Welcome to the Herbalife Business Opportunity
Business with a Purpose
Helping people live their best lives
About Herbalife

Herbalife is the #1 brand in the world in active and lifestyle nutrition.

Operating in over 90+ countries.

Global leader in nutrition and entrepreneurial opportunity for 40+ years.

Team of global scientists, doctors and Ph.D.s.

Science-based nutrition products available exclusively through trained Herbalife Independent Distributors.

Source Euromonitor International Limited; per Consumer Health 2023ed, active and lifestyle nutrition defined as weight management and wellbeing, sports nutrition, and vitamins and dietary supplements definitions; combined % RSP share GBO, 2022 data.
About Herbalife

The World’s #1 Health Shake with 5.4 million protein shakes consumed daily.

Publicly traded with $8.7 billion in suggested retail sales in 2022.

Socially responsible. Provides good nutrition and makes positive impacts on communities around the world.

Source Euromonitor International Limited; per Consumer Health 2023ed, Health Shake as per sports protein powder, sports protein RTDs, meal replacement, supplement nutrition drinks and protein supplements, combined % RSP share GBO, 2022 data.
What Are Your Goals?

- Make extra income?
- Create your own schedule?
- Work from home, on the road or from your own location?
- Do something meaningful and get rewarded?
- Pursue a business adventure with family and/or friends?
- Build a full-time business with a low startup cost and maximum support?
Addressing Global Megatrends

Rising Obesity Rates

- 39% of adults are overweight
- 1B+ are obese*

Interest in Healthy Aging

- 73.4 years average life expectancy†

Entrepreneurialism on the Rise

- 582M entrepreneurs‡

†World Health Organization, 2019.
‡MARKINBLOG, 2020.
Global Nutrition Philosophy

What your body needs
Herbalife Is the #1 Brand in Active and Lifestyle Nutrition

Healthy Weight
Reach your healthy weight goal with balanced nutrition

Wellness
Support daily well-being and feel more energized

Fit and Active
Achieve next training level and live a healthy, active lifestyle

Source Euromonitor International Limited; per Consumer Health 2023ed, active and lifestyle nutrition defined as weight management and wellbeing, sports nutrition, and vitamins and dietary supplements definitions; combined % RSP share GBO, 2022 data.
We Offer Nutrition for a Healthy, Active Life!

Globally, over 1.9 billion servings of Herbalife® Formula 1 were sold in 2021!*

"Formula 1 Healthy Meal Nutritional Shake Mix is available in different sizes. For example, in some markets, it comes in 750-gram (30 servings) canisters. The total number of servings sold in 2021 includes all servings from all package sizes.

Changing people’s lives since 1980 using Total Nutrition
Opportunity
Open to Anyone

What Doesn’t Matter
• Your age
• Your professional background
• Your experience

What Does Matter
• Your great attitude
• Your willingness to learn and try
• Your ability to help people
Nourishing Powerful Personal Transformations
Before

After

*People who replace two meals a day with Herbalife® Formula 1 as part of a healthy lifestyle (such as lowering caloric intake, eating a healthy, balanced diet or engaging in regular physical activity), can generally expect to lose around half a pound to 1 pound per week.
Advantages of the Herbalife Business Opportunity
Scalable
From a side-hustle to making extra money to a full-time business*

Flexible
Fits your life, your schedule, your passions

Global
Opportunity to build business in 90+ countries as of day one

*Succeeding in your Herbalife business takes hard work, skill and dedication. Most people work part-time and typically earn about $200 in a month in their 1st year, before expenses. Refer to U.S. Statement of Typical Distributor Earnings 2022 at https://iamherbalifenutrition.com/average-gross-compensation.
Supportive
Learn new skills and develop personally, with the support of our community of experienced fellow Distributors

Meaningful
Add value to your life and community by helping others

Rewarding
Be recognized and awarded for your hard work and results
In 2022, about 142,000 U.S. Distributors ordered products for resale from Herbalife and about 130,000 of them earned money from their sales and the sales of those they sponsored. In a typical month, about 67,500 earned money, including those making supplemental income. Here is what they earned in a typical month, before expenses.

### U.S. Typical Distributor Earnings 2022

<table>
<thead>
<tr>
<th></th>
<th>First year Distributors (about 13,000)</th>
<th>All year Distributors (about 55,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(about half earned in 6 months or more in 2022)</td>
<td>(about half earned in 6 months or more in 2022)</td>
</tr>
<tr>
<td>50%</td>
<td>(about 6,400) earned more than <strong>$210</strong> in a month</td>
<td><strong>50%</strong> (about 27,400) earned more than <strong>$247</strong> in a month</td>
</tr>
<tr>
<td><strong>Top 10%</strong></td>
<td>(about 1,300) earned more than <strong>$1,780</strong> in a month</td>
<td><strong>Top 10%</strong> (about 5,500) earned more than <strong>$4,419</strong> in a month</td>
</tr>
<tr>
<td><strong>Top 1%</strong></td>
<td>(about 130) earned more than <strong>$7,880</strong> in a month</td>
<td><strong>Top 1%</strong> (about 550) earned more than <strong>$18,598</strong> in a month</td>
</tr>
</tbody>
</table>

The Top 1% of Distributors are typically President’s Team members. The time it took them to reach President’s Team typically ranges between 5 and 12 years. Requires skill, consistent work and dedication.
Help customers reach their goals

Build a team to reach more customers and grow your business
5 Ways to Potentially Earn

- Annual Bonus
- Monthly Production Bonuses
- Wholesale Profit
- Retail Profit
- Royalties
New Distributors immediately get a 25% discount. Sell products for more than what you paid for them to make Retail Profit right away.

EXAMPLE: Retail Sale ($100 Earn Base)

<table>
<thead>
<tr>
<th>Role</th>
<th>Your Discount Level</th>
<th>Potential Retail Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distributor</td>
<td>25%</td>
<td>$25</td>
</tr>
<tr>
<td>Senior Consultant</td>
<td>35%</td>
<td>$35</td>
</tr>
<tr>
<td>Qualified Producer</td>
<td>42%</td>
<td>$42</td>
</tr>
<tr>
<td>Supervisor</td>
<td>50%</td>
<td>$50</td>
</tr>
</tbody>
</table>

Retail Example: Suggested Retail Price of $110, Earn Base of $100 (which discounts are taken off of).

Excludes expenses and shipping/handling costs.
### Wholesale Profit

Sponsor new Distributors who are building their own businesses by getting their own customers. Your position determines your potential Wholesale Profit.

**EXAMPLE: $200 Earn Base Sale**

<table>
<thead>
<tr>
<th>Position</th>
<th>Your Discount Level</th>
<th>Potential Wholesale Profit %</th>
<th>Potential Wholesale Profit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Distributor</td>
<td>25%</td>
<td>0%</td>
<td>$0</td>
</tr>
<tr>
<td>Senior Consultant</td>
<td>35%</td>
<td>10%</td>
<td>$20</td>
</tr>
<tr>
<td>Qualified Producer</td>
<td>42%</td>
<td>7%–17%</td>
<td>Up to $34</td>
</tr>
<tr>
<td>Supervisor</td>
<td>50%</td>
<td>8%–25%</td>
<td>Up to $50</td>
</tr>
</tbody>
</table>

*Wholesale Profit Example: Using $220 Retail ($200 Earn Base). Amounts will vary depending on discount levels of Distributors and the price at which product is sold. Excludes expenses and shipping/handling costs.*
Build and maintain a **solid team of Supervisors**.

**Earn 1–5% on sales** from the first three active levels of the Supervisors beneath you.*

**Takes time, consistency and dedication.**

Not all Distributors become Supervisors.

---

*Earning Royalties requires building a large team of business builders consistently selling products to customers. This is not typical for all Distributors and takes hard work, skill and dedication. Most people work part-time and typically earn about $200 in a month in their 1st year, before expenses. Refer to U.S. Statement of Typical Distributor Earnings 2022 at https://iamherbalifenutrition.com/average-gross-compensation.
Supervisors are eligible for Royalties on top of potential Retail and Wholesale Profits based upon the sales of their downline Supervisors.

*Earning Royalties requires building a large team of business builders consistently selling products to customers. This is not typical for all Distributors and takes hard work, skill and dedication. Most people work part-time and typically earn about $200 in a month in their 1st year, before expenses. Refer to U.S. Statement of Typical Distributor Earnings 2022 at https://iamherbalifenutrition.com/average-gross-compensation.
Opportunity to earn monthly Production Bonus of 1–7% on Team Sales as you grow in the Sales & Marketing Plan.

Top 1% of hard-working and successful entrepreneurs are eligible for the annual Bonus.*

*Production Bonuses are earned by our top leaders and requires building a large team of business builders consistently selling products to customers. This is not typical for all Distributors and takes hard work, skill and dedication. Most people work part-time and typically earn about $200 in a month in their 1st year, before expenses. Refer to U.S. Statement of Typical Distributor Earnings 2022 at https://iamherbalifenutrition.com/average-gross-compensation.
Grow an International Business
Pursue Your Potential as a Distributor
Support
We Offer

Supportive community of experienced entrepreneurs

Business trainings and tools

Opportunities to qualify for events and vacations*

*Vacation qualifications are earned by our top leaders, are not typical for all Distributors, and take hard work, skill and dedication. Most people work part-time and typically earn about $200 in a month in their 1st year, before expenses. Refer to U.S. Statement of Typical Distributor Earnings 2022 at https://iamherbalifenutrition.com/average-gross-compensation.
Confidence in the Business Opportunity

High product quality

No minimum monthly product purchases required

100% full refund guarantee*

*If you decide to resign for any reason, you can receive a full refund of the cost of the IBP and any unopened products that are purchased within the previous 12 months.
Your Business
Your Way

Work how, when and where you want.

Positively impact others.

Make it a side hustle or build a business for life.

Flexible scheduling allows you to work hours you want so you can spend more time with your family and friends.
2 Opportunities

Try this out part time

Make this your full-time business