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Established in 1979, the Cosway Corporation launched eCosway in 2002. The company has since grown into a billion-dollar powerhouse with approximately 2,000 retail stores around the world.

We Color Your World!

If you take how your life is now and imagine it as a black and white "before" picture, eCosway can transform it into a vivid full-color, glossy "after" picture – where you are looking good, feeling great, having fun and making money!

Tough Times!

Salaries and wages aren't increasing much these days (except for big corporate executives). Most small businesses face higher costs and lower profits due to recession and increased competition. Meanwhile, household expenses keep increasing. According to the Bureau of Labor Statistics, most U.S. households barely break—even every month. Many go further and further into debt.

Is Saving Money the Answer?

Most people try to shop wisely and save money. Some large retailers offer products at lower prices (allowing you to keep more of your money in your pocket).

But saving money doesn't make you wealthier, it just makes you a little bit less poor!

The only real solution to this problem is to more fairly distribute some of the profits available from all the spending going on in the marketplace. (And no, we are not talking about socialism! We are talking about capitalism at its finest.)

When you pay for products who gets the money?

The equation differs with each product, but in most cases, the cost of manufacturing is a relatively small fraction of the purchase price. So who is taking all the profit?

The company (or companies) behind the product have to make some profit of course, but in many cases (especially with everyday consumer goods), the biggest winners are actually the middlemen – distributors, marketers and advertisers.

The reason for this is simple. Thanks to "globalization", goods are being made more cheaply now because manufacturing facilities around the world are competing for the production business. But the other side of that coin is that now companies from all around the world all compete for the customer's attention and loyalty!

In order to attract attention in the increasingly more crowded marketplace, and in order to get and keep customer loyalty, companies are spending more and more money on marketing and advertising.

In other words, you are paying a lot of money to be pitched! Even if you are already a loyal customer of a particular product, you are sharing the expense of pitching to others!

While this might seem a little maddening, it's actually good news! All this wasted profit can be funneled back into your hands with the right business model.

Join eCosway's Prosumer Revolution

Take Back The Power!

Why should corporations and advertisers get richer while people get poorer? We offer prosumers the ability to band together to take back a hefty portion of profits from the marketplace.

Save Money!

We use our large buying power to bring you low prices on a great selection of high quality products.

Earn FREE Products or Cash! (your choice)

We offer you a generous percentage on the purchases of people that you introduce to our neighborhood stores or website.

Share in Big Profits!

We'll track endless generations of referrals that originally started from you and pay you ever-growing "marketing" profits on the spending of your ever-growing prosumer network that can shop in our stores across the globe or on our website even while you sleep!

Enjoy Even More Profits by Running a FREE Store!

If you are interested and you prove yourself, we will even lease and build out a beautiful store for you, buy the insurance, give you the goods on consignment, pay all the bills and let you enjoy 10% profit on the store's sales (on top of all of the earlier mentioned profits). How can you beat that?

A More Powerful Type of Prosumer

By common definition, a prosumer is a "professional consumer" – one who proactively studies options in order to buy smarter and cheaper. eCosway takes this definition one step further and not only helps customers to buy intelligently and save money, but also allows them to share in profits from the marketplace. Imagine finally putting large corporate size and experience to work "for" the consumer!

Here's how it works:

1. We search the global marketplace for high quality popular products from leading researchers, suppliers and manufacturers. Some of these products are everyday necessities, others are exciting and exclusive offerings.
2. We use big buying power (from millions of consumers worldwide) and often private-label in order to get the best prices and pass on the savings.
3. We don't do any traditional marketing. Instead, we pay our prosumers to spread the word about our great products, great prices and the new prosumer profit potential. If they're interested and prove themselves, we also let prosumers run our neighborhood stores to further boost their market share.



"Beyond" Social Networking

Everyone talks about the power of social networks to spread news like wildfire, but typically this "power" doesn't put any profit in your pocket! Now it can.

Don't worry, we are not going to ask you hit up your friends or neighbors and ask them to buy high-priced products that are not already included in their monthly budgets.

Just Join, Switch & Show Others

Instead of buying products at your usual supermarkets and stores, start purchasing eCosway products. We carry things you would buy on a regular basis anyway and offer them at very competitive prices, so you won't have to fork out extra money or break your budget.

Once you've been delighted by our quality products and our great prices, you'll naturally want to tell others. When you introduce someone to eCosway you can profit from their purchases for life!

When the people that you introduce start introducing others, your prosumer network begins to grow. Thanks to our innovative "profit plan", you can enjoy profits from the spending of anyone that stems from your original network. People can go into any of our stores worldwide or shop online, so your prosumer network can literally span the globe. The sky is the limit on your profit potential!

Most people are content with the unlimited earning potential of growing a globally expanding prosumer network, but some people also get excited by the possibility of running one of our free stores!



"Beyond" Franchising

If you want to further your participation in our revolutionary prosumer concept by operating one of our beautiful stores, you'll be happy to know that they are FREE!

Yes, you read that right. The stores are free. eCosway finds a location in a popular retail hub, signs the lease, puts up the deposit, does all the remodeling, pays for the fixtures, cash registers, security cameras, light boxes, product posters, etc. and then provides all the goods on consignment. We even pay the monthly bills including phone and utilities. After you qualify you just step in, run the store and earn 8–16% of the gross sales!

Comparison:	
Buying a Franchise	Running a FREE Store
<ul style="list-style-type: none"> • High initial investment • Ongoing franchise fees • Building lease or purchase cost • Pay for your inventory • Limited products or services • Buying yourself a job • Single source of profit 	<ul style="list-style-type: none"> • No investment fee required • No ongoing fees • eCosway pays the expenses • Inventory is consigned • Unlimited product range • Create time & financial freedom • Multiple streams of profit

So Much More Than a Store!

Like any other store or franchise, of course you will earn whenever your local customers walk in and buy something from you. But **UNLIKE** other stores, and thanks to our unique global profit plan, you will also earn when your customers buy from other eCosway stores or online! Plus you will earn when your customers refer other customers not only to your store, but to any other eCosway store around the world! Even if your customers decide to get their own eCosway stores, it will further grow your prosumer network, and your profits. You could ultimately "retire" with massive passive profits coming in.



eCosway Takes the Risk, You Take the Profit!

Empowering Consumers , Energizing Communities

Whether you personally run a store or not, you'll be happy to know that a large portion of the profits are going into the hands of local people like you, instead of going to some large faceless corporation.

Getting a FREE Store:

We don't do any traditional marketing to bring people into our stores, so we need people who are strongly connected in the community to run them and grow a local prosumer network. Since people can start spreading the word and building a network without having a store (because they can use the other stores and the website to introduce people) it is easy to identify these community leaders.

If we don't already have a store in your neighborhood, and you have a strong growing prosumer network that is producing steady sales volume each month, we invite you to apply for one of our free stores in your area (complete application requirements and details are available in your online office). You don't have to be a college graduate, an award winner, or a superhero. You just have to be friendly, hard-working and motivated to succeed!

A Traditional Measure of Success Potential

Distinguished professor and author, Philip Kotler says that to be successful, a business needs to excel at 4 Ps – Product, Price, Place & Promotions. eCosway masterfully executes Kotler's 4 Ps and then adds an amazing 5th one – a Profit Plan that gives you an unprecedented opportunity to generate sustainable perpetual profits by leveraging a powerful retail platform.

Products

When it comes to products and business success, there are two things that really matter – "quality" and "variety". For over 30 years, we've built alliances with worldrenowned raw material and ingredient suppliers, reputable manufacturers and researchers around the world in order to bring you a wide range of high quality products (literally the "best of the best") across a broad spectrum of categories including, personal care, skin care, beauty aids, health supplements, packaged foods, household cleaning, water filtration, plus exciting products that create new interest and drive sales.



Prices

We pride ourselves on offering quality products at low and competitive prices so we have ever-growing sales and loyal customers.



Place

You've probably heard that the key to business success is "location, location, location!" eCosway stores are in high-density residential areas and shopping malls with heavy foot traffic so our shoppers have convenient and easy access to our amazing product range. We also sell online to reach people far from stores.

Promotions

eCosway's innovative Shopper Rewards Program lets shoppers enjoy promotions, discounts, new product offers, and unique reward items! Regular catalogs and mailers entice them into the stores with exciting special offers.

Profit Plan

eCosway has a unique Profit Plan that pays you for introducing prosumers. Entice them with any of our high-quality, low-priced products, show them our attractive neighborhood stores, or explain the amazing profit potential of building an evergrowing group of loyal prosumers. You can also find people that would like to run a free store.

Imagine a company with all this:

- top quality popular products from around the world
- leveraged buying power for lower prices
- friendly, boutique-like stores in convenient locations
- an online storefront plus catalogs and promotional mailers
- an exciting Shopper Rewards program
- ever growing expansion in global markets
- many good reasons to tell others about it!

Then realize that you can tap into its power



There's nothing like knowing that you can secure your financial future and help others along the way! With eCosway, you can actually own a global discount retail business that empowers consumers and energizes local communities. The freedom and serenity you'll feel from being your own boss and having your own

business will be further multiplied when you realize that eCosway handles all the hard parts!

They source the products, apply for all the imports and export permits, set up the infrastructure and run the operation in each country.

They've laid the foundation and shouldered the risks. All you need to do is to start spreading the word!

We turn the efficiency of global buying into consumer savings, but unlike those big name discount retailers, we also feed sizable profits directly back into your local community!

There are two ways to join the shopping revolution:

1. Join as a **VIP Shopper (VIP)**
2. Join as an **Independent Business Owner (IBO)**
3. Successful IBOs can apply to be **Store Operators**



VIPs

Pay \$20 to join (Get 20 Rewards Points and 30% off retail products up to \$200 in the first 30 days)

Or buy \$50 worth of products at retail price to join

- Enjoy special prices, offers and discounts
- Can introduce other VIPs and enjoy Discount Points of up to 15% from their purchases
- Pay a \$20 annual renewal fee or buy \$50 worth of products at retail price to



IBOs

Pay \$60 to join (Get 60 RPs)

- Enjoy special prices, offers and discounts
- Can introduce VIP Shoppers
- Can introduce IBOs
- Enjoy profits based on the eCosway Profit Plan
- Can earn unlimited income from an ever-growing global prosumer network
- Can apply to be a "Store Operator" to get an extra stream of income and a fantastic tool for growing a prosumer

renew

network

- Pay a \$30 annual renewal fee (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 a member of the Berjaya Group – a top conglomerate in Asia.

You are 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.



Timing Couldn't be Better

Although the company behind it has more than 30 years of proving that this win-win concept really works, people in the U.S. are only just now being invited to take part.

So talk to the person that gave you this booklet and ask for more details on how you can join this exciting Prosumer Revolution and start profiting today!