



For All Representatives | December 13, 2018 to December 10, 2019 (Campaigns 1 to 26, 2019)

Join us in Montego Bay, Jamaica May 17-21, 2020

EARN AN ALL INCLUSIVE TRIP FOR 1 OR 2

TRIP INCLUDES:

- 4 Nights hotel stay at the Hyatt Ziva or Zilara Rose Hall
- All-inclusive package with unlimited food and beverage
- Airfare
- Ground transportation to/from hotel in Jamaica
- Welcome Reception
- Farewell Reception
- **Approximate Retail Value: \$1,900**

Avon will assign you to one of the two hotels which are adjacent to each other.

HOW TO EARN:

You'll receive an email by January 18th with a personal sales goal, and with a team sales goal (if you have a team). When you achieve your personal sales goal or team sales goal, you will earn a trip for one. If you achieve your personal & team sales goals, you will earn a trip for two! Must meet the specified percentage of online sales to earn.

| | Trip for 1 | Trip for 2 |
|--|--|--|
| Personal Meet Personal Sales Goal AND | 25% of total Personal Sales Goal From your online store | 50% of total Personal Sales Goal From your online store |
| Team Meet Team Sales Goal AND | 25% of total Team Sales Goal from team's online stores | 50% of total Team Sales Goal from team's online stores |

- Online Sales are defined as customer orders placed through your online store via direct delivery. Orders which you place through YourAvon.com are not Online Sales.
- Personal Sales Goal is based on 50% increase over Campaign 1 to Campaign 26'18 or \$15K, whichever is greater. The maximum goal is \$110K. If you are new during the incentive period, your goal is \$15K. All 2018 President's Council and Inner Circle goals would be \$110K.
 - - If your 2018 sales were less than \$10,000—your Personal Sales goal is \$15,000 (25% in online sales for trip for 1, 50% in online sales for trip for 2).
 - - If your 2018 sales were between \$10,000 and \$73,333—your goal is 50% increase (25% in online sales for trip for 1, 50% in online sales for trip for 2).
 - - If your 2018 sales were greater than \$73,333—your goal is \$110,000 (25% in online sales for trip for 1, 50% in online sales for trip for 2).
- Team Sales Goal is based on 10% increase over Campaign 1 to Campaign 26'18 or \$200K, whichever is greater. The maximum goal is \$1.2MM. Team sales include personal sales + G 1-2-3 sales
 - - If your 2018 Team Sales were less than \$181,818—your Team Sales goal is \$200,000 (25% in online sales for trip for 1, 50% in online sales for trip for 2).
 - - If your 2018 Team Sales were between \$181,818 and \$1,090,909—your Team Sales goal is 10% increase (25% in online sales for trip for 1, 50% in online sales for trip for 2).
 - - If your 2018 Team Sales were greater than \$1,090,909—your Team Sales goal is \$1,200,000 (25% in online sales for trip for 1, 50% in online sales for trip for 2).
- Double Dollars are not included in the goal, nor will they count towards the goal
- All sales goals are in Award Sales

FAQS:

What are Award Sales?

Award Sales include online store sales, sales center orders, and demos. Gifts with purchase do not count for this promotion. Bonus Dollars including Double Dollars are not included in order size for this promotion.

What are Team Sales?

For the purpose of this incentive, Team Sales are your personal sales plus your first, second, and third generation. Your fourth and fifth generations are not included in the goal or your qualifications towards the goal.

Where can I see my personal sales goals and team sales goals?

- Your goal was emailed to you on January 15, 2019 and will be available on a personalized dashboard on YourAvon.com by February 15, 2019.
- Your Personal Sales Goal is based on prior year sales. You can see your prior year sales without Double Dollars on your invoice under "Your Cycle to Date Sales Last Year Were"

- If you are in leadership, you will also receive a team sales goal. Your goal is based on prior year sales. You can see your prior year team sales on your Make It Jamaica incentive report in VIBE along with your team sales goal. All goals will be available in VIBE January 14, 2019.

How will I know how I am tracking towards my goal?

- By February 1, 2019 you will be able to see how you are tracking on a personalized dashboard on YourAvon.com

My personal sales goal is \$15,000. How much of that do I need to sell online to earn the trip?

You will earn the Trip for 1 as long as you hit the goal and have at least 25% which is \$3,750 on your online store.

Does online fundraising count towards my online goal?

Yes, online fundraising is a great way to build your online sales and will count as long as the order ships direct to the customer.

I'm in Leadership, can I earn through the sales path?

Yes, you can earn through either path.

If I meet the trip for 1 requirements on both the personal sales path and team sales path will I earn the trip for 2?

Yes, you will earn the trip for 2 if you meet both goals.

If I meet the trip for 2 requirements on both the personal sales path and team sales path will I earn more than the trip for 2?

No. The top reward in this incentive is a trip for you and a guest. There is also no extra opt-out payment available for those who exceed earning a trip for 2.

I have a co-applicant, do they get to attend the trip with me?

Only one trip is awarded per achiever, unless that achiever earned the trip for 2. Either the primary applicant or the co-applicant on the account can attend as the achiever.

I earned the trip, but can't attend, can I send someone in my place?

No, the trip is not transferable and all guests must be accompanied by an achiever or co-applicant.-

Can I bring another Avon Representative, Avon Associate, or Coach as my guest?

Not unless that guest is a co-applicant. The trip is to celebrate achievers and other Representatives had the opportunity to achieve.

Will Avon be auditing incentive results?

Yes. Avon will monitor results throughout the incentive period and has the right to disqualify and/or remove anyone it determines has violated the spirit of the incentive.

What does Avon look for when auditing incentive reports?

Avon reviews sales and recruiting activity to audit for compliance with the Independent Sales Representative contract and the Business Policies & Procedures for Avon Independent Sales Representatives.

I earned the trip for one, will I have my own room?

No, the reward is based on double occupancy. Achievers of the trip for one will have to share a room with another Avon Representative unless he/she buys-in a guest.

Will there be a buy-in option for this trip?

Yes, there will be a buy-in option based on availability. The cost for an adult buy-in aged 18+ is \$1,300. The cost to buy in a child aged 2-17 is \$700. Kids under 2 as of 5/21/19 are free. This cost does not include airfare.

I earned the trip, but cannot attend. Will there be a buy-out option?

Yes, if you earned the trip but cannot attend you will receive \$250 if you earned the trip for one, and \$500 if you earned the trip for two. In order to receive the cash reward you must still opt-out of the trip via the registration links which will be sent to you via email by the close of the incentive. You must opt out by the date specified on the email. Payouts will be paid by the end of May 2020 after the trip has occurred.

I earned the trip for two, but am not bringing a guest. Will I receive any sort of compensation?

Yes, if you earned the trip for two but will not be bringing a guest you will have the option to either have your own room or receive \$250. You must let us know that you are not bringing a guest during the registration process. Payouts will be paid by the end of May 2020 after the trip has occurred.

EXAMPLES:

Last year Jackie sold \$10,000.

| | Trip for 1 | Trip for 2 |
|------------------------|---|---|
| <u>Personal</u> | Personal sales goal of \$15,000 with \$3,750 online To earn, Jackie should aim to have 4 new customers placing a \$50 on her online store or \$200 in each Campaign. | Personal sales goal of \$15,000 with \$7,500 online . In addition to what she's done to earn the Trip for 1, she should aim for having her existing customers place a total of \$150 in sales on her online store each Campaign. |

Mia joined in Campaign 6. She has 20 campaigns to earn the trip.

| | Trip for 1 | Trip for 2 |
|------------------------|---|---|
| <u>Personal</u> | <p>Personal sales goal of \$15,000 \$3,750 online</p> <p>To earn Mia should aim for \$750 a campaign with \$200 of it online.</p> | <p>\$15,00 Personal sales goal of \$15,000 with \$7,500 online</p> <p>She should still target selling \$750 per campaign but with \$375 of it online.</p> |

Penelope is a President's Club member and sold \$12,930 in the 2018 Cycle. She is a Gold Leader with 320 team members with an average team activity of 52.5%. In team sales she averaged \$27,863 per campaign

| | Trip for 1 | Trip for 2 |
|------------------------|--|---|
| <u>Personal</u> | <p>Personal sales goal of \$19,395 \$4,849 online</p> <p>To earn, Penelope should aim for an extra \$250 in online sales per campaign.</p> | <p>Personal sales goal of \$19,395 \$4,849 \$9,692 online</p> |
| <u>Team</u> | <p>Team Sales goal of \$796,891 and \$199,223 online</p> <p>To earn, Penelope should focus on activating her first generation to achieve online sales success.</p> | <p>Team Sales goal of \$796,891 and \$398,446 online</p> |

Last year, Mary Alice had personal sales of \$200K and team sales of \$6MM.

| | Trip for 1 | Trip for 2 |
|------------------------|---|---|
| <u>Personal</u> | <p>Personal sales goal is \$110,000 which is the maximum goal. \$27,500 from online</p> | <p>Personal sales goal is \$110,000 which is the maximum goal. \$55,000 from online</p> |

| | | |
|--------------------|---|---|
| <u>Team</u> | Team Sales goal of \$1.2MM which is the maximum, \$300,000 online | Team Sales goal of \$1.2MM which is the maximum, \$600,000 online |
|--------------------|---|---|

TRACKING AND ACHIEVERS LISTS:

| | |
|----------------------------------|-------------------|
| Goals available in VIBE | January 15S, 2019 |
| Reporting available in VIBE | February 1, 2019 |
| Widget available on YourAvon.com | February 1, 2019 |
| Final Achievers posted | December 16, 2019 |

IMPORTANT GUIDELINES:

- 1900 Districts are not eligible to participate. Employees cannot participate with corporate accounts but are eligible to participate with their own Representative account.
- Achiever must be an active Representative at time of trip in order to attend.
- Online orders must bill during the incentive period to count towards the incentive.
- LABCs home and personal accounts will be combined to create the personal goals and for tracking purposes.
- Avon.com orders are credited to your campaign sales 2 business days after the order is shipped.
- Sales Center orders are credited to your campaign 48 hours after the purchase.
- YourAvon.com orders are credited at the time the order is billed.
- All costs and expenses associated with acceptance and use of the trip not specified herein as being provided, including, without limitation, luggage fees, anything outside of the all-inclusive plan, shopping, excursions, passports, etc. are the achiever's sole responsibility.
- Achievers must be at least 18 years old, Achievers and guests will be required to execute and return a liability/publicity release within the time period stated by Avon or trip will be forfeited. **Achiever and Guest must travel together and on the same itinerary** and are responsible for obtaining in advance all necessary travel documents, including passports. Travel arrangements will be made through Avon's agent and on a carrier of Avon's choice. Achiever and Guest must travel on dates set forth by Avon or trip will be forfeited. All trip details are at sponsor's sole discretion.
- Buy-ins will be allowed pending availability of rooms. There is no age restriction for buy-ins but there may be age restrictions for certain Avon hosted events.
- Avon reserves the right to substitute a reward (or portion thereof) with something of comparable or greater value, in its sole discretion.
- Use of reward may be subject to additional terms and conditions of resort and travel providers.
- Rewards cannot be transferred or substituted or assigned by Achievers.
- Avon reserves the right to adjust rules and regulations or cancel the program at any time, at its sole discretion.
- Avon reserves the right to audit all performance data when determining Incentive reward eligibility and reserves the right to disqualify or remove any Representative it determines has violated principles of fairness, program intent, or any violation of the Independent Sales Representative Contract or Business Policies and Procedures for Independent Sales Representatives.

- Bulk purchases of more than \$300 made on Avon.com will be disqualified from counting as an online purchase, as this is a consumer based platform. Orders shipped to the Representatives homes will not be considered online consumer orders.
- Representative's account must be active and in good standing (past due no more than 2 Campaigns). Avon reserves the right to review and withhold rewards for account balances over \$500.
- This program is subject to all applicable federal, state, and local laws and regulations.
- All federal, state, and local taxes, if any, associated with acceptance of the reward are Representative's responsibility.
- By participating, Representatives agree that Avon will have no liability whatsoever for, and shall be held harmless by Representative against, any liability, for any injuries, losses or damages of any kind, resulting in whole or in part, directly or indirectly, from acceptance, possession, misuse or use of the reward (including any travel or activity related thereto) or participation in this program
- See Avon Make It Jamaica Terms & Conditions for full details