

AVON



President's Club PROGRAM

2023





A MESSAGE JUST FOR YOU...

Dear valued Representative,
Welcome to The President's Club!

Congratulations on your milestone achievement. And it truly is an achievement to be proud of as you are the elite within Avon and the Direct Selling industry as a whole.

I've spent my career with Avon Canada, working closely with all facets of the business, so I know what it takes to reach the tier of President's Club. I recognize that your success is due to the undeniable commitment,

passion, and service excellence you bring to every aspect of your Avon business. It takes all of those attributes and more to reach this echelon.

As a President's Club member, you are a shining example of what can be achieved with dedication and perseverance. I'm honoured to have the privilege of partnering with you along your pathway to success.

As many of you know, our President's Club was designed to recognize and reward our highest-achieving Representatives, like yourself, and foster a sense of community in which support and encouragement can be shared as you pursue your goals. I also like to think of it as a way for you and I to connect, as you receive recognition and tokens of my appreciation for all you do in your Avon business along the way.

Whether you're just joining us or have been a part of the Representative community for some time, you'll soon discover that there are no limits to what you can achieve with Avon. I encourage you to continue on the path of achieving your dreams.

I look forward to welcoming you to the President's Club, chatting with you on the upcoming Recognition or Incentive trips, and helping you celebrate the proudest moments and biggest accomplishments of your Avon journey.

To your continued success,

Luigi Del Vecchio

Luigi Del Vecchio
General Manager,
The Avon Company Canada Limited

PRESIDENT'S CLUB 2023 PROGRAM

ELIGIBILITY

Open to all Avon Independent Sales Representatives (the "Representative") who attain the required threshold to achieve PC (President's Club) status or above.

Once the Representative has achieved one of the Tier goals, she will be eligible to obtain Tier benefits starting two (2) campaigns after the campaign of achievement. Please see tables below for details on cycles.

The following Rewards/Benefits are indicated by Tier upon achieving the qualifier indicated in dollars.

| REWARDS / BENEFITS | | REWARDED TO TIER | | | |
|--|---|------------------|----------------|-----------------|-----------------|
| TIER QUALIFIER | | PC \$9,200 | HS \$23,000 | DHM \$46,000 | PCC \$69,000 |
| STARTS TWO (2) CAMPAIGNS AFTER ACHIEVEMENT AND CONTINUES FOR 26 CONSECUTIVE CAMPAIGNS | | | | | |
| 1 | Gold tone Door Knocker Charm or PC Reward Product Box | X | X | X | X |
| 2 | 25% Discount on BEYOND BEAUTY | X | X | X | X |
| 3 | 40% Discount on BEAUTY | X | | | |
| 4 | 45% Discount on BEAUTY | | X | | |
| 5 | 50% Discount on BEAUTY | | | X | X |
| 6 | 15% Direct-to-Customer Discount on BEYOND BEAUTY | X | X | X | X |
| 7 | 25% Direct-to-Customer Discount on BEAUTY | X | X | X | X |
| 8 | Express on-line checkout | X | X | X | X |
| 9 | Order brochures three (3) campaigns in advance | X | X | X | X |
| 10 | Free Flyer sent with brochures | X | X | X | X |
| 11 | Reduced brochure pricing | X | X | X | X |
| 12 | Customer Care email and phone call priority | X | X | X | X |
| AVAILABLE THROUGHOUT C1 TO C24, 2023 CYCLE | | | | | |
| 13 | Toll free number | | | X | X |
| 14 | Personalized business cards upon request | | | | X |
| 15 | Appreciation Gifts throughout the Cycle | X | X | X | X |
| 16 | Holiday Gift | X | X | X | X |
| 17 | Free Shipping Program | | | | X |
| AVAILABLE THROUGHOUT C1 TO C24, 2023 CYCLE | | | | | |
| 18 | Tier Reward Kit | X | X | X | X |
| 19 | Rewards for Personal Goal achievement | X | X | X | X |
| 20 | Rewards for Personal Stretch Goal achievement | X | X | X | X |
| 21 | Rewards for Jet Set achievement | X | X | X | X |
| 22 | Personalized report for tax preparation | X | X | X | X |
| 23 | Shipping Rebate Program | X | X | X | |
| 24 | Opportunity to attend the Recognition trip | | | | X |



PRESIDENT'S CLUB REWARD

Upon achieving \$9,200 Qualifying Volume* (QV) and reaching the prestigious PCTier, we'll pop into your inbox to say congrats and give you the choice between an elegant gold tone door knocker charm or a beautiful Avon Reward box** filled with an assortment of some of our most fabulous must-haves in skincare and beauty.

For more details about your reward options and the Recognition Program, be on the lookout for the printed flyer or check out the Recognition section on avon.ca under **Earning Opportunities > President's Club Recognition Program > Recognition.**

* QV stands for Qualifying Volume which is the total unit price of all invoiced items and includes Avon products, net offers, sell off and clearance items, Avon Foundation items, demos, samples, sales aids and value added services. QV does not include taxes, shipping and processing fees. QV is also net of returns.

**A Representative will receive her reward 4 to 6 campaigns after the selection is made.

PERSONAL GOALS

Personal Goals are QV* dollar amount goals to be achieved by the completion of the current cycle**. The amounts are personalized for each President's Club member and based upon their prior cycle QV.

- Personal Goals will be communicated individually as a dollar amount via email from the President's Club team at the beginning of the cycle.
- Only those with Length of Association (LOA) greater than or equal to 26 campaigns at C28, 2022 are eligible for the reward.
- Cash rewards are not cumulative.
- The Reward payout is determined by the end of cycle Tier at the close of 2023.

| 2023 CYCLE END TIER | REWARDS IF PERSONAL GOAL IS ACHIEVED | | | |
|---------------------|--------------------------------------|-------|-------|-------|
| | \$150 | \$200 | \$250 | \$350 |
| PRESIDENT'S CLUB | X | | | |
| HONOUR SOCIETY | | X | | |
| DAVID H McCONNELL | | | X | |
| PRESIDENT'S COUNCIL | | | | X |

PERSONAL STRETCH GOALS

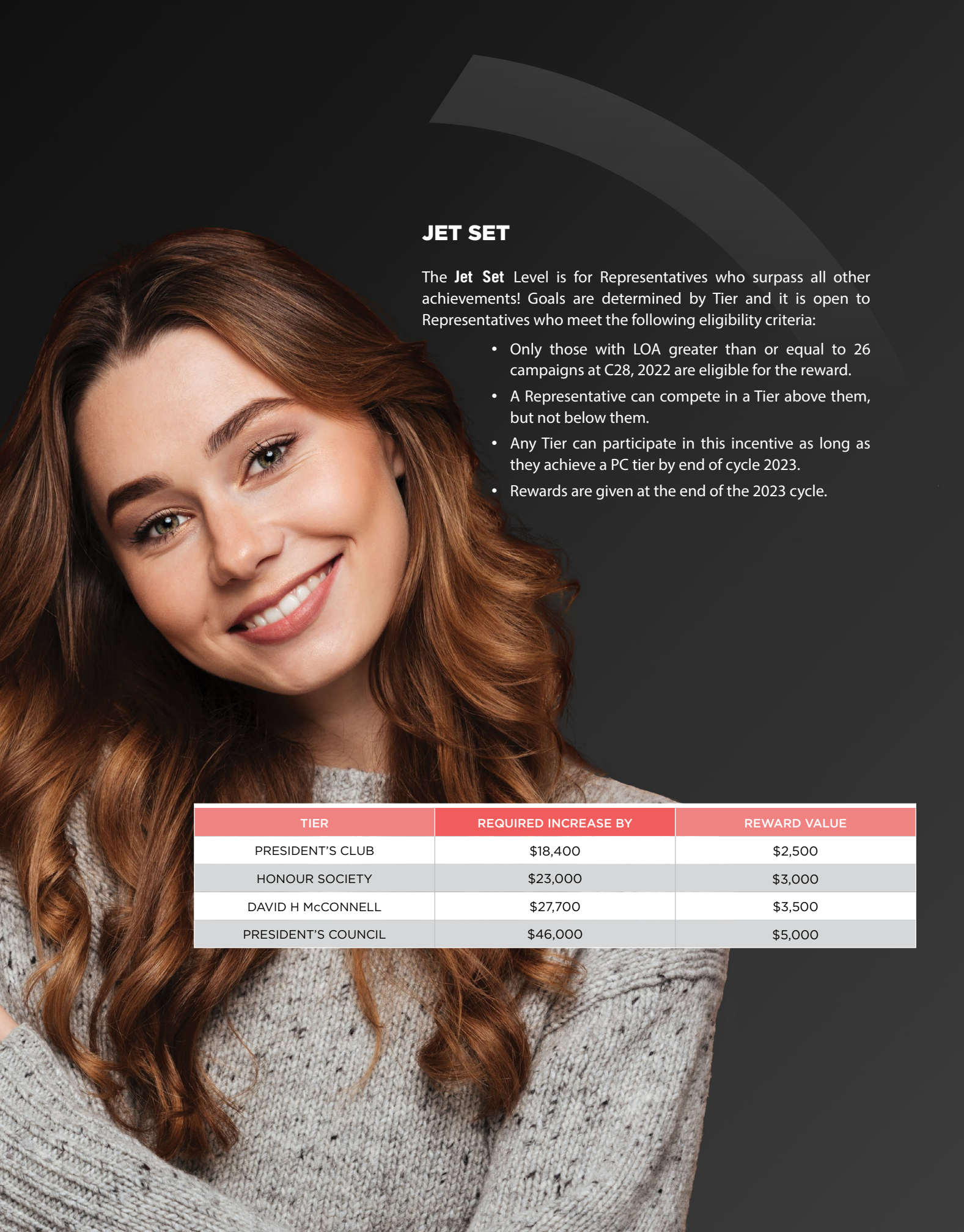
Personal Stretch Goals are QV dollar amount Stretch Goals to be achieved by the completion of the current cycle. The amounts are personalized for each President's Club member and based upon their prior cycle QV.

- Personal Goals will be communicated individually as a dollar amount via email from the President's Club team at the beginning of the cycle.
- Only those with LOA greater than or equal to 26 campaigns at C28, 2022 are eligible for the reward.
- Cash rewards are not cumulative.
- The Reward payout is determined by your end of cycle Tier at the close of 2023.

| 2023 CYCLE END TIER | REWARDS IF PERSONAL STRETCH GOAL IS ACHIEVED | | | |
|---------------------|--|-------|-------|-------|
| | \$200 | \$300 | \$450 | \$650 |
| PRESIDENT'S CLUB | X | | | |
| HONOUR SOCIETY | | X | | |
| DAVID H McCONNELL | | | X | |
| PRESIDENT'S COUNCIL | | | | X |

* QV stands for Qualifying Volume which is the total unit price of all invoiced items and includes Avon products, net offers, sell off and clearance items, Avon Foundation items, demos, samples, sales aids and value added services. QV does not include taxes, shipping and processing fees. QV is also net of returns.

**Cycle = Campaign 1 to Campaign 24.



JET SET

The **Jet Set** Level is for Representatives who surpass all other achievements! Goals are determined by Tier and it is open to Representatives who meet the following eligibility criteria:

- Only those with LOA greater than or equal to 26 campaigns at C28, 2022 are eligible for the reward.
- A Representative can compete in a Tier above them, but not below them.
- Any Tier can participate in this incentive as long as they achieve a PC tier by end of cycle 2023.
- Rewards are given at the end of the 2023 cycle.

| TIER | REQUIRED INCREASE BY | REWARD VALUE |
|---------------------|----------------------|--------------|
| PRESIDENT'S CLUB | \$18,400 | \$2,500 |
| HONOUR SOCIETY | \$23,000 | \$3,000 |
| DAVID H McCONNELL | \$27,700 | \$3,500 |
| PRESIDENT'S COUNCIL | \$46,000 | \$5,000 |

CREDIT SHIPPING PROGRAM EXCLUSIVE FOR PRESIDENT'S CLUB, HONOUR SOCIETY, & DAVID H. McCONNELL MEMBERS

HOW TO QUALIFY

RECEIVE UP TO \$260 CREDIT!

Increase your QV by \$925 in C1 - 24, 2023 vs. C3 - C26, 2022 and receive a \$5 credit per delivery received.

- Only deliveries in which the regular fee was charged are eligible for the credit. If a product is unavailable at the time you place your order and the Ship-As-Soon-As-Possible option is selected, this delivery will not be eligible for a credit.
- Credit applied for a maximum of two (2) deliveries paid for and received per Campaign in Campaigns 1 - 24, 2023 inclusive.
- Achievement will be assessed at the close of the incentive and payouts issued by the end of December, 2023.
- Accounts must be active, in good standing, and segmented PC or higher at the time of payout to receive credit.
- Payouts will be added as credit to your Avon account.
- Must be segmented as a PC, HS, or DHM in Campaign 1, 2023, with an account that is in good standing and paid in full to be eligible.

FREE SHIPPING OPPORTUNITY FOR COUNCIL MEMBERS

PCCs who increase their quarterly QV vs. the same quarter prior cycle will earn free shipping in the following quarter.

- The tracker can be found on the Representative homepage under 'My Incentives' tab. Maximum of 4 free shipments per campaign.

| QUALIFYING PERIOD | INCREASE VS PRIOR YEAR | BENEFIT PERIOD |
|-------------------|------------------------|-----------------------|
| C1 to C7, 2023 | C3 to C9, 2022 | C9 to C14, 2023 |
| C8 to C13, 2023 | C10 to C15, 2022 | C15 to C20, 2023 |
| C14 to C19, 2023 | C16 to C21, 2022 | C21, 2023 to C1, 2024 |
| C20 to C24, 2023 | C22 to C26, 2022 | C26, 2023 |

PROGRAM TERMS AND CONDITIONS

The President's Club Avon Independent Sales Representative ("PC Representative" or "You") will be eligible for the President's Recognition Program if you meet the qualifiers outlined in this program, and, when indicated in any other document or online, on or before the close of C24, 2023. Status and ranking are determined at the conclusion of the 2023 qualifying cycle.

QUALIFYING VOLUME

QV stands for Qualifying Volume which is the total unit price of all invoiced items and includes Avon products, net offers, sell off and clearance items, Avon Foundation items, demos, samples, sales aids and value added services. QV does not include taxes, shipping and processing fees. QV is also net of returns.

CYCLE

The 2023 cycle is the period of time between Campaign 1 and C24, inclusively, of a given year.

NON-TRADITIONAL SELLING METHODS

Avon's President's Club is focused and built around the principals of traditional selling methods. It is for this reason that all non-traditional sales will not be calculated towards certain elements of the President's Club program. Non-traditional sales include, but are not limited to:

- Orders that are not sold and transported within Canada by the Representative or by the Customer of the Representative.
- Orders requiring special arrangements and special pricing.

NON-TRADITIONAL SALES COUNT TOWARD:

- Earnings levels
- Door Knocker Charm or PC Reward Box
- Appreciation gifts
- Status of all levels

NON-TRADITIONAL SALES DO NOT COUNT TOWARDS:

- Cash rewards for Personal Goals, Stretch Goals and Jet Set Rewards
- Incentives
- Eligibility for recognition at Recognition Events or in any public event
- National rankings within the President's Club program

Avon Independent Sales Representatives may not engage in non-traditional selling methods of Avon products nor may they knowingly sell products to other individuals who intend to engage in non-traditional selling methods of those products unless specifically authorized in writing by Avon through the Head of Sales. Avon reserves the right at its sole discretion to determine whether a person engaged in non-traditional selling methods will benefit from a reward/recognition and/or remain an Avon Independent Sales Representative.

PERSONAL GOALS

- Personal Goals will be communicated individually via email from the President's Club Team at the beginning of the cycle.
- Only those with Length of Association (LOA) greater than or equal to 26 campaigns at C28, 2022, are eligible for the reward.
- Cash rewards are not cumulative. For example, if you move up two (2) Tiers in a given cycle, you will receive the reward payout for the highest Tier achieved.
- The Reward payout is determined by your end of cycle Tier at the close of C24, 2023.

PERSONAL STRETCH GOAL

- Personal Stretch Goals will be communicated individually via email from the President's Club Team at the beginning of the cycle.
- Only those with LOA greater than or equal to 26 campaigns at C28, 2022, are eligible for the reward.
- Cash rewards are not cumulative. For example, if you move up two (2) Tiers in a given cycle, you will receive the reward payout for the highest Tier achieved.
- The Reward payout is determined by your end of cycle Tier at the close of C24, 2023.

JET SET INCENTIVE

- Open to all Avon Independent Sales Representatives.
- Only those with LOA greater than or equal to 26 campaigns at C28, 2022, are eligible for the reward.
- Representatives can aim for the reward in a Tier above them, but not below them.
- Any Tier can participate in this as long as they achieve a PC Tier by end of cycle C24, 2023.
- Cash rewards are not cumulative. For example, if you move up two (2) Tiers in a given cycle, you will receive the reward payout for the highest Tier achieved.
- The Reward payout is determined by your end of cycle Tier at the end of C24, 2023.

Avon reserves the right to modify, suspend and/or cancel any and all aspects of the President's Recognition Program at any time, with its sole discretion, and without prior notice. Avon reserves the right to substitute a reward (or portion thereof) with something of comparable or greater value, at its sole discretion. Awards may not be exactly as shown. Avon reserves the right, at its sole discretion, to disqualify achievers involved in fraudulent or unethical business practices and/or those involved in non-traditional selling methods. All rewards, recognition status and benefits achieved by the Representative will be conditional on the Representative's account being in good credit standing. Avon reserves the right to offset any outstanding balance due against any amounts payable by Avon to the Representative. All Federal and provincial taxes, if any, associated with acceptance of the reward are the Representative's responsibility.



AVON

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