

Note: Details posted here are correct through **July 31st, 2011**. Enhancements to the current profit plan will take effect on **August 1st, 2011**.

The contents of this section will be updated accordingly, but in the meantime, please refer to our [IBO](#) and [VIP Shopper](#) announcements for more info on the changes that will take place **August 1st**.

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*There's nothing like
the freedom of having
your own successful
business – especially
when someone else
has laid the
groundwork, done the
hard part, and taken all
the risk!*



You *too*, can profit from an unprecedented business opportunity!

Is your current source of income *SMART?* or *STUCK?*



STUCK INCOME

Stagnant - or growing slowly

Time-Dependent - you have to trade time for money

Unfulfilling - can't live life your way

Capped - no way to earn much more

Kaput - now or later - affected by change

SMART INCOME

Sustainable - recession proof



Market Savvy - withstands competition, changes in consumer demand and product life cycles

Accelerating - unlimited, ever-growing

Residual - built once, get paid forever

Time-Independent - lets you live your life your way

Imagine a company...

Imagine a company that has:

- top products from leading global researchers and manufacturers
- leveraged buying power for low prices
- friendly, boutique-like stores in convenient shopping locations
- an online storefront plus catalogues and promotional mailers
- an exciting Shopper Rewards program and strong consumer loyalty
- ever growing expansion in global markets
- people naturally wanting to tell others about it (word-of-mouth marketing)

How successful do you think that company could be?

Distinguished Professor and author, Philip Kotler says that to be successful, a business needs to excel at 4 Ps - Product, Price, Place & Promotion. eCosway masterfully executes Kotler's 4 Ps and then adds an amazing 5th one - a Profit Plan that gives entrepreneurs like you, an unprecedented business opportunity to generate sustainable perpetual profits by leveraging its powerful platform. Before we get into how you can benefit by becoming an Independent Business Owner, let's take a closer look at how eCosway executes the 5 Ps.

Products

When it comes to products and business success, there are two things that really matter - **quality** and **variety**. For over 30 years, eCosway's parent company has built alliances with world-renowned raw material and ingredient suppliers, reputable manufacturers and researchers around the world. The result is a wide range of high quality products (literally the "best of the best") across a broad spectrum of categories including daily consumables that are always in demand and exciting products that create new interest and drive sales.



Prices

eCosway prides itself in offering quality products at low and competitive prices, resulting in ever-growing sales from new and loyal customers.

Place

You've probably heard that the key to business success is "location, location, location!" eCosway stores are easily accessible because we strive to place them in high-density residential areas, supermarkets and shopping malls with heavy foot traffic. eCosway's extensive reach and growing presence give shoppers convenient and easy access to its amazing product range. eCosway also sells online at ecosway.com.

Promotion

eCosway's innovative *Shopper Rewards Program* lets shoppers enjoy low prices and thrills them with various promotions, discounts, new product offers, exciting reward items and free prize auctions. Regular catalogues and mailers help to entice shoppers into the stores. But perhaps the most exciting aspect of eCosway's promotion activity is the fact that it encourages shopper referrals and rewards word-of-mouth marketing with its unique profit plan.

Profit Plan

eCosway has a unique *Profit Plan* that can pay you for your connections. When you introduce people to eCosway's high-quality, low priced products or the business opportunity, you are starting new branches in your personal network of customers. Better still, when those people tell others, who tell others and so on, your branches can grow and spread across the globe. You will own your own prosperous eCosway business! After all, the most valuable part of any business is its customers. By building a network of loyal eCosway Shoppers and Independent Business Owners you can enjoy an everlasting income that will even pass on to your heirs!

And if that's not exciting enough, you won't believe what else eCosway does...
FREE STORES!

eCosway gives some of its capable and qualified Independent Business Owners the chance to run free stores!

eCosway takes the risk. You take the profit!



Compare our FREE stores to a Franchise

We lease space in a high foot traffic location, do the necessary renovation, set up the store, put in the equipment and all of the products, and then if you are selected, we let you run it and profit from it absolutely FREE! It's so much smarter and safer than buying a franchise because while leveraging on a successful system is the same in either model, an eCosway store is risk-free and allows you to enjoy multiple streams of profit that will continue to come in, even after you walk away!

Buying a Franchise

- High initial investment
- Ongoing franchise fees
- Building lease or purchase cost
- Limited products or services
- Buying yourself a job
- Single source of profit

Running a FREE Store

- No investment required
- No fees charged
- eCosway pays the lease
- Unlimited product range
- Create time & financial freedom
- Multiple streams of profit

Operating one of our free stores, is kind of like being a franchisee, but focusing on building a network of people who buy our products, do our business or get free stores is kind of like being a franchisor. Which would you rather be? A franchisee, or a franchisor? Some people are cut out for the day-to-day grind of actually running a store, and some people would rather just focus on network building and sales. As an Independent Business Owner, you are welcome to use any of the stores, to bring your prospects to shop. The commission received by the store operator is separate and distinct from the network profits so all stores are "your" stores.

Having a store can certainly help you to build a network (because all of the people walking by who aren't already members of eCosway can be introduced by you) but it isn't necessary for success. Some of our top earners have never personally run stores. It's up to you. You can take advantage of just one, or both of these amazing opportunities.

Profits are Better Than Wages!

How much can you profit if you join as an eCosway Independent Business Owner? It's completely up to you! The amount you make will depend on the sales generated in your network. Please refer to the eCosway Profit Plan book for details.

The best thing about it, is that the profits you make can be perpetual! If you build a large network, our great products at great prices and our great Shopper Rewards should ensure that they keep buying every month.

What could be more sustainable than that?

Become an Independent Business Owner

To become an eCosway Independent Business Owner (IBO), you just need to pay a membership registration and annual subscription fee of NZ\$75. This includes your subscription to our promotional and new product materials (mailed to your doorstep) and the B.O.S.S. (Business Ownership Support System).

You will get

- A membership card (that must be presented to make product purchases)
- A Starter Kit with a Profit Plan Guide, Product Catalogue, Rewards Catalogue and other business support materials
- 60 Rewards Points (RPs)
- Great product discounts and promotions
- Access to the Business Ownership Support System (B.O.S.S.) at www.ecosway.com where you can track your sales, purchases, growth of your network and manage your business

IBO Terms & Conditions

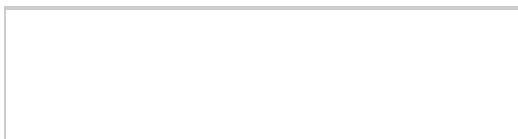
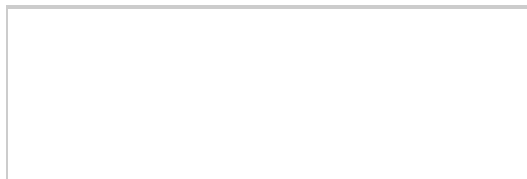
- To continue to enjoy your benefits as an eCosway IBO, you will need to pay a subscription renewal fee of NZ\$60 within each anniversary month of your Business Ownership.
- All IBO privileges and rights will be null and void if your Business Ownership expires
- Please refer to the IBO Registration Form for the full Independent Business Owner Terms and Conditions

Introduce VIP Shoppers

The VIP Shopper program enables you to easily introduce eCosway products to your friends and lets them enjoy the same product discounts and promotions as an IBO. Full-color updates on our new product launches and promotions will be mailed to them regularly. VIP Shoppers can shop at any of our stores worldwide and can introduce other VIP Shoppers to get extra rewards. The purchases from the VIP Shoppers that you introduce and the ones they introduce all contribute towards your Personal Branch Sales.

For more information on VIP Shopper Rewards and how to join, please refer to the separate leaflet enclosed in your Starter Kit.

Main Differences Between IBOs & VIP Shoppers





Independent Business Owners

- Pay NZ\$75 to join (Get 60 RPs)
- Can introduce VIP Shoppers (but do not get RPs for introducing)
- Can introduce IBOs
- Enjoy profits based on the eCosway Profit Plan
- Pay NZ\$60 for annual subscription fee (Get 30 RPs)



VIP Shoppers

- Pay NZ\$25 to join (Get 30 RPs)
- Can introduce other VIP Shoppers
- Cannot introduce IBOs
- Pay NZ\$25 for annual subscription (Get 30 RPs)

Who Is Behind This Incredible Opportunity?



eCosway (launched in 2002) is a rapidly growing international company with headquarters in the prestigious golden triangle of Kuala Lumpur, Malaysia. It has thousands of stores located throughout the world.

It is a subsidiary of Cosway (M) Sdn Bhd (50118-A) which was founded in 1979 and has a stellar 30+ year track record for excellent products, stellar sales, and a proven plan for entrepreneurs. Cosway (M) and Cosway USA are wholly owned by Cosway Corporation Limited, a company listed on the Hong Kong stock exchange (stock code 0288) and is a member of the Berjaya Group - a top conglomerate in Asia.

You're in good hands with an experienced, well funded



market leader that has been pleasing millions of customers for decades and has already created many happy millionaires who are now enjoying life to the fullest.

