



AVON



Dream

LIVE YOUR
DREAM 2025

EMPOWERING EXECUTIVES TO LIVE THEIR DREAMS

IGNITE YOUR DREAM JOURNEY TODAY

Keen to earn **A LOT** of cash?* We thought so. Now's the time to develop your long-term business plan and accelerate your growth.



TRAILBLAZER REWARD	ACHIEVEMENT REWARD	EXCELLENCE REWARD	LEADERSHIP REWARD	MENTOR OF EXCELLENCE
Achieve £2.25m in G1-G3 Paid Sales & EARN £7.5k 1 YEAR	Achieve £3.25m in G1-G3 Paid Sales & EARN £15k 1 YEAR	Achieve £4.75m in G1-G3 Paid Sales & EARN £30k 1 YEAR	Achieve £12m in G1-G3 Paid Sales & EARN £50k 1 YEAR	Mentor 5 Sales Leaders to Achievement Reward & EARN £100k ON ACHIEVEMENT

*The Incentive is open to all Independent Avon Sales Leaders who achieved a paid title of Platinum Leader or above in Campaign 12, 2024, who have at least £1,000,000 G1-G3 Paid Sales in 2024, and reside in the United Kingdom. Sales Leaders will be eligible to receive a cash Reward if they grow their G1-G3 Paid Sales vs prior year (Campaigns 1, 2024 to Campaign 12, 2024) and meet the minimum G1-G3 Paid Sales criteria during the Incentive Period. Each Sales Leader will be eligible to receive one cash Reward only. Rewards will be paid in 2026 after Avon has verified 2024 G1-G3 Paid Sales.

AVON LIVE YOUR DREAM

TERMS & CONDITIONS

1. The promoter of the Live Your Dream Incentive ("Incentive") is Avon Cosmetics Limited ("Avon"), a company whose registered office is at Lancaster House, Nunn Mills Road, Northampton, NN1 5PA.

2. The Incentive is open to all Independent Avon Sales Leaders who achieved a paid title of Platinum Leader or above in Campaign 12, 2024 ("Sales Leaders"), who have at least £1,000,000 G1-G3 Paid Sales in 2024, and reside in the United Kingdom.

a) "G1-G3" includes all Representatives in a Sales Leader's Generation 1 to Generation 3.

b) "Paid Sales" is defined as Award Sales minus the value of Representative discount, VAT, any products not supplied and any returned products, and minus outstanding Representative debt.

3. The Incentive runs from the start of Campaign 1, 2025 to the end of Campaign 12, 2025 ("Incentive Period"). At the end of the Incentive Period, Avon reserves the right to renew the Incentive for another 12 campaigns, on the same or revised terms.

4. This Incentive is not regulated by the terms of the Avon Opportunity Agreement and can be amended, cancelled or withdrawn by Avon at any time and in its absolute discretion.

5. All Sales Leaders will be automatically deemed to participate in the Incentive by carrying out their Avon activities during the Incentive Period. If Sales Leaders wish to withdraw from participation, they should contact uksalesleaderevents@avon.com to arrange this.

Eligibility Criteria

6. Sales Leaders will be eligible to receive a cash Reward if they grow their G1-G3 Paid Sales vs prior year (Campaigns 1, 2024 to Campaign 12, 2024) and meet the minimum G1-G3 Paid Sales criteria during the Incentive Period.

7. For the avoidance of doubt, confirmation of the Reward(s) for which a Sales Leader may be eligible will be sent to the Sales Leader by email, following the launch of the Incentive. *For example, if a Sales Leader's G1-G3 Paid Sales was £3,000,000 in 2024, they will not be eligible to receive the Trailblazer Reward and will only be eligible to receive the Achievement Reward upwards.*

8. Each Sales Leader will be eligible to receive one cash Reward. In the case where a Sales Leader becomes eligible to receive more than one reward, they will receive the higher cash Reward only.

9. Sales Leaders may receive one of four cash Rewards, based on their G1-G3 Paid Sales during the Incentive Period. The following criteria and Rewards apply:

Trailblazer Reward: Achieve a minimum of £2,250,000 in G1-G3 paid sales and earn £7,500

Achievement Reward: Achieve a minimum of £3,250,000 in G1-G3 paid sales and earn £15,000

Excellence Reward: Achieve a minimum of £4,750,000 in G1-G3 paid sales and earn £30,000

Leadership Reward: Achieve a minimum of £12,000,000 in G1-G3 paid sales and earn £50,000

10. Sales Leaders will also achieve a **Mentor of Excellence Reward** and receive £100,000 in cash if they achieve one of the rewards detailed in clause 9 and have five of their G1-G3 downline Sales Leaders achieve the criteria for the Achievement Reward during the Incentive Period.

11. Paid Sales will be calculated and verified for the Incentive Period in early January 2026.

12. Rewards will not be included on the Sales Leader's statement on achievement or paid with commission. Rewards will show as an adjustment on the Sales Leader statement and will be paid in 2026, after the Incentive Period has finished and Avon has verified the Sales Leader's G1-G3 Paid Sales.

13. To remain eligible for a Reward, Sales Leader must still be an Independent Avon Sales Leader with a paid title of Bronze Executive or above, and their account should not be overdue at the time the cash rewards are paid.

14. If a Representative or Sales Leader rolls up to an upline Sales Leader, the previous campaign sales earned (during the Incentive Period) will not count for the purposes of this incentive.

15. Representative's must have paid all invoices which relate to the Incentive Period in full, in accordance with Avon's payment terms which may be varied from time to time, for their sales to

count as "Paid Sales".

General Terms

16. Rewards are subject to change and Avon reserves the right, in its discretion, to substitute alternative rewards.

17. Sales Leaders are required to uphold the Avon Values and Sales Leadership Business Principles at all times, including in relation to this Incentive and any rewards received by successful Sales Leaders by way of this Incentive.

18. Avon reserves the right to disqualify Sales Leaders, withhold or cancel or, in cases where payment has already been made, request full repayment of any Reward received, in the event of non-compliance with these Terms and Conditions or if Avon deems, in its absolute discretion, there to have been any malpractice, or manipulation of results in order to achieve the Incentive Reward, throughout the Incentive Period.

19. The Sales Leader account statement produced and held by Avon is final and will be used to measure the results. Sales Leader appeals will not be counted.

20. Average order value and returns will be monitored and may be deducted from Paid Sales. Abuse of this system could result in disqualification from the Incentive.

21. Avon expressly reserves the right to exclude sales generated by bulk orders of any single product and orders which are not supplied to physical persons from Paid Sales.

22. Any Sales Leader who adds items to an Independent Avon Representative's order without the express permission of the Representative concerned may be disqualified from the Incentive.

23. By taking part in this Incentive, Sales Leaders are deemed to have accepted and to be bound by these Terms and Conditions and by any other requirements set out in the promotional material. Non-compliance may render you ineligible to receive an Incentive Reward.

24. Cash Rewards form part of the income of your Sales Leader business. Consequently, Avon is not liable for any tax or National Insurance in respect of this reward. As communicated in the Sales Leader Business Guide, as a self-employed

person you are solely responsible for compliance with your tax and National Insurance obligations. Unfortunately, Avon cannot comment on an individual's circumstances. Guidance on your obligations as a self-employed person can be found at www.gov.uk. Alternatively, advice can be sought from an appropriately qualified accountant or tax adviser.

25. All entrants acknowledge that, for the purpose of and in the course of participating in this Incentive, certain personal information about them will be captured, electronically or otherwise, and will be transmitted to Avon and to Avon's suppliers who are providing services in connection with the arrangement of the reward. Accordingly, the entrants expressly agree that Avon (data controller) may use, that personal information for the purpose of the Incentive and may share it with Avon suppliers for such purpose.

26. Avon uses appropriate safeguards to protect personal information which is transferred to countries outside of the European Economic Area which are considered to provide a lower level of protection for personal information. European Commission-approved Standard Contractual Clauses are in place with Avon's email system provider and IT support and IT system maintenance suppliers.

27. Successful Sales Leaders will be required to participate in any subsequent publicity as deemed appropriate by Avon. By entering the Incentive you are giving Avon express permission to use any photographs taken as part of the achievement in all promotional material.

28. All matters shall be determined at Avon's sole discretion and Avon's decision will be final. No correspondence will be entered into.

29. These Terms and Conditions are to be interpreted in accordance with English law and any dispute arising out of these Terms or their subject matter is subject to the exclusive jurisdiction of the English Courts.



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