



IMPROVING
PEOPLE'S LIVES



“

Improving the nutritional habits of the world has never been more critical.

We're making a lasting difference in the lives of millions of people seeking a healthier lifestyle, a sense of community, and a proven business opportunity.”

John Agwunobi

Chairman and Chief Executive Officer

WELCOME TO HERBALIFE NUTRITION

A GLOBAL NUTRITION COMPANY

Since 1980, we have been on a mission to improve nutritional habits around the world with great-tasting, science-backed nutrition products that help people get the right balance of healthy nutrition. We offer a full line of great-tasting nutrition products that can be customized to meet individual needs and help consumers achieve their unique health and wellness goals. We cater to a variety of daily nutritional needs, offering choices to consumers in over 90 countries.

Our products are available exclusively through educated and trained Herbalife Nutrition members who provide comprehensive and personalized solutions to their customers' nutrition and wellness goals.

Members are independent entrepreneurs who set up their own businesses and decide when and where they work and do so on their own terms.

By improving people's nutrition habits and providing high-quality products and economic opportunities, we're making a positive impact in communities around the world.

SNAPSHOT OF GLOBAL TRENDS

Our company has never been more relevant because we are on the right side of some of the biggest global trends — battling obesity, promoting healthy aging, addressing the rising cost of healthcare and providing opportunities to today’s entrepreneurs.



GLOBAL OBESITY RATES
HAVE DOUBLED SINCE 1980.

**2 OUT OF
EVERY
5 ADULTS**

ARE OVERWEIGHT OR OBESE IN
ASIA PACIFIC.

Source: OECD (2020)



IN ASIA PACIFIC, PUBLIC HEALTH
EXPENDITURE FROM COST OF
CITIZENS BEING OVERWEIGHT OR
OBESE IS

**US\$166
BILLION**

A YEAR

Source: Asian Development Bank Institute (2018)



~70%

OF MILLENNIALS AND
BABY BOOMERS ARE
LOOKING
FOR HEALTHY AGING
PRODUCTS

Source: Euromonitor (2018)

300+
SCIENTISTS ON STAFF

50+
OF WHOM ARE PHDS

500,000+
TESTS CONDUCTED
WORLDWIDE EVERY YEAR
THAT VERIFY INGREDIENT
PURITY, NUTRITIONAL VALUE,
TASTE, AND MORE

#1 BRAND
IN THE WORLD IN MEAL REPLACEMENT AND
PROTEIN SUPPLEMENTS COMBINED*

75,000+
NUTRITION CLUBS AROUND
THE WORLD WHICH IS 2x THE NUMBER
OF STARBUCKS WORLDWIDE

18,751 NUTRITION CLUBS IN ASIA
PACIFIC

TRADED PUBLICLY ON THE NYSE

(HLF)

5.3 MILLION
HERBALIFE NUTRITION PROTEIN SHAKES
CONSUMED DAILY IN 2020

972,775 HERBALIFE NUTRITION
PROTEIN SHAKES CONSUMED DAILY IN
ASIA PACIFIC IN 2020



Learn more at [IAmHerbalifeNutrition.com](https://iamherbalifenutrition.com)

**\$5.5
BILLION**
IN GLOBAL NET SALES IN 2020

\$1.35 BILLION
IN ASIA PACIFIC NET SALES IN 2020

150+
SPONSORED
SPORTING EVENTS,
TEAMS AND ATHLETES,
WORLDWIDE

4 SPONSORED
NATIONAL OLYMPIC
COMMITTEES

800,000+
SERVINGS OF PRODUCTS
DONATED WORLDWIDE
THROUGH NUTRITION FOR ZERO
HUNGER IN 2020

200,000
CHILDREN AND FAMILIES
SUPPORTED BY THE HERBALIFE
NUTRITION FOUNDATION (HNF)
IN 2020

*Source Euromonitor International Limited; per Consumer Health 2021ed, meal replacement and protein supplements definitions; combined % RSP share GBO, 2020 data
All information as of December 31, 2020

HERBALIFE NUTRITION IN ASIA PACIFIC

Australia was the first country in Asia Pacific where we established Herbalife operations in 1983.
Today the company has expanded its business operations into 14 markets across the region.



OPENING DATES	
AUSTRALIA	04/1983
NEW ZEALAND	11/1988
HONG KONG	10/1992
JAPAN	11/1992
THE PHILIPPINES	12/1994
TAIWAN	07/1995
KOREA	11/1996
THAILAND	06/1997
INDONESIA	09/1998
MACAU	09/2002
SINGAPORE	04/2003
MALAYSIA	02/2006
VIETNAM	11/2009
CAMBODIA	11/2013

OUR PRODUCTS

Our products are high-quality and backed by science. These products include meal replacement protein shakes, protein bars, teas, aloes, nutritional supplements, sports hydration and outer nutrition products.

Many of our products contain plant-based protein derived from soy, including the majority of formulations of our flagship product, Formula 1 Healthy Meal Replacement Shake. This sustainable plant-based protein requires less land and water and emits less carbon than animal-based protein. To provide additional choice to consumers, we also offer alternative plant-based proteins including pea, rice, quinoa, and more.

Our global nutrition philosophy is based on balanced nutrition, leading a healthy, active life and following a personalized program with the help of an educated and trained member. This philosophy is helping to improve the nutritional habits of the world – one person at a time.



HERBALIFE NUTRITION IS THE

#1 BRAND IN THE WORLD IN WEIGHT MANAGEMENT*

1.9 BILLION SERVINGS OF PROTEIN SHAKES SOLD WORLDWIDE IN 2020

Source: Euromonitor International Limited; per Consumer Health 2021ed, weight management and wellbeing category definition; % RSP share GBO, 2020 data



We know that nutrition is personal. That’s why Herbalife Nutrition members offer choices to their customers to meet their unique health and wellness goals with a personalized nutrition experience.”

Dr. Kent Bradley
Chief Health and Nutrition Officer



BUSINESS OPPORTUNITY

OUR RESULTS-DRIVEN ENTREPRENEURS

We proudly promote an entrepreneurial opportunity grounded in solid business skills and responsible business practices. It's an opportunity for people who are interested in being their own boss and working either full or part time. We are constantly expanding the methods we use to engage and train our members, from online webinars to in-person conferences and seminars, so they can develop their skills and translate their expertise into opportunities – both for the customers they serve and themselves.

Here's how it works: Our members buy products at a discount and sell them at a profit. As they become more experienced, they build their own sales teams, earning a commission on their transactions. Similar to working with a customer, they coach their teams using Herbalife Nutrition business tools to build a sustainable business. And Herbalife Nutrition provides the Gold Standard in consumer protection by offering a 100% full refund guarantee.



**582+
MILLION**

PEOPLE IN 65 ECONOMIES
WORDLWIDE ARE STARTING OR
RUNNING THEIR OWN BUSINESS

“

We provide education and training to our entrepreneurial members, who then provide a supportive community and personalized nutrition and fitness plans to their customers. Why? Because they don't just sell products, they help people achieve results.”

John DeSimone

President

OUR DISTRIBUTOR DIFFERENCE

Each person’s nutrition needs are different and require a unique, personalized nutrition plan that is not available at brick-and-mortar and online retail. The Herbalife Nutrition independent member provides a person-to-person, high-touch experience that goes beyond a product to include motivation and support to help their customers change for the better.

An educated and trained member provides personalized nutrition and fitness services. This is what positively differentiates us.

Our members connect with their customers through wellness evaluations, weight loss challenges, and one-on-one meetings and social media.

Many members own and operate nutrition clubs and fit camps. These are places where customers are invited to enjoy Herbalife Nutrition products, work out, and engage with people who have similar wellness goals.

“

When I was the 17th Surgeon General of the United States, I was looking for a community-based approach to wellness – Herbalife Nutrition is it.”

Richard Carmona

M.D., M.P.H., FACS
17th U.S. Surgeon General (2002-2006)
Member of the Herbalife Nutrition Board of Directors



70% OF AMERICANS AGREE A STRONG SUPPORT SYSTEM IS CRITICAL TO ACHIEVING DIET GOALS

75,000+ NUTRITION CLUBS AROUND THE WORLD, WHICH IS MORE THAN 2X THE NUMBER OF STARBUCKS WORLDWIDE



QUALITY

COMMITMENT TO QUALITY

Our ingredients come from farmers who are committed to meeting our high standards for planting and conservation. We test ingredients in our world-class labs before they enter production, ensuring they comply not only with our uniform global standards, but with all government requirements. Our labs have achieved the highest level of accreditation (ISO 17025) reflecting our strict adherence to industry-leading standards.

The comprehensive quality process we follow makes sure that what is on the label is in the product. From the cultivation of our source ingredients to the final products that help our customers live healthier lives, a commitment to quality is at the heart of everything we do.

UNIFORM GLOBAL
STANDARD FOR
QUALITY ACROSS
90+
COUNTRIES



500,000 TESTS
CONDUCTED
WORLDWIDE
EVERY YEAR



ISO 17025 CERTIFIES THE
TECHNICAL CAPABILITY OF LABS
AND CONSISTENCY IN RESULTS



NSF CERTIFICATION ENSURES OUR U.S.
FACILITIES FOLLOW CGMPs AND
INVEST IN THE LATEST TECHNOLOGIES



CERTIFIED
SPORT

NSF CERTIFIED FOR SPORT VALIDATES
THAT PRODUCTS DO NOT CONTAIN ANY
SUBSTANCES BANNED BY MAJOR
ATHLETIC ORGANIZATIONS, ARE
MANUFACTURED AT CGMP U.S.
FACILITIES AND INGREDIENTS MATCH
WHAT IS ON THE LABEL

GLOBAL LEADER IN NUTRITION

“

We know relationships are built on trust and transparency. And transparency is the foundation of our manufacturing program; ensuring identity, traceability and adherence to good manufacturing practices for all of our nutrition products. Our customers and members can have confidence that what is on the label is always in the product.”

David Pezzullo
Chief Operating Officer

Herbalife Nutrition Tea Supplier
Tea Farm in Fujian Province, China



THE 14 STEPS OF SEED TO FEED



1 INGREDIENTS

Ingredients come from various sources including farms, the ocean and the wild.



2 CULTIVATION

For farmed ingredients, the fields are carefully monitored to ensure crop quality and yield.



3 HARVEST

Ingredients are harvested through cropping, fishing and wild crafting.



4 TESTING –

Identification and testing of ingredients by raw material suppliers ensure they meet or exceed Good Manufacturing Practices and Herbalife Nutrition requirements.

5 RAW MATERIAL

Ingredients are dried, milled and extracted before they go into Herbalife Nutrition products. Company-owned facilities like Herbalife Nutrition Innovation & Manufacturing in Changsha, China, enhance control of botanical ingredient quality.

6 TESTING –

Raw materials are inspected, sampled and analyzed to verify identity, potency and adherence to specifications. Then they are stored in quarantine until testing confirms that the materials meet stringent quality standards.

7 WEIGHING

Raw materials are weighed based on the established product formula and are prepared for bulk processing. Our electronic systems ensure compliance with exact formulation throughout the manufacturing process.

8 PREPACKAGED BLENDING

Raw materials are blended together using advanced blending technologies to ensure consistency and compliance in every batch of product made.

9 TESTING –

Rigorous quality testing throughout the manufacturing process ensures product consistency and accuracy. These tests verify blend uniformity, tablet thickness, liquid pH ranges, equipment cleanliness and taste.

10 PACKAGING

Batches of product are packaged, labeled and loaded onto pallets for shipping with numerous electronic and manual in-process inspections.

11 TESTING –

Quality Control conducts testing on finished products and ensures they meet regulatory guidelines for microbiological levels and label claims.

12 TRANSPORTATION

Finished products are transported to distribution centers via truck, rail, air and ship. Products can be tagged with data loggers to ensure that they are not exposed to excessive heat and humidity.

13 TESTING –

Finished products are inspected again and samples are pulled for quality testing upon arrival at distribution centers to ensure that product arrives undamaged and on time. Samples are kept for possible future analysis

14 DISTRIBUTION

We store our products at environmentally monitored distribution centers before they are picked up by Independent Herbalife Nutrition members or shipped to members and customers.

COMMUNITY IMPACT

IMPROVING OUR COMMUNITIES AND PLANET

By leveraging our expertise, network and global reach, we’re prioritizing programs that support and build thriving, vibrant communities around the world through improved access to good nutrition and economic opportunity.

NUTRITION FOR ZERO HUNGER

As a global nutrition company, we are committed to eradicating hunger, focused on the role of nutrition as an essential part of sustainable solutions. Through partnerships and programs addressing the status and pathways to end hunger, we are working towards reducing food insecurity and malnutrition for communities around the world.

Through our Nutrition for Zero Hunger initiative, we partner with leading global, regional and local nonprofit organizations including Feed the Children, The Hunger Project, and more. Nutrition for Zero Hunger partners support more than 114 million people in more than 120 countries globally.



We work with organizations who are doing the work on the ground to help support access to nutritious foods and working to address systemic food insecurity and malnutrition. Our partnership and nutrition expertise will help further their reach and overall impacts.”

Erin Richards-Kunkel

Director, Strategic Partnerships
And Corporate Social Responsibility

HERBALIFE NUTRITION FOUNDATION



The Herbalife Nutrition Foundation (HNF) is devoted to improving lives and communities around the world. With a focus on making nutrition more accessible, eradicating hunger, and promoting economic opportunities, HNF works with leading local and global organizations, ensuring that we are nourishing people and the planet, because both together, lead to a healthier world.

In 2020, HNF grants supported organizations in 58 countries, reaching 200,000 people in need.

In Asia Pacific, there are 38 HNF Casa Herbalife programs in 13 countries helping to improve the lives of 112,835 children (as of December 2020)

AUSTRALIA	2008 The Infants' Home Child & Family Services 2014 Lighthouse Foundation 2015 Perth Children's Hospital Foundation 2017 Sunshine Butterflies 2017 Power Community
CAMBODIA	2014 Pour Surire d'Enfant (PSE) 2019 Angkor Hospital for Children (AHC)
HONG KONG	2007 Po Leung Kuk
INDONESIA	2012 Pondok Kasih Agape Orphanage 2014 Rumah Autis 2019 Bali Caring Community 2019 Habitat for Humanity Indonesia
JAPAN	2005 Kobe Jitsugyo Gakuin (KJG)
KOREA	2007 SangRokWon 2009 ChildFund 2013 HaeSimWon 2013 Daegu Children's Welfare Centre (DCWC) 2015 Solbaram Welfare Center 2017 Yang Jun Hyuk Baseball Foundation
MALAYSIA	2011 Good Samaritan Home 2015 Amitabha Charity Orphanage 2018 Pusat Jagaan Kanak-Kanak Yatim/ Miskin Rukaiyah 2019 Yayasan Chow Kit
NEW ZEALAND	2018 Life Education Trust
PHILIPPINES	2010 SOS Children's Villages 2016 Tuloy Foundation
SINGAPORE	2018 Children's Wishing Well
TAIWAN	2013 Fu-Yuan Primary School 2014 Shanlin Elementary School 2020 Meiyuan Elementary School
THAILAND	2006 Foundation for Children (FFC) 2014 Baan Nokkamin Foundation 2018 Children's Hospital Foundation 2019 Children and Youth Development Foundation
VIETNAM	2013 Dong Tam Social Protection Center 2014 Orphanage Huong Duong 2017 Xa Dan School 2018 The Woman's Charity Association (WOCA)

ENVIRONMENTAL STEWARDSHIP

OUR SHARED RESPONSIBILITY

We are committed to protecting the future of our planet by making the right choices in an environment where natural resources are constrained. Our commitment to environmental sustainability is at the core of our values and integrated into our corporate strategy.

Environmental stewardship is critical to the promise we make to our independent members, their customers and consumers, who all care about how their food is grown and produced. As with our product quality philosophy, we view our environmental footprint through a product lifecycle lens that extends from ingredients to our end product, meeting the needs of our planet and our global community.

We strive to drive positive impact in our communities and the planet. That’s why we prioritize responsible sourcing, natural resource usage, and product packaging innovation as part of our work to be good stewards of the environment.



PLANT-BASED PROTEINS, SUCH AS SOY, WILL PLAY A CRITITCAL ROLE IN SUSTAINABLY FEEDING THE WORLD’S GROWING POPULATION

7 BILLION
PEOPLE TO FEED TODAY
9 BILLION
PEOPLE TO FEED BY 2050



Rob Sladek and Family
Fifth-Generation Soy Farmer
Iowa, U.S.A.

SCIENTIFIC LEADERSHIP



NUTRITION ADVISORY BOARD

The Herbalife Nutrition Advisory Board (NAB) is comprised of leading experts from around the world in nutrition, science, and health. The NAB helps educate and train Herbalife Nutrition Independent Members. NAB experts also stand behind Herbalife Nutrition products and facilitate compliance with local governments.

The NAB members play a key role in the Asia Pacific Wellness Tour which is an ongoing effort by Herbalife Nutrition to raise public awareness of the importance of balance nutrition and healthy lifestyles, and address the rise in public healthcare costs related to obese and aging populations.

HERBALIFE NUTRITION INSTITUTE

The Herbalife Nutrition Institute is dedicated to promoting knowledge in the fields of nutrition, exercise, behavior, and public health. Its mission is to encourage and support research and education on the relationship between good health, balanced nutrition and a healthy active lifestyle. The aspiration of the Institute is to be a trusted source of balanced information based on excellent nutrition science and the latest research findings in human nutrition.



AWARDS & RECOGNITION

PRODUCT EXCELLENCE		
HONG KONG	Best of the Best CosmoBody Awards 2017 from Cosmopolitan magazine in the best meal replacement category	2017
KOREA	Most Trusted Brand Awards - Health Functional Food category, presented by Chosun Ilbo and the Korea Branding Association	2012-2020
	Health Supplements Award - Weight Management Manufactured Food Products category, presented by Monthly Joong. Award certificate presented by Ministry of Food and Drug Safety	2015-2016
	Award certificate, presented by Ministry of Food and Drug Drug Safety	2015
	Grand Award of The Best Brand of the Chosen by Consumer- Health Functional Food category, presented by Joongang Daily and Joongang SUNDAY, sponsored by the Ministry of Trade, Industry and Energy	2017
	Grand Award of Korea Top Brand Awards - Innovative Brand category, presented by the Association of Korean Journalists and Service Marketing Journal	2018-2021
	Grand Award of the 4th Industrial Revolution Management Awards - Smart Healthcare category, presented by Association of Korean Journalists and Innovation Convergenomics Forum	2018
	LOHAS (Lifestyles of Health and Sustainability) Certification for 11 products, presented by Korean Standards Association	2019
	Grand Award, National Sustainability Management Conference & Awards-Quality innovation category, presented by the Association of Korean Journalists	2019-2020
	Importer Excellence - Product Quality seal, by Ministry of Drug and Food Safety	2020
MALAYSIA	Malaysia Health & Wellness Brand Awards for NW Formula (nutrition supplement category) and Formula 1 Nutritious Mixed Soy Protein (health food category), presented by Sin Chew Daily and Life Magazines, supported by the Ministry of Health Malaysia	2019
TAIWAN	Symbol of National Quality (SNQ)	2020
THAILAND	Healthier Choice Logo for F1 products, certified by the The Nutrition Promotion Foundation; supported by the National Food Committee, FDA, INMU and Thai Health Promotion Foundation	2017-2020
	Heart Logo, certified by Heart Foundation of Thailand, under the Royal Patronage and the Faculty of Public Health-Mahidol University	2017-2020
	Direct Marketing Certification, presented by the Office of the Consumer Protection Board	2018
VIETNAM	Golden Products for Public Health Award, presented by Vietnam Association of Functional Foods	2017-2021
	Golden Dragon Award - Top Nutritional Supplement Brand category, presented by Vietnam Economic Times	2018-2019, 2021
CONSUMER SATISFACTION		
KOREA	No.1 ranked company - Health/Functional Food category, Global Customer Satisfaction Index (GCSI)	2016-2017
	Grand award, Customer Satisfaction Management Awards - Health Functional Food category, presented by Korea Economy Daily	2018
	Grand award, Master Consumer Confidence of Korea Brand Awards - Health Functional Food category, presented by Korea Brand Management Association	2018-2020
	Grand Award, Korea Empathy Management Award- World-class product category, presented by DongA Ilbo	2019-2020
SINGAPORE	CaseTrust-Direct Selling Association of Singapore (DSAS) Joint Accreditation, presented by Consumers Association of Singapore (CASE)	2015-2019
TAIWAN	Silver Award, The Best Service in Taiwan - Direct Selling Industry category, presented by Commercial Times	2015-2016, 2018
	Gold Award, The Best Service in Taiwan - Direct Selling Industry category, presented by Commercial Times	2017, 2019

Awards list from 2012 to December 2020

INDUSTRY LEADERSHIP		
AUSTRALIA	Social Selling Award, Annual Industry Awards, presented by Complementary Medicines Australia	2015-2017
	Best Marketing Campaign with ‘Shake Up Your Breakfast’ campaign, presented by Direct Selling Association Australia	2018
INDONESIA	Best eMark Award - Food, Nutrition and Health category, presented by the Telkom University and SWA Magazine	2018
KOREA	Grand Award, Fair Trade Commission Chairman Award - Business Ethics category, presented by Association of Korean Journalists	2017
	Outstanding Enterprise Award, 4th Industrial Revolution Power	2020
TAIWAN	Global Code of Ethics Gold Recognition, presented by the World Federation of Direct Selling Associations	2016
THAILAND	Thailand MICE Excellence Award - Meetings and Incentives Mega Contribution category, presented by Thailand Convention and Exhibition Bureau	2017
	Gold Award for Ethics Recognition, certified by Thai Direct Selling Association	2019
VIETNAM	Listed in Vietnam’s Top 100 Sustainable Businesses and top 10 Sustainable Businesses - Trading and Service category, presented by Vietnam Chamber of Commerce and Industry	2017-2020
	Hanoi Tax Award, presented by Hanoi Tax Department	2017
SOCIAL RESPONSIBILITY		
AUSTRALIA	The Giver: Heart Award, presented by Direct Selling Australia	2020
HONG KONG	Caring Company Logo, presented by the Hong Kong Council of Social Service	2015-2018, 2021
	Family-Friendly Employers and Breastfeeding Support Award, presented by the Home Affairs and Family Council	2016
INDONESIA	Green Label Indonesia Award, presented by Galang Kemajuan Center and Indonesia Solid Waste Association in collaboration with Environment and Forestry Ministry of Indonesia	2015
KOREA	Add Happiness Awards - Local Community CSR category, presented by Dong-a Ilbo and the Association of Korean Journalists	2012-2021
	Health Supplements Awards 2016 Korea by Joongang Ilbo	2016-2018
	Grand Award, KCCI-Forbes CSR Award - Children’s Welfare category, presented by the Korea Chamber of Commerce and Industry and JoongAng Ilbo	2017-2021
	Best Family Friendly Management Certificate, presented by the Ministry of Gender Equality and Family	2018
	Grand Award, National Sustainability Management Conference & Awards - Social Contribution category, presented by the Association of Korean Journalists	2018-2020
	Appreciation Plaque, Diabetic Association Korea	2017-2020
	CSR Excellence Award, presented by AMCHAM	2018-2020
TAIWAN	Bronze Award, Annual Sports Activists Awards - Sponsorship category, presented by the Sports Administration, Ministry of Education	2015-2018
THAILAND	CSR Excellence Award, presented by AMCHAM	2018-2020
	Best Practice Award – CSR Initiatives and sustainable ethical practices, presented by Phra Dabos Foundation	2020
VIETNAM	CSR Excellence Award, presented by AMCHAM 2020 Saigon Times CSR Award, presented by The Saigon Times	2018-2020 2020

Awards list from 2012 to December 2020

