

Pathway to Premier

INCENTIVE FOR NEW REPRESENTATIVES:

8 CAMPAIGNS

(Starting in C05'2020, February 5, 2020)

ACCELERATE YOUR PATHWAY TO PREMIER!

Have fun, make customers happy and start loving your new business—

all with our new Pathway to Premier program.

We're accelerating your Pathway to Premier with 2 bonuses: Stepping Stones and Milestones, for up to a total of \$2,000 in bonuses within your first 8 campaigns.

Premier Level is a Representative with sales of \$5,000 to \$9,999 per year. At this level, a Representative will receive 30% commission on all Beauty items.

KickStart will officially end at the close of C04'2020 and new Representatives as of C24'2019 will have the opportunity to participate in Pathway to Premier.

No matter how you slice it, growing your Avon business means sweet rewards for you!

PARTICIPANTS: All new Representatives as of C05'2020 and existing Representatives still participating in the KickStart program at the close of C04'2020. Existing Representatives' Award Sales prior to C05'2020 will not count towards the sales requirements and bonus qualifications for Pathway to Premier, but will count for PRP and other Avon incentive programs.

INCENTIVE PERIOD:

New Representatives as of C05'2020: Your first 8 campaigns or once you reach \$5000 in Award Sales, whichever comes first.

Existing Representatives who joined between C24'2019 and C04'2020:

C05'2020 – C13'2020 or once you make \$5000 in Awards Sales during this period, whichever comes first.

REWARDS:

Bonus 1: Stepping Stone \$20 for every \$200 in Award Sales per campaign, up to \$500 during the incentive period

Bonus 2: Milestone Bonus 10% bonus for every \$1,000 in cumulative Award Sales, up to \$1,500 during the incentive period.

HOW TO ACHIEVE:

- You Do, You Get!
- Stepping Stone Bonus : \$20 for every \$200 in Award Sales per campaign. For example: \$600 in Award Sales for one campaign = a \$60 bonus. You can earn up to a total of \$500 in Stepping Stone Bonuses, per the incentive period.
- Milestone Bonus : Milestone Bonuses reward you with a 10% bonus for every \$1,000 in cumulative Award Sales during your first 8 campaigns, maxing out at a \$500 bonus for \$5,000 in sales. For example: \$1,000 in sales = a \$100 bonus; \$2,000 in sales = a \$200 bonus. You can earn up to a total of \$1,500 in Milestone Bonuses!
- The incentive begins for you when you or your customer places their first order through avon.com or avonnow.com.
- All orders must be paid on time to count towards this incentive
- You will receive your bonuses at the close of every campaign via prepaid card or direct deposit, beginning in C06'2020. Future bonuses will be loaded onto the pre-existing card.

TRACKING AND ACHIEVERS:

- A tracker for Representatives will be available on AvonNow on February 28th
- Reporting for leaders will be available on VIBE by the close of Campaign 04, February 05, 2020.
- The report will have information of new Representatives and also Representatives that were in the previous KickStart program and were moved to this new program at the close of C04'2020.

WHO TO CONTACT:

- For questions regarding your performance and reporting please contact Customer Care at English: (866) 513-AVON Español: (866) 588-AVON

Milestone Achievement (Award Sales)	Incremental Sale	Regular Commissions*	STEPPING STONE BONUS \$20 for each \$200 in Award Sales within a single campaign	MILESTONE BONUS Additional Bonus for each Milestone	Total Possible Commissions (Cumulative)**	Total Payout %
\$1,000	-	\$250	\$100	\$100	\$450	45%
\$2,000	\$1,000	\$250	\$100	\$200	\$1,000	50%
\$3,000	\$1,000	\$250	\$100	\$300	\$1,650	55%
\$4,000	\$1,000	\$250	\$100	\$400	\$2,400	60%
\$5,000	\$1,000	\$250	\$100	\$500	\$3,250	65%

* Regular Commissions is based at 25% for beauty products and calculated before expenses, such as shipping fees.

** The total possible commissions would be an accumulation of the Regular Commissions and each Milestone Achievement you've earned and calculated before expenses, such as shipping fees. For example, reaching Milestone Achievement \$5,000 means you would earn \$1250 in Regular Commissions, plus \$500 in Stepping Stone bonuses and \$1,500 in Milestone bonuses.

KickStart Representative Example:

Jean became an Avon Representative in Campaign 2. Jean participated in the KickStart program from C2 through C4. Jean accumulated sales of \$1,500 from C2 through C4.

Beginning in C5, Pathway to Premier will begin. Jean will keep the \$1,500 sales, which will go toward the PRP Level. However, for the Pathway to Premier incentive, Jean will start at \$0 and have the opportunity to earn all of the rewards for the next 8 campaigns (C5 – C12).

All of the sales Jean earns in C5-C12 will be combined with the sales from C2-4 for PRP level purposes. But only C5-C12 sales will count for Pathway to Premier.

IMPORTANT GUIDELINES:

- Representatives must comply with the terms of the [Independent Sales Representative Contract Terms and Conditions](#) and the [Business Policies and Procedures for Avon Independent Sales Representatives](#).
- Sales goals are based on Award Sales.
- Rewards received cannot be substituted, transferred, or redeemed for credit towards your Avon account.
- All orders, including Online Store, Sales Center and What's New Preview Products count toward sales goals.
- Reinstated, LABCs and 1900s accounts cannot participate in this incentive.
- 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.
- All dollars shown are in U.S. dollars.
- Avon reserves the right to audit returns. Any returns processed during the incentive period will be subtracted from the Award Sales of the campaign in which the return is processed and will affect the calculation and payment of the bonuses at the close of the campaign of return. Returns processed after the end of the incentive period will result in any applicable bonus or commission payments being deducted from the Representative's current account balance.
- Bonus Dollars including Double and Triple Dollars are not included in order size for this promotion.
- Back orders placed in the 9th campaign of this incentive will not count towards this incentive since it is outside of the incentive period.
- Rewards cannot be transferred or substituted 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 or program intent, or any violation of the Business Policies and Procedures for Avon Independent Sales Representatives or the Terms and Conditions of the Independent Sales Representative Contract, or whose account, as determined by Avon, is not in good standing.
- 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.
- Void where prohibited.

FAQS:

What are Award Sales?

Award Sales include AvonNow.com, Online Store sales, Sales Center orders, and What's New preview products. Gifts with purchase do not count for this promotion. Bonus Dollars including Double Dollars are not included in order size for this promotion.

How will I know how I am tracking or how much I have earned?

By February 28, 2020 you will be able to see how you are tracking on a personalized dashboard on Avonnow.com. Sales information within tracker will be updated daily.

If I am still within the old KickStart program at the close of C04, can I continue earning all the remaining bonuses and or 40% of commissions in my future orders until the program ends for me?

No, you will be moved to the new program. However, you will have the opportunity to earn all the new bonuses. We are giving you 8 more campaigns to earn in the new incentive.

If I sold \$3000 until C04 when I was in the old program and then I am moved to the new program, can I earn only the bonuses for the remaining \$2000?

No, we will not consider the previous sales for the incentive, so you will have the opportunity to earn all the bonuses if you sell \$5000 or more. And you will get 8 full campaigns to achieve your goals.

If I place an order of \$100 in one campaign and then in the following campaign I place another order of \$100, am I eligible to get my \$20 bonus?

No, you need to have at least \$200 in Award Sales within a single campaign. And remember that direct delivery and Sales Center Award Sales count toward sales goals. Each campaign stands alone for the Stepping Stone bonus; they cannot be combined.

If I place a \$150 order on AvonNow and I have a customer that places an order of \$50 using my Online Store, in the same campaign, will I earn the \$20 bonus?

Yes, Representative orders (placed on AvonNow or by phone), direct delivery and Sales Center orders count toward sales goals for the bonuses. Direct delivery and Sales Center orders must bill to your account within the same campaign.

I had a big fundraiser and was able to sell \$1000 in my first campaign, which bonuses will I earn?

You will earn both bonuses, equaling a total of \$200. For Stepping Stone Bonus 1, you will earn \$100 (because you earn \$20 per \$200). For Milestone Bonus 2, you will earn another \$100 (because you earn 10% for every \$1000 in cumulative sales).

If I have a return of \$100 in one campaign and at the same time place a \$200 order, will I get my \$20 bonus?

No, the return will be counted as negative Award Sales for the campaign unless you place another order of \$100 to end the campaign with \$200 in Award Sales.

When will I get paid the bonuses?

You will receive the bonuses 3 business days after the close of campaign. Please be sure that you signed up for Direct Deposit in Avonnow and added your bank account information. If you have not signed up for Direct Deposit, you can go to My Account > Get Paid by Avon > Earnings and Rewards and enroll.

How will I get paid?

If you signed up for direct deposit, we will pay you to the account that you provided.

What if I sell more than \$5,000 within the first 8 campaigns? Can I earn more bonuses?

This incentive expires once you reach the \$5,000 sales requirement or at the end of your 8th campaign, whichever comes first. Additional Stepping Stone bonuses earned after your incentive period has ended will not be paid out.

What if I do not have any sales in a campaign? Can I still earn in the next campaign?

If you miss in one campaign, you can still achieve in another campaign.

**Example 1: Premier Achieved in 8 Campaigns
 Total Award Sales of \$5,610
 Milestones complete earned \$1,500
 Stepping stone maxed out earned \$500**

LOA	Award Sales	Commissions based on 100% Beauty Sales	Stepping Stone Bonus - \$20 for each \$200	Award Sales CTD	Milestone Bonus
1	\$ 475	\$118.75	\$40	\$ 475	n/a
2	\$ 1,400	\$350.00	\$140	\$ 1,875	\$100
3	\$ 390	\$97.50	\$20	\$ 2,265	\$200
4	\$ 425	\$106.25	\$40	\$ 2,690	n/a
5	\$ 540	\$135.00	\$40	\$ 3,230	\$300
6	\$ 680	\$170.00	\$60	\$ 3,910	n/a
7	\$ 900	\$225.00	\$80	\$ 4,810	\$400
8	\$ 800	\$200.00	\$80	\$ 5,610	\$500
Total	\$ 5,610	\$1,402.50	\$500		\$1,500

LOA = Length of Association

\$1402.50 in Commissions
\$500.00 in Stepping Stone Bonuses
\$1500.00 in Milestone Bonus
\$3402.50 TOTAL OPPORTUNITY

Commissions are based at 25% for beauty products and calculated before expenses, such as shipping fees.

Example 2: Tracking toward Premier

Total Award Sales \$2,331

Milestones incomplete earned only \$300

Stepping stone partially earned \$160

LOA	Award Sales	Commissions based on 100% Beauty Sales	Stepping Stone Bonus - \$20 for each \$200	Award Sales CTD	Milestone Bonus
1	\$ 40	\$10.00	\$0	\$ 40	n/a
2	\$ 260	\$65.00	\$20	\$ 300	n/a
3	\$ 340	\$85.00	\$20	\$ 640	n/a
4	\$ 401	\$100.25	\$40	\$ 1,041	\$100
5	\$ 180	\$45.00	\$0	\$ 1,221	n/a
6	\$ 240	\$60.00	\$20	\$ 1,461	n/a
7	\$ 370	\$92.50	\$20	\$ 1,831	n/a
8	\$ 500	\$125.00	\$40	\$ 2,331	\$200
Total	\$ 2,331	\$582.75	\$160		\$300

LOA = Length of Association

\$582.75 in Commissions

\$160.00 in Stepping Stone Bonuses

\$300.00 in Milestone Bonus

\$1042.75 TOTAL OPPORTUNITY