

Pathway to Premier

INCENTIVE FOR NEW REPRESENTATIVES

In Their First 8 Campaigns

We're accelerating your Pathway to Premier with new bonuses to help you earn up to a total of \$2,050 in bonuses within your first 8 campaigns (Avon's two-week selling periods) and get you to Premier Level earnings super-fast.

Premier Level rewards Representatives with sales of \$5,000 to \$9,999 per year with guaranteed commissions of 30% on Beauty, 20% on Fashion & Home.

PARTICIPANTS: Open to all new Representatives in their first 8 campaigns or who have not yet reached the \$5,000 sales requirement for Premier Level, whichever comes first.

INCENTIVE PERIOD: Your first 8 campaigns or until you reach \$5,000 in Award Sales, whichever comes first.

REWARDS:

Mini Milestone Bonus: \$50 when you reach your first \$500 in Award Sales during the incentive period, plus a free assortment of 50 lip balms. Through C15, 2021.

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

Milestone Bonus: 10% (\$100) bonus — plus a free assortment of 100 lip balms — for your first \$1,000 in total sales, up to a \$500 bonus for \$5,000 in sales and a total of \$1,500 in Milestone Bonuses during the incentive period.

HOW TO ACHIEVE:

- You do, you get!
- Mini Milestone Bonus: \$50 when you hit \$500 in Award Sales during the incentive period, plus a free assortment of 50 lip balms. (Available through C15, 2021.)
- 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 in the incentive period.
- Milestone Bonus: 10% (\$100) bonus — plus a free assortment of 100 lip balms — for your first \$1,000 in total 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 in the first campaign after you signed up and joined Avon, when you place a first order on Avonnow.com or when a customer places an order on your online store on Avon.com during your first campaign with Avon.

- 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 if the qualifying order was paid and/or you don't have any balance. For accounts with credit, qualifying orders will be counted when paid, and bonuses for those orders will be paid at the close of the following campaign.

TRACKING AND ACHIEVERS:

- A tracker for Representatives is available on AvonNow under Manage My Business > My Dashboard.
- Reporting for Leaders is available on your Leadership Dashboard/VIBE.
- For questions regarding your performance and reporting, please contact the Care Center at (866) 513-AVON.

WHAT YOU CAN EARN

SALES ACHIEVED (WITHIN YOUR FIRST 8 CAMPAIGNS)	STEPPING STONE BONUS†	MILESTONE BONUS (CUMULATIVE BONUSES SHOWN)	COMMISSION (BASED ON SALES OF BEAUTY ITEMS)**	TOTAL (BONUSES + COMMISSION)*	TOTAL % OF WHAT YOU EARN (FROM YOUR SALES)
\$500	\$40	\$50 Mini Milestone***	\$125	\$215	43%
\$1,000	\$100	\$150	\$250	\$500	50%
\$2,000	\$200	\$350	\$500	\$1,050	52.5%
\$3,000	\$300	\$650	\$750	\$1,700	57%
\$4,000	\$400	\$1,050	\$1,000	\$2,450	61%
\$5,000	\$500	\$1,550	\$1,250	\$3,300	66%

All Avon.com and AvonNow.com sales count towards the qualifications. Commissions are based on sales of products to customers. Success in the program can depend on time invested, skill level and other factors. Earnings potential shown is before expenses, if any.

*All new Representatives earned an average of \$112 over their first 8 campaigns, but those who participated in Pathway to Premier earned an average of \$390 over their first 8 campaigns, based on those who started in Campaigns 5 through 19, 2020 (exclusive of signup and shipping costs).

†Results may vary. The \$20 bonus is based on achieving \$200 within a campaign.

††Receive a 25% commission on beauty sales on a \$40+ order.

†††Mini Milestone Bonus (\$50 cash bonus plus 50 lip balms for first \$500 in sales, \$100 bonus plus 100 lip balms for first \$1,000 in sales) is available for eligible Pathway to Premier participants through C15/July 6, 2021. Pathway to Premier participants who reached \$500 in total sales before C19, 2020 will not be eligible for free gifts and payment of the new cash bonus. Representatives have two campaigns after hitting milestone to submit an order and receive the free lip balms, or they will forfeit the free product.

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. Avon reserves the right to review and withhold rewards for account balances over \$200.
- 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.
- 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?

You can see how you are tracking on a personalized dashboard on Avonnow.com. Sales information within the tracker is updated daily.

If I place an order of \$100 in one campaign and 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 \$1,000 in my first campaign, which bonuses will I earn?

You will earn all 3 bonuses, equaling a total of \$250. For the Mini Milestone Bonus, you'll earn \$50 for reaching your first \$500 in sales. For the Stepping Stone Bonus, you will earn \$100 (because you earn \$20 per \$200). For the Milestone Bonus, you'll earn another \$100 (10% for every \$1000 in cumulative sales).

If I have returned items 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 the bonuses be paid?

You will receive the bonuses 3 business days after the close of campaign if the qualifying order was paid and/or you don't have any balance. For accounts with credit, qualifying orders will be counted when paid and bonuses for those orders will be paid at the close of the following campaign.

Please be sure that you are signed up for Direct Deposit in AvonNow.com with your bank account information. To sign up, go to My Account > Get Paid by Avon > Direct Deposit for Other Earnings and Rewards.

How will I get paid?

If you signed up for direct deposit, we will pay you to the account 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 \$1,550, 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	\$150
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		\$1,550

LOA = Length of Association, number of campaigns as an Avon Representative

\$1,402.50 in Commissions
 \$50.00 in Mini-Milestone Bonus
 \$500.00 in Stepping Stone Bonuses
 \$1,500.00 in Milestone Bonus
 \$3,452.50 Total Opportunity

Commissions are based on 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	\$50
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		\$350

LOA = Length of Association, number of campaigns as an Avon Representative

\$582.75 in Commissions
 \$50.00 in Mini-Milestone Bonus
 \$160.00 in Stepping Stone Bonuses
 \$300.00 in Milestone Bonus
 \$1,092.75 Total Opportunity