AMWAY GLOBAL ENTREPRENEURSHIP REPORT

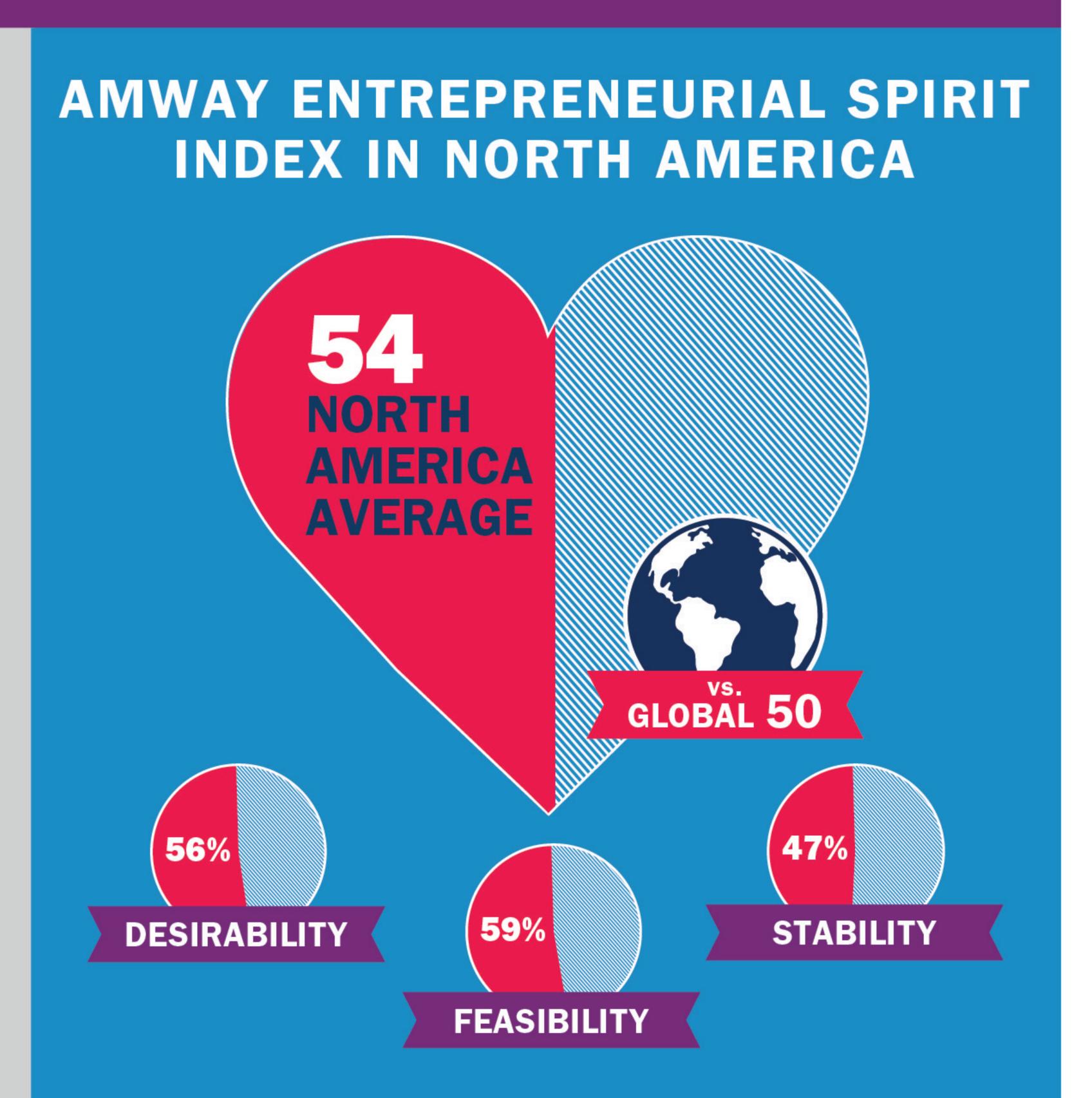
77%
GLOBAL
NORTH AMERICA

POSITIVE ATTITUDE TOWARD ENTREPRENEURSHIP GLOBAL VS. NORTH AMERICA

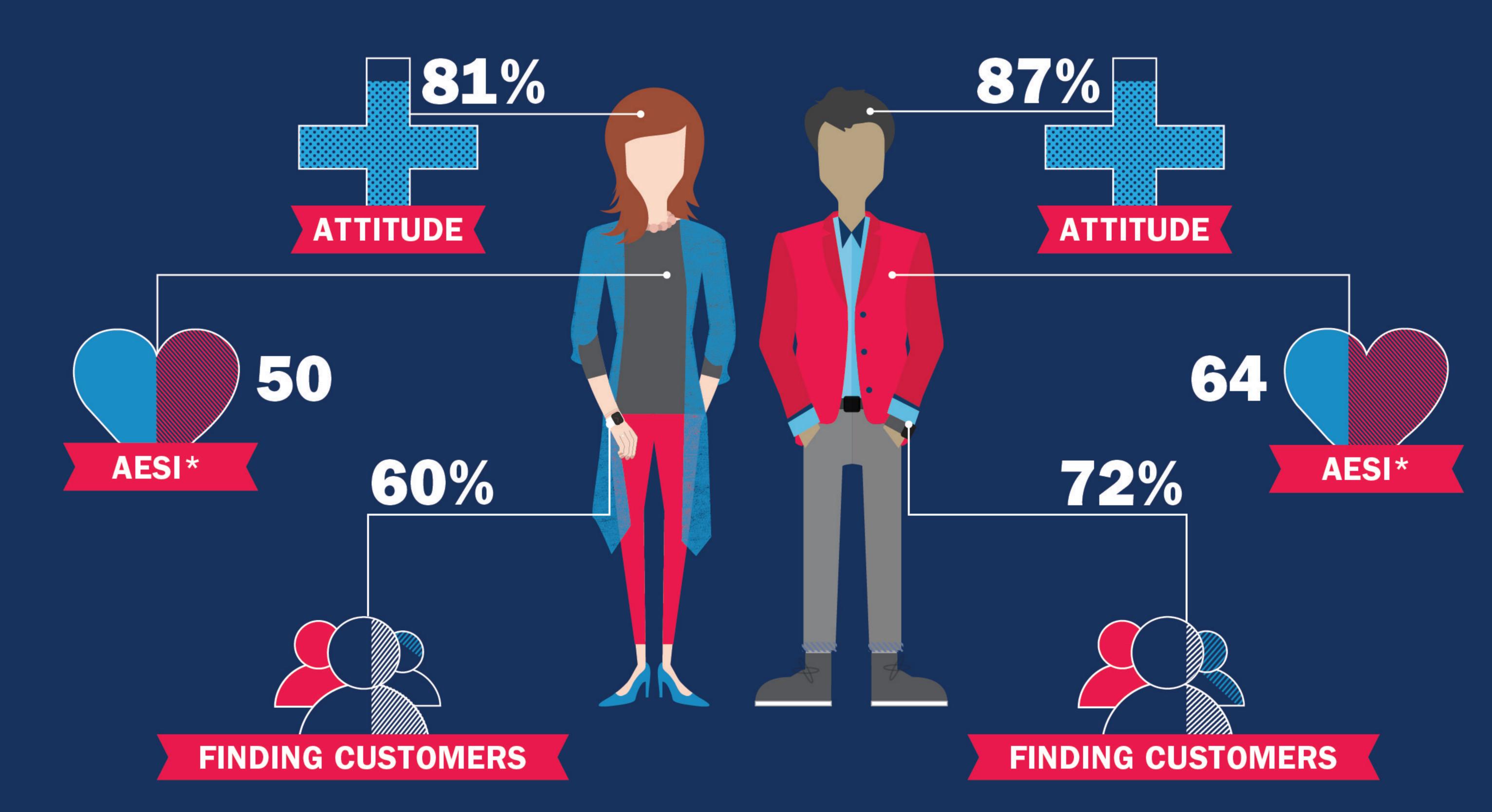
INDEPENDENCE 84%

SELF-FULFILLMENT 83%

SECOND INCOME 72%



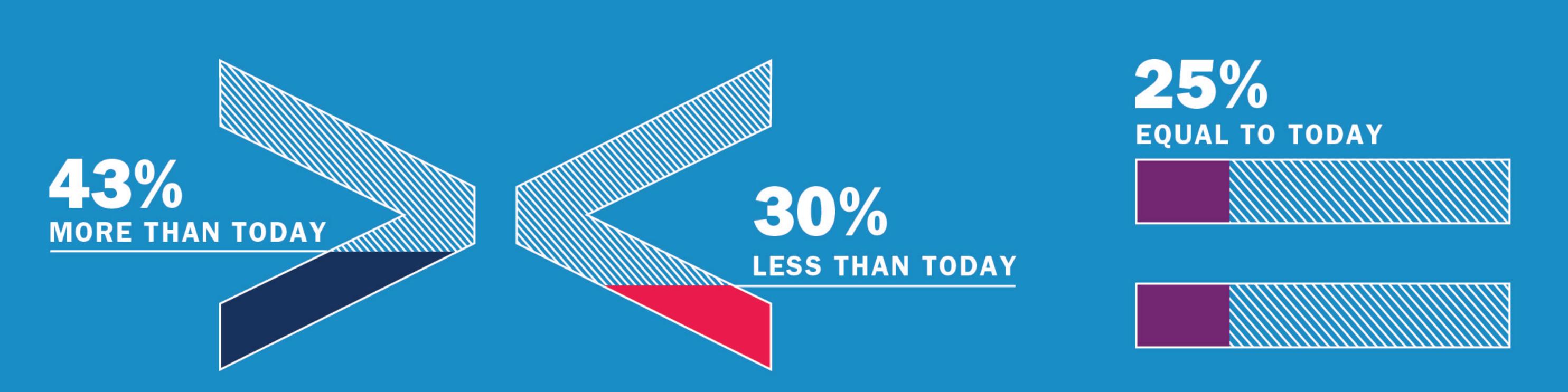
GENDER STATISTICS TOWARD ENTREPRENEURSHIP IN NORTH AMERICA



*AMWAY ENTREPRENEURIAL SPIRIT INDEX

WHAT'S THE FUTURE OF SELF-EMPLOYMENT IN FIVE YEARS?*

*DATA REFLECTS THE OPINIONS OF NORTH AMERICANS



COMFORT LEVEL SEARCHING FOR AND ACQUIRING CUSTOMERS

GLOBAL VS. NORTH AMERICA

