

2024 North American Recognition Program

2024 ACE Awards:

Avon Celebrates Excellence, our new Bi-Annual National Recognition Awards

Which categories are recognized in the ACE Awards?

- **To recognize outstanding performance in sales**, awards will be presented in the following categories:
 - Personal Sales Volume
 - Personal Sales Increase
 - Best New Performer
 - LABC Sales Volume (U.S. only)
 - LABC Sales Increase (U.S. only)
 - Direct Delivery New Customer

- **Note:** Eligibility for ACE recognition, in all Sales categories, requires the Representative must be at the **President's Club** achievement title or higher. (For C13 recognition segment, that would mean you will need to have been a President's Recognition Program [PRP] member at the close of the 2023 cycle or have achieved it in 2024 by close of C13, 2024 and for C26, by the close of the 2024 cycle).

- The exception is Best New Performer, who must be at the **Premier** (U.S.) and **Gold level** (Canada) or above.

- **To recognize outstanding performance in Leadership**, awards will be presented in the following categories:
 - Team Sales Volume
 - Team Sales Increase

- **Note:** Recognition is based on achievement title. **Bronze Leaders+ in the U.S. and Advanced Unit Leaders+ in Canada** will be eligible for Pinnacle recognition in the Leadership categories. To be recognized in the Leadership categories, you must achieve **President's Club** or higher (For C13 recognition segment, that means you will need to have been PRP at the close of the 2023 cycle or have achieved it in 2024 by close of C13, 2024 and for C26, by the close of the 2024 cycle).

- **What is the period to qualify for 2024 National Bi-Annual ACE Awards recognition?**
 - The Recognition Cycle to qualify for the 2024 National Bi-Annual ACE Awards runs from Campaign 1, 2024 through Campaign 13, 2024 and then again with a fresh re-start, from Campaign 14 through Campaign 26, 2024.

- **How will Achievers be recognized?**
 - The Top 3 in the U.S. for LABC Sales Volume and LABC Sales Increase, and the Top 10 in the U.S. and Top 5 in Canada for all other ACE Awards, will be recognized at a special Bi-Annual celebration honoring our ACE Award Achievers — one at the close of Campaign 1-13, and the second acknowledging performance in Campaign 14-26, 2024. When necessary, the specified tiebreakers will be used to determine ranking (as noted below).

 - In addition, at the close of Campaign 13, all #1 achievers in each ACE Awards category in both the U.S. and Canada will automatically qualify for a Destination Avon Sail Away Trip for Two, all expenses paid including airfare, ground transportation and a \$100 onboard credit.

- In each Bi-Annual celebration, the #1 in all 8 ACE Award categories for both U.S. and Canada will receive a cash award of \$2,500 in the currency of achiever's country. (U.S. dollars in U.S. and CA dollars in Canada).
 - In the U.S., achievers who rank 2-10 in all categories except LABC, which will recognize ranks 2-3, and in Canada, those who rank 2-5, will be awarded \$500.
- **How are the ACE Award categories defined?**
 - **Personal Sales Volume:** Total Award Sales in the cycle, measured in dollars.
 - Includes: The retail value of the items purchased from brochures and customer marketing flyers. Award Sales for items sold in the What's New are specified per offer.
 - Excludes: LABC Owner accounts, 1900s accounts.
 - Tiebreaker: Personal Sales Increase.
 - **Personal Sales Increase*:** The difference between previous cycle-to-date award sales and the most recently completed cycle-to-date award sales, measured in dollars.
 - Includes: The retail value of the items purchased from brochures and customer marketing flyers. Award Sales for items sold in the What's New are specified per offer.
 - Tiebreaker: Total Personal Sales Volume.
 - **Direct Delivery Customers:** The number of unique Direct Delivery customers served in the current cycle beginning with C1, 2024. New Customer is defined with a unique email address, shipping address and IP address. No two customers can reside at the same shipping address.
 - Tie Breaker: Total Direct Delivery Sales Volume of these unique customers.
 - **Best New Performer:** All Representatives achieving Rising Stars who celebrate their first Anniversary with Avon in the 2024 cycle (Campaign 1, 2024-Campaign 26, 2024) will be ranked based on their average award sales per campaign in their first 26 campaigns with Avon. Aligning with the segments of this National Award, those whose first Avoniversary is prior to the close of C13, 2024 will participate in that segment, and the second assessment will be ranked at the close of C26 segment.
 - **Team Sales Volume:** Total G1-G3 Team Award Sales and all Personal Award Sales.
 - Tiebreaker: Team Sales Increase.
 - **Team Sales Increase*:** The difference between previous cycle-to-date Team Sales and the most recently completed cycle-to-date Team Sales, measured in dollars (U.S. \$/CA \$).
 - Tiebreaker: Team Sales Volume.
 - **Licensed Avon Beauty Centers (LABC):** LABC Accounts will not be included in the ranking for Personal Sales Volume or Personal Sales Increase.
 - LABC Accounts will be ranked separately among LABC Sales Volume and LABC Sales Increase and can be considered for Leadership recognition.
 - **LABC Sales Volume:** Cycle-to-date award sales from the owner's account, measured in dollars (U.S. Recognition only).
 - Tiebreaker: LABC Sales Increase.
 - **LABC Sales Increase**:** The difference between previous cycle-to-date award sales compared to the most recently completed cycle-to-date Award Sales from LABC accounts, measured in dollars (U.S. Recognition only).
 - Tiebreaker: LABC Sales (cycle-to-date Award Sales from the LABC owner's account)

**When buying/opening an LABC, the operator will not be recognized for the LABC Sales Increase in their first year of operation. The LABC operator will not be eligible for the LABC Award Sales increase until the first full cycle year of sales is completed as a base. The upline of the new LABC owner will benefit from the sales volume of the new LABC owner's Business Account, starting in the campaign of the first order. In the year an LABC is closed or sold, the seller's Personal Sales Volume from the point of sale will be considered for Personal Sales Volume recognition. The seller will not be recognized for Personal Sales Increase for the balance of that cycle. They will not become eligible for Personal Sales Increase recognition until they have completed a full cycle year in personal sales without the LABC.

*All Increase and Growth categories require that Representatives have one full cycle of activity as a base year, starting at their campaign of the first order, to be eligible to achieve. For example, if a **New Representative** is appointed in C20, 2023, the increasing comparison would begin in 2025, after completing a full year base in 2024 cycle year. Likewise, when buying a **Downline Team**, the purchaser will not be recognized for Team Sales Increase or Team Representative Growth for any incentive, recognition or bonus until after a full cycle of activity has occurred on which a full year's sales base can be established as goal.

Which achievers will be recognized in the Annual Regional ACE Awards?

- At the close of the cycle (C26, 2024), the #1 Best New Performer and the Top 5 achievers in the Personal Sales Volume and Personal Sales Increase categories below in each of the 50 states in U.S. and 10 provinces in Canada will be provided with social media creative to celebrate their success in the full cycle year. As well as:
 - #1 achiever in each of the three categories for Annual Regional/Province performance will receive \$250 account credits.
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Categories include:
Personal Sales Volume
Personal Sales Increase
Best New Performer
 - #2-5 achievers in Personal Sales Volume and Personal Sales Increase for Annual Regional/Province performance will receive \$100 account credits.
- **2023 Avon Guiding Spirit Award** will be recognized at the Regional Virtual event in 2024 and this will be the end of this recognition moment. It will not be awarded in 2025 for the 2024 Recognition year and there will be no 2024 honoree.

Which National Awards are recognized at the ACE Awards Ceremony?

- **Avon Visionary:** This award was introduced in 2020 as a re-imagining of the Avon Woman of Enterprise Award, to be inclusive of all business owners. This is Avon's highest and most prestigious award and honors a forward-thinking visionary spirit that embodies our core values of belief, integrity, respect, trust and humility. It's awarded to one Representative across North America that is both a Gold Leader or above in the U.S. or Senior Executive Leader in Canada, who is also Honor Society or above in the PRP and shows a commitment to empowerment, entrepreneurship and community.
 - Nominated by the corporate Sales Management Team, the honoree receives a statuette and a \$10,000 bonus (\$5,000 personal cash bonus and \$5,000 towards a charity of her or his choice) at a special celebration.

- Former Avon Woman of Enterprise Honorees are eligible among business owners considered for the Avon Visionary Award.
- **Spirit of Albee:** In the U.S., all Executive Leaders who are also Inner Circle members, and in Canada, all Senior Executive Leaders who also maintain personal award sales level more than \$200,000 in the cycle, are honored as Spirit of Albee achievers and receive a \$2,000 cash bonus in addition to the award.
 - Recognized as the very first “Avon Lady,” Mrs. Albee was a remarkable woman, a true visionary and a great proponent of financial independence for women in the 19th century.
 - This award symbolizes that entrepreneurial spirit and honors those who strive to build better lives for themselves and others.

For the 2024 Recognition program eligibility:

- **Can Representatives view rankings for each campaign?**
 - End-of-campaign reporting for most ACE Awards categories will be made available at the close of the campaign on Avon.com and on Avon.ca. This reporting is posted as a preliminary tracker, and as with all formal Recognition, achievers will be reviewed by Compliance. To be eligible for the ACE Awards at the end of cycle (close of each segment, C13 and C26), Representatives must be a PRP member, and if a Leadership category, also a Bronze Leader in U.S. or above and an Advanced Unit Leader or above in Canada. Additionally, their account needs to be in good standing at the close of the cycle/segment (Campaigns 13 and 26, 2024) with account past due no more than 1 campaign, and a balance due of less than \$500.
 - The top 100 in each category will be posted on Avon.com and Avon.ca, each campaign, C1 through C11 and C14 through C24. To keep some surprises and preserve the integrity of the final calculations for the ACE Awards, at the close of each bi-annual segment in the cycle, we will not report in C12, 13, 25 and 26.
 - New Rising Stars will post every campaign with achievement with end-of-campaign reporting, but this is not an ACE tracking for the Best New Performer.
- In addition to the ACE Awards, reports for both first-time Leadership Title Advancement and President’s Recognition Program Title Advancement will be made available, stating the name and new title of any Representative who was promoted for the first time in the most recently closed campaign.
- **How are cash bonuses awarded?**
 - North American ACE Awards and National Awards are paid as cash bonuses through the Representative’s Avon Wallet account. The Representative can specify their preferred method of fund transfer from their Avon Wallet.
- **When should I expect to see orders credited?**
 - Representatives must comply with the Business Policies and Procedures for Avon Independent Sales Representatives and the Avon Independent Sales Representative Contract Terms and Conditions found on the Documents & Resources page of Avon.com and Avon.ca.
 - Avon.com and Avon.ca orders (and orders placed to Avon Care Center by phone) are credited at the time the order is billed. Orders should be placed by 5 PM ET on the Tuesday before the campaign closes to ensure they qualify.
 - Direct Delivery orders are credited to your campaign sales at the time the order is processed.
 - Studio 1886 orders are credited to your campaign sales 48 hours after the purchase. Orders should be placed by 5 PM ET on the Saturday before a

campaign closes to ensure they qualify.

- **Who is eligible to achieve in the ACE Awards and National Awards?**
 - To be eligible for the ACE Awards and/or Avon Visionary Award and Spirit of Albee:
 - The Representative's accounts must be active and in good standing (cannot be past due for two or more campaigns) and any past due balances must be less than \$500 at the close of each segment: C13, 2024 and C26, 2024.
 - Avon reserves the right to review and withhold rewards for account balances over \$500.
 - Accounts will be reviewed in the campaign when the incentive or award cycle closes and again at the time of invitation or award distribution.
 - Any account past due two or more campaigns will be disqualified.
 - If an account is removed before the award distribution, it will be considered disqualified.
- **Can Representatives be disqualified from any awards?**
 - 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, including returns, when determining 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.
 - Avon will monitor returns and has the right to disqualify or chargeback for the full value of the reward if it determines that a disproportionate number of units were returned.

Beyond the ACE and National Awards, what recognition will Avon be offering?

- We are pleased to recognize our **First Year Representatives** who reached \$5,000 in their first 26 campaigns with Avon with the special **Rising Star** pin.
 - A social post will be created at the close of the campaign recognizing new achievers.
- **Million Dollar Teams:** All Leaders will be recognized with a social post at the close of a campaign when their Team Sales Volume hits \$1 million in Gen 1-3.
- **The Avon Diamond Club Program** rewards and recognizes PRP members who are Gold Leader+ Leadership Representatives in the U.S., and PRP members and Advanced Unit Leader+ in Canada, for building higher team sales. For every million dollars in team sales in USD, achievers earn a half-carat diamond* placed beautifully on an exclusive chain necklace. The necklace is the ultimate statement of success—a unique, meaningful piece which achievers can continue to build over time as they grow their team sales and add more diamonds.
*Each diamond is lab created by our partners at Swarovski and arrives with a Swarovski Certificate of Authenticity.
- **New Lifetime President's Club Status:** Avon Representatives in the U.S. and Canada who have celebrated 50 years with Avon and achieved President's Recognition Program membership within the last 5 years are eligible for the new recognition of lifetime benefits of President's Club with guaranteed commissions and new rewards.
- **Birthdays:** All Representatives (including those removed for inactivity) will be celebrated with an email of celebration and a coupon code supporting FREE SHIPPING on the order of their choice in their month of celebration.

- **Anniversaries:** All Representatives will receive an email of celebration (Contender in U.S. and Bronze and Silver Sales Representatives in Canada). Premier/Gold Sales Representatives will receive a \$10 coupon code to be applied to the customer price of a \$100 Minimum Order Value order of their choice in their month of celebration. This will not affect award sales. PRP members will receive a coupon code to be applied to the customer price of a \$100 Minimum Order Value order of their choice in their month of celebration and it will graduate on the milestone anniversary according to the schedule below.

- Regardless of years of service, \$10 **Premier/Gold**
- 1-4 years: \$20 when **PRP**
- 5-9: \$30
- 10-14: \$40
- 15-19: \$50
- 20-24: \$60
- 25-29: \$70
- 30-34: \$80
- 35-39: \$90
- 40-44: \$100
- 45-49: \$125
- 50+: \$150