

## MLM Company Profile: eCosway.com



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### eCosway.com

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#### Editor's Note:

Welcome to **MLMLegal.Com Company Profiles** at [www.mlmllegal.com](http://www.mlmllegal.com). Here you will find brief summaries of pertinent information about hundreds of MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan Companies. As a general matter, the summary information is derived from Company published information, generally posted at Company websites, public information releases or posts at industry trade sites.\*

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#### Founding Story

eCosway.com ([www.mlmllegal.com](http://www.mlmllegal.com)) was launched in 2002 and is headquartered in Kuala Lumpur, Malaysia. eCosway.com is a subsidiary of Cosway, Malaysia, which has investments in property investment, gaming, financial services, among others.

#### Impact on the Industry

eCosway.com is a member of the Direct Selling Association.

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#### Discussion of Products

eCosway.com offers many products, from water filters to laundry soap, some of which includes Bioglo Cherry Pink Lip Cream, Ecomax Concentrated Liquid Detergent, Bioglo Goats Milk Beauty Bar, and more and are sold online as well as through independent distributors.

#### Discussion of Opportunity

eCosway.com offers the following compensation plan:

## Retail Profit

Up to 23% retail profit will be paid on the monthly eVolume(eV) generated by your **Personal Branch which is comprised of your own purchases plus the purchases of your VIP Shoppers (your sales)**. Even though retail profit is only paid on your Personal Branch, the percentage you get is based on the volume of your entire network, so the bigger your network, the more profit you will get from your personal purchases and retail sales.

## Branch Override

If qualified, you will be paid an overriding percentage on the eV generated by each of your BO branches, based on the difference between the percentage your total network volume makes you eligible for, and the percentage that they are eligible for based on their own total network volumes. The Retail Profit & Branch Overrides chart is used to determine this eligibility.

## Retail Profit & Branch Override

eVolume (eV)	Profit (%)
50	2%
150	3%
300	4%
500	5%
1,000	6%
2,000	7%
3,000	8%
4,000	9%
6,000	10%
8,000	11%
10,000	12%
12,500	13%
15,000	14%
17,500	15%
20,000	16%
22,500	17%
25,000	18%
30,000	19%
35,000	20%

40,000	21%
45,000	22%
50,000	23%

Note: For Retail Profit and Branch Override Calculation  
1eV = US\$1

## Branch Performance Incentive (BPI)

If qualified, you will receive a fixed dollar amount (Branch Performance Incentive) on every branch (including your Personal branch) that exceeds 500eV in a month except your highest eV Branch (which serves as the qualifying branch for this incentive). Please refer to the chart for the amount you receive per branch.

Each Branch eV	BPI (US\$)	Each Branch eV	BPI (US\$)
500	\$20	27,500	\$1,200
1,000	\$40	30,000	\$1,300
1,500	\$60	35,000	\$1,400
2,000	\$80	40,000	\$1,600
2,500	\$100	45,000	\$1,800
3,000	\$125	50,000	\$2,000
3,500	\$150	60,000	\$2,500
4,000	\$200	70,000	\$3,000
4,500	\$250	80,000	\$3,500
5,000	\$300	90,000	\$4,000
5,500	\$375	100,000	\$5,000
6,500	\$450	125,000	\$6,000
8,000	\$525	150,000	\$7,000
10,000	\$600	200,000	\$8,000
12,500	\$675	250,000	\$9,000
15,000	\$750	300,000	\$10,000
17,500	\$825		
20,000	\$900		
22,500	\$1,000		
25,000	\$1,100		

**NO CAP!**

For each additional 100,000eV after 300,000eV you receive an additional US\$1,000

## Extra Incentive (EI)

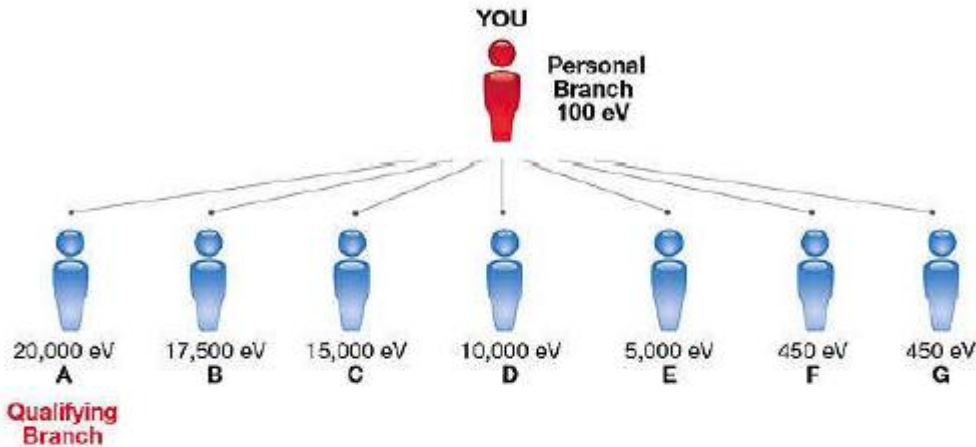
If qualified, you will receive a fixed dollar amount (Extra Incentive) on every branch (including your personal branch) that exceeds 500eV in a month except your highest eV Branch (which serves as the qualifying branch for this incentive). Please refer to the chart for the amount you receive per branch.

The system will also combine the volume of all of your small branches (under 500eV) to meet a qualifying eV level (as shown on the left side of the table). However, the eV of the combined branches cannot exceed (and will be capped at) the eV level of your Qualifying branch.

Each Branch eV	EI (US\$)
500	\$25
1,000	\$100
1,500	\$200
2,000	\$300
3,000	\$350
4,000	\$400
5,000	\$450
6,000	\$500
7,000	\$550
8,000	\$600
9,000	\$650
10,000	\$700
12,000	\$750
14,000	\$800
16,000	\$850
18,000	\$900
20,000	\$1,000
25,000	\$1,100

30,000	\$1,200
35,000	\$1,400
40,000	\$1,600
45,000	\$1,800
50,000	\$2,000

## How The eCosway Profit Plan Works



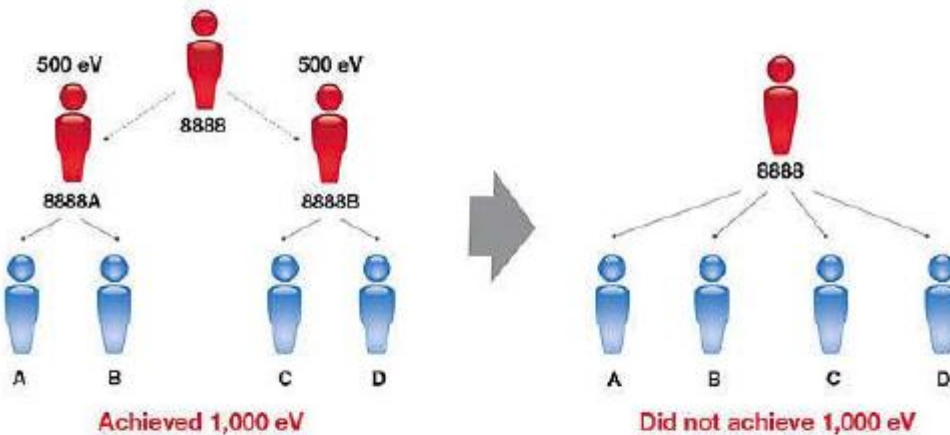
Here's an example of how we pay 4 types of Profits:

	eV Level	Retail Profit (US\$)	Branch Override (US\$)	Branch Performance Incentive (BPI) (US\$)	Extra Incentive (EI) (US\$)	Total (US\$)
<b>YOU</b>	100 (Personal Branch)	23% x 100 eV = 23	-	-	-	23
<b>Branch A</b>	20,000	-	7% x 20,000 eV = 1,400 (23% - 16% = 7%)	Qualifying Branch	Qualifying Branch	1,400
<b>Branch B</b>	17,500	-	8% x 17,500 eV = 1,400 (23% - 15% = 8%)	925	950	3,075
<b>Branch C</b>	15,000	-	9% x 15,000 eV = 1,350 (23% - 14% = 9%)	750	800	2,900
<b>Branch D</b>	10,000	-	11% x 10,000 eV = 1,100 (23% - 12% = 11%)	600	700	2,400
<b>Branch E</b>	5,000	-	14% x 5,000 eV = 700 (23% - 9% = 14%)	300	450	1,450
<b>Branch F</b>	450	-	19% x 450 eV = 85.50 (23% - 4% = 19%)	-	} 100*	} 271
<b>Branch G</b>	450	-	19% x 450 eV = 85.50 (23% - 4% = 19%)	-		
<b>TOTAL</b>	68,500 @ 23%	23	6,121	2,475	2,900	11,519

\*Branch F + Branch G + Personal Branch = 450 eV + 450 eV + 100 eV = 1,000 eV, qualifies you for EI of US\$100

## Qualifications and Keeping The Extra Profit Centers

On joining, you will be given 2 additional profit centres directly under your main profit center.



However, you can still achieve this qualification later in either manner:

- If you have 2 branches that generate at least 50,000 eV in 2 consecutive months, you will become eligible to receive BPI & EI on 3 Branches starting in the following month

- If you have 4 branches that generate at least 50,000 eV in 2 consecutive months, you will become eligible to receive BPI & EI on Unlimited Branches, and you will be given 2 extra profit centers starting in the following month

Please note that the company will not automatically track this. When you meet either of the 2 qualifications above, please write to customer service so they can check on it and alter your profit payout accordingly.

### Examples Showing Differences in Profit Payout:

Sales of Special eV Sets Made Within 30 Days of Joining	< 200 eV	200 eV	500 eV	1,000 eV
	Qualified for: • Retail Profit • Branch Override • Profit Center: 1	Qualified for: • Retail Profit • Branch Override • BPI: 1 • EI: 1 • Profit Center: 1	Qualified for: • Retail Profit • Branch Override • BPI: 3 • EI: 3 • Profit Center: 1	Qualified for: • Retail Profit • Branch Override • BPI: Unlimited • EI: Unlimited • Profit Centers: 3
Profit payouts vary greatly on the SAME network but with different sales of Special eV Sets and a different number of Branch Performance Incentives, Extra Incentives and Profit Centers	 20,000 eV each <b>Total Profit: US\$11,200</b>	 20,000 eV each <b>Total Profit: US\$13,100</b>	 20,000 eV each <b>Total Profit: US\$16,900</b>	 20,000 eV each <b>Total Profit: US\$28,100</b>

Note: Examples above assume that each of your Profit Centers has at least 15 eV and the required QUs to qualify for the Profits.

An extensive compensation plan is available on the company's website. eCosway.com also states that it gives some of the most successful distributors a free store to ([www.mlmlegal.com](http://www.mlmlegal.com)) operate.

To become an independent business owner one must pay an annual fee and purchase the Business Ownership Support System, which comes with the following:

- *A Starter Kit with a Profit Plan Guide, Product Catalog, Rewards Catalog 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/US](http://www.ecosway.com/US) where you can track your sales, purchases, growth of your network and manage your business*

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### **Discussion of Distributor Base and Sales Volume in U.S.**

eCosway.com is an international company with thousands of ([www.mlmlegal.com](http://www.mlmlegal.com)) sales centers located throughout Asia and Australia.

Company Website: <http://www.ecosway.com/>

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*Jeffrey A. Babener, principal attorney in the Portland, Oregon, law firm Babener & Associates, represents many of the leading direct selling companies in the United States and abroad.*

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