



「進步，始於改變。」

"If you're not changing, you're not growing."

美國安利公司首席執行官潘睦鄰
Amway Corporation Chief Executive Officer Milind Pant

這是一句我們經常聽到的金石良言，亦是我們的共同創辦人——理查和傑全心相信的。

就是因為這樣，我們在一起，經歷一個時代的結束；現在，我們一同朝著數碼轉營的新征程邁進。

數十年來，Amagram一直都是安利的一部分，透過分享公司資訊和文章，以激勵你及來自本地，以至世界各地的團隊夥伴。在不久的將來，Amagram將以全新形式跟你見面；安利(香港)將於2023年第一季度推出全新的一站式資訊平台，並透過平台以電子版本形式出版。

安利將繼續投放資源於數碼創新，我對這項計劃及其他項目感到無比興奮，因為這些都能幫助安利成為吸引年輕一代創業家的磁石，讓他們能從第一個接觸點，就能體驗無縫、輕鬆及簡單的數碼體驗。

改變讓我們迎向更好的未來。安利的決心和目標已透過A70願景燃點起來，而你和團隊在這個旅程中的位置和重要性也十分明確。要在數碼投資取得成功，就必須同時投入相同的資源於人的身上，當中包括你及我們建立的夥伴關係。

安利將不斷創新，以滿足市場的需求；不過，有一件事情將永不改變，就是安利直銷商對他們的顧客和社群帶來的個性化服務及價值，絕不會過時。與以往相比，有意義的聯繫現已成為生活中不可或缺的一部分。

你對不斷成長、經歷改變以及接受挑戰的承諾，定可跨越時間。我藉此感謝你們為他人所做的美事，以及在幫助別人過最好的生活時所發揮的作用。

當直銷商幫助他人時，這亦可成為推動自己獲取成功的推動力。你的樂於助人或會為你帶來事業上的回饋，這包括推薦及額外業績，亦因你改變了他人或其家人的生活而從中得到滿足感。

推動數碼轉營，是安利對你的承諾；在通往A70之旅中，我們旨在革新相應工具和程式，讓你更容易幫助顧客及社群達成大健康的目標；同時提供有效的解決方案，助你增長業務。讓我們一同迎接改變！

That's a saying we have all heard, and one that our cofounders Rich and Jay believed in wholeheartedly. So it is that we find ourselves – together – at the end of one era, and at the start of a new journey on our way to digital transformation.

Amagram has been part of Amway for decades, sharing news and articles to inspire you and your teams, not only in Hong Kong, but around the world. Soon, it is taking a new form. Amway Hong Kong will be publishing the magazine digitally inside of a new content hub in Q1 2023.

Amway will continue investing in digital innovations, and I couldn't be more excited for how this and other initiatives will help Amway be a magnet for the next generation of entrepreneurs, who expect seamless, easy digital experiences from their very first touchpoint.

With change comes a bright future. Amway's purpose has been ignited through the A70 vision, and the place for you and your teams in this journey is clear. Digital investments are only effective paired with equal investments in people – in you – and in the partnership we have.

Amway will innovate to meet the marketplace demand; but one thing will never change – the personalization and value the Amway Business Owner brings to their customers and communities will never be obsolete. Now more than ever, meaningful connections are integral to our lives.

Your commitment to growth and through changing, and sometimes challenging, times cannot be overstated. I thank all of you reading this for the good you do for others and your role in helping everyone live their best lives.

When Business Owners help other people it can be a driving force for your own success. Your generosity may come back to you in referrals and additional business, but it also comes through the satisfaction of knowing you have changed someone's life - or their family's life - for the better.

This digitalization of Amway is a commitment to you – modernizing our tools and programs on the path to A70, making it easier for you to help customers and communities achieve their health and wellness goals with proven solutions to grow your businesses. Let's welcome change together.