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**Amway's eSpring® brand awarded eighth consecutive
Frost & Sullivan Asia Pacific Home Water Treatment Company of the Year award**

Advancing the science of home water purification through the eSpring water treatment system and promoting clean water awareness has earned Amway the 2017 Frost & Sullivan Asia Pacific Home Water Treatment Company of the Year Award.

For the eighth consecutive year, Amway and the eSpring brand have been recognised by Frost & Sullivan with its water treatment best practices award for the Asia Pacific (APAC) region – including Malaysia, Thailand, Taiwan, Japan, Korea, Indonesia, Singapore, Hong Kong, Australia and New Zealand.

eSpring water treatment system is the world's number one selling brand of home water treatment systems.* Mark Nelson, director of Global Home Brands for Amway, said the APAC region plays a critical role in that accomplishment.

"We are honoured and humbled to receive this award once again," Nelson said. "Our eSpring brand team has always put our distributors and customers first, focusing on their needs and experiences to provide peace of mind throughout the life of the product. This honor is a recognition of our success and the popularity of the product across the APAC region."

The recipients of the annual Frost & Sullivan Asia Pacific Best Practices Awards were identified based on in depth research conducted by Frost & Sullivan analysts. The award categories are reviewed and evaluated each year to reflect the current market landscape and include new and emerging trends. The Home Water Treatment Company of the Year award honours best practices in advancing water treatment standards, design and customer value.

For more than a year, APAC markets have been running a True Water campaign, educating consumers on the sources of potential water contamination and the benefits of using the eSpring system to deliver clean, safe water that retains beneficial minerals.

The campaign highlights the economics of the eSpring water treatment system, which features a low filter replacement cost and uses minimal electricity to operate with no water waste during filtration.

Amway's eSpring brand is a leader among global water treatment systems. Key milestones include:



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- Amway water treatment systems were **the first** home water treatment systems to combine a carbon block filter and ultraviolet (UV) light with electronic monitoring technology in the filter cartridge.
- The eSpring water treatment system uses U.S. patented eCoupled™ wireless power technology to transmit electricity through air, water and plastic components that light the unit's UV lamp without direct electrical connections.
- The eSpring water treatment system was **the first** to be certified to all 15 NSF/ANSI 401 Emerging Contaminants, which includes pharmaceuticals, pesticides and herbicides.
- The eSpring treatment system was **the first** to be certified to NSF/ANSI Standards 42, 53 and 55, covering more than 140 health-affecting contaminants such as lead and mercury.
- Last year, Amway received recognition from NSF International for its 30-year commitment to product certification and performance in residential water treatment.

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About Amway

Amway is a \$US 8.8 billion company that has been in business for over 50 years. Global sales in 2016 made Amway the No. 1 direct selling business in the world, according to the 2017 Direct Selling News Global 100. Amway has globally helped more than 12 million children through our One by One Campaign for Children since 2003.

About Frost & Sullivan

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*Based on a Verify Markets study of 2016 global sales