



**NOURISHING**  
THE POTENTIAL IN EVERYONE





# A Global Nutrition Company

Since 1980, we have been on a mission to nourish the potential in everyone by improving 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 goals. We cater to a variety of daily nutritional needs, offering choices to consumers in 95 markets.

Our products are available exclusively through Herbalife Nutrition distributors who provide comprehensive and personalized solutions to their customers' nutrition and wellness goals, based on guidance provided by Herbalife Nutrition experts.

Distributors 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.

“

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 and a business opportunity.”

**John Agwunobi**

Chairman and Chief Executive Officer



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)



1.9+  
BILLION

SERVINGS OF HERBALIFE  
NUTRITION PROTEIN SHAKES  
SOLD WORLDWIDE IN 2021

300+  
SCIENTISTS ON STAFF

6 MANUFACTURING FACILITIES  
9 QUALITY LABS WORLDWIDE

#1 BRAND

IN ACTIVE AND LIFESTYLE NUTRITION

72,000+  
NUTRITION CLUBS AROUND  
THE WORLD WHICH IS 2x THE NUMBER OF  
STARBUCKS WORLDWIDE

20,094 NUTRITION CLUBS IN ASIA PACIFIC

TRADED PUBLICLY ON THE NYSE  
(HLF)

5.4 MILLION  
HERBALIFE NUTRITION PROTEIN SHAKES  
CONSUMED DAILY IN 2021

1.9 MILLION HERBALIFE NUTRITION  
PROTEIN SHAKES CONSUMED DAILY IN  
ASIA PACIFIC IN 2021

\$5.8  
BILLION

IN GLOBAL NET SALES IN 2021

\$1.6 BILLION  
IN ASIA PACIFIC NET SALES IN 2021

**HERBALIFE  
NUTRITION**

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

200+  
SPONSORED  
SPORTING EVENTS,  
TEAMS AND ATHLETES,  
WORLDWIDE

5 SPONSORED  
NATIONAL OLYMPIC  
COMMITTEES

HERBALIFE NUTRITION FOUNDATION DONATED MORE THAN

\$4.75 MILLION

TO HELP SUPPORT MORE THAN

165+  
ORGANIZATIONS AROUND THE WORLD TO END GLOBAL  
HUNGER AND SUPPORT NUTRITION EDUCATION

## 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

\*Source Euromonitor International Limited; Per Consumer Health 2022ed, Active and lifestyle nutrition defined as weight management and well-being, sports nutrition, and vitamins and dietary supplements definitions; combined % RSP share GBO

\*\*All information as of December 31, 2021, unless stated otherwise



## Our Products

We offer a full line of great-tasting nutrition products that can be customized to meet individual needs and wellness goals. These include more than 2,000 high-quality and convenient nutrition products worldwide for use any time of day, such as meal replacements, protein shakes, teas, aloe, high-protein snacks, vitamins and supplements, sports nutrition, and outer nutrition products, all backed by science.

As the #1 brand in meal replacements and protein supplements combined\*, we know the importance of protein. In 2021 alone we used approximately 34.2 metric tons of protein in our products, with 79% being soy protein. Many of our products contain this plant-based protein, including most formulations of our flagship product, Formula 1 shakes. 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 a healthy, active life, and following a personalized program with the help of a supportive distributor. 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 2021

\* Euromonitor International Limited; Per Consumer Health 2022ed, Meal replacement and protein supplements definitions; combined % RSP share GBO, 2021 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





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 confirm 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  
**95**  
COUNTRIES



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



“

Transparency and a commitment to quality are at the heart of our manufacturing program: ensuring identity, traceability, and adherence to good manufacturing practices for all of our products. Our focus on quality is for the millions of people around the globe who trust us to provide them with the best products to meet their unique nutrition goals.”

**Mark Schissel**

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 –**  
**ROUND 1**

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 –**  
**ROUND 2**

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 –**  
**ROUND 3**

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 –**  
**ROUND 4**

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 –**  
**ROUND 5**

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.





## Nourishing the Entrepreneurial Spirit

# Our Results-Driven Entrepreneurs

We proudly promote an entrepreneurial opportunity grounded in solid business skills and responsible business practices. Most Herbalife Nutrition independent distributors do the business part-time and earn supplemental income. For example, in the U.S., distributors typically earn approximately \$200 in a month in their first year.\*

We are constantly expanding the methods we use to engage and train our independent distributors, from online webinars to in-person conferences and seminars, to help them develop their skills and translate their expertise into opportunities – both for the customers they serve and themselves.



## 582+ MILLION

PEOPLE WORLDWIDE ARE STARTING OR  
RUNNING THEIR OWN BUSINESS

WORLDWIDE, MORE THAN  
**125 MILLION**  
ENTREPRENEURS EARN INCOME BY  
DIRECT SELLING

**Here's how it works:** Our distributors buy products at a discount and sell them at a profit. Most distributors earn extra income, but some become more experienced, build their own sales teams, and earn a commission on their transactions. Similar to working with a customer, business builders coach their teams using Herbalife Nutrition business tools to build businesses, with some distributors qualifying for monthly and annual bonuses.\*\*

Simply put, our direct sales business model has low-startup costs and provides an opportunity to earn extra income, a flexible schedule, and consumer protection with a money-back guarantee.



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 may not be available at brick-and-mortar and online retail. We believe the one-on-one, high-touch customer experience that our distributors create is critically needed in our industry.

A supportive distributor, who is providing personalized nutrition recommendations based on trainings provided by our experts, is what positively differentiates us. We call this the Distributor Difference.

Our entrepreneurial business model thrives on social connections: both in person and virtual. The Distributor Difference is especially important in weight management, due to the behavior and lifestyle change consumers need to adopt to live a more healthy and active life.

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

Many distributors 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 17<sup>th</sup> 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

**72,000+** NUTRITION CLUBS AROUND THE WORLD, WHICH IS MORE THAN 2X THE NUMBER OF STARBUCKS WORLDWIDE





Global Responsibility

By leveraging our expertise, network and global reach, we’re Nourishing people, communities and our planet leads to a better, healthier world — one in which everyone has access to nutritious food, economic opportunity, and clean water and air.

We can help build such a world, given our expertise, scale, network, and global reach. Our Global Responsibility strategy, which is embedded in our business strategy, uses these strengths to improve our world in three meaningful ways:

- Enabling greater access to nutrition
- Increasing economic empowerment by supporting nonprofit organizations focused on providing these opportunities
- Strengthening environmental stewardship

To drive progress, we have set a goal to make 50 million positive impacts across our Global Responsibility pillars and programs by 2030, the 50th anniversary of Herbalife Nutrition. We call it our 50 by 50 campaign

50 by 50 Global Initiative



Our commitment to achieving 50 million positive impacts is a pledge to foster tangible acts of good in the communities around the world where we live and work. Whether it’s a meal donated, a pound of plastic removed from the waste stream, or a program that reaches beneficiaries, a positive impact is a tangible and measurable action or result which contributes to specific goals identified within our core pillars.



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 2021, HNF grants supported organizations in more than 59 countries, reaching 200,000+ children and communities in need.

In Asia Pacific, there are 39 HNF Casa Herbalife programs in 13 countries helping to improve the lives of 108,585 children (as of December 2021)

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) 2021 Nghe An Social Activity Center 2022 Viet Tri Orphan and Disabled Children Protection Center



## 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 and 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	2012-2021
	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	2019-2021
	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 - 2021
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
	The Iconic Glowing Skin Sheet Mask Award by Praew Iconic Beauty 2021 aesthetics award	2021
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, 2021-2022
	Top 10 Food Companies 2021 by VietnamNet and Vietnam Report	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 2021
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
THAILAND	2021 Superbrand Award (supplement and nutrition category)	2021

INDUSTRY LEADERSHIP		
AUSTRALIA	Social Selling Award, Annual Industry Awards, presented by Complementary Medicines Australia	2015-2017 2021
	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 2020
	Outstanding Enterprise Award, 4th Industrial Revolution Power	
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	2017-2021
	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
	Indonesia’s Best Corporate Sustainability Warrior 2021 - Top Leader Category by SWA Media Group	2021
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
MALAYSIA	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
	2021 Sustainability and CSR Malaysia Awards	2021
TAIWAN	Bronze Award, Annual Sports Activists Awards - Sponsorship category, presented by the Sports Administration, Ministry of Education	2015-2018 2021
THAILAND	CSR Excellence Award, presented by AMCHAM	2018-2021
	Best Practice Award – CSR Initiatives and sustainable ethical practices, presented by Phra Dabos Foundation	2020
VIETNAM	CSR Excellence Award, presented by AMCHAM	2018-2021
	2020 Saigon Times CSR Award, presented by The Saigon Times	2020 - 2021
	AmCham CARES Award for employees and distributors' community support and contributions to Covid-19 Relief	2021



