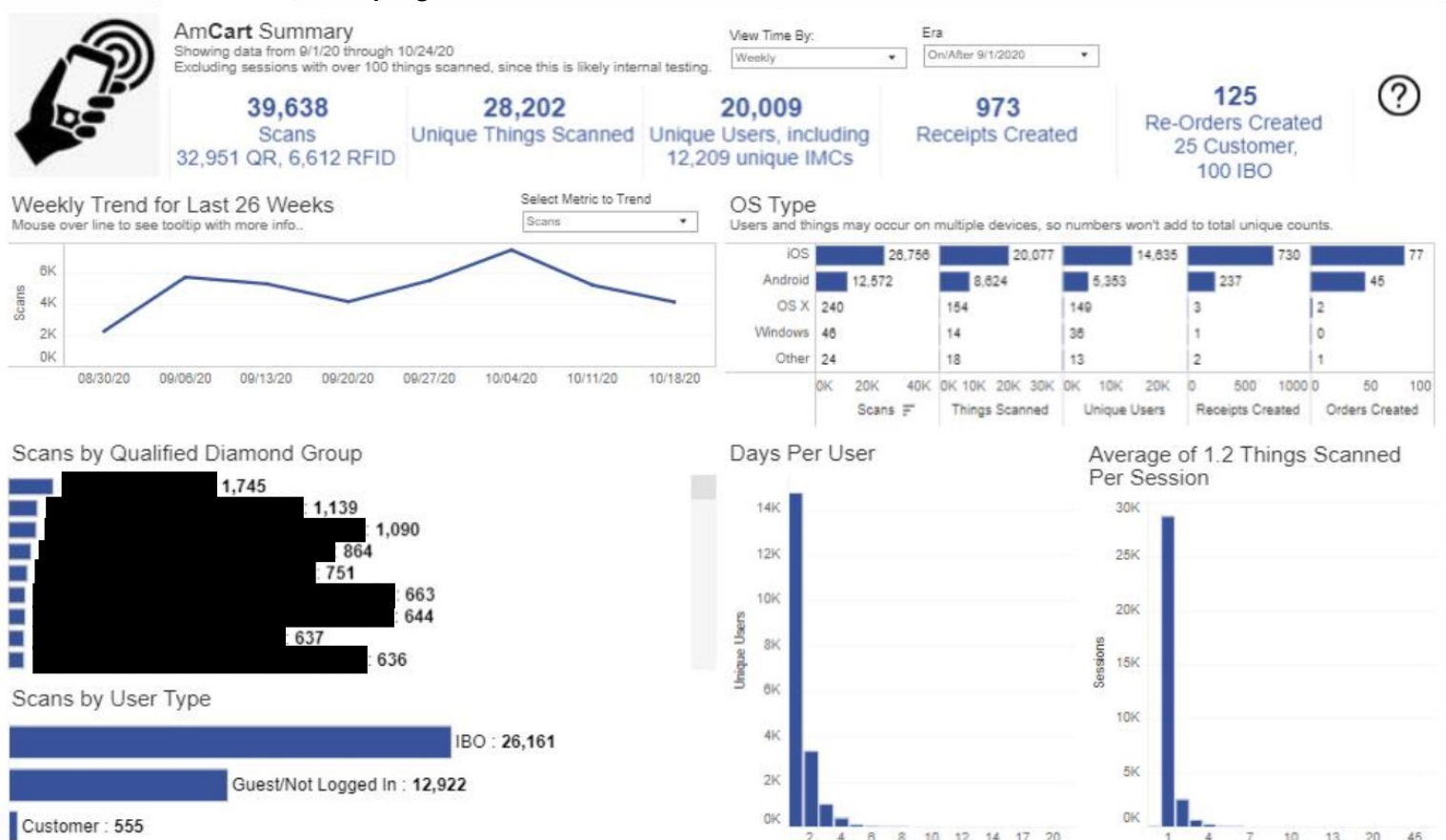
Another method of implementation is using RFID chips. Put simply, if you've ever used ApplePay® or a key fob to enter a building, you know RFID technology. With RFID chips, all AmCart products are automatically assigned to the IBO at time of shipment which can go even further to ensure IBO credit.



This system is designed to address many issues common in the direct sales industry:

- Answers the customer question of “How do I get more?”.
- Makes it easy for the customer to order and have the right distributor get credit.
- Leads the customer to the correct company page to order instead of having to search and ending up on Amazon or eBay.
- Tracks and accounts product sales-from-inventory so the company and distributor can have records of transactions for every sale, including returns.
- Presents a viable sampling strategy with strong lead to purchase.

Statistics from the launch of the program:



Watch a
short video
on AmCart

