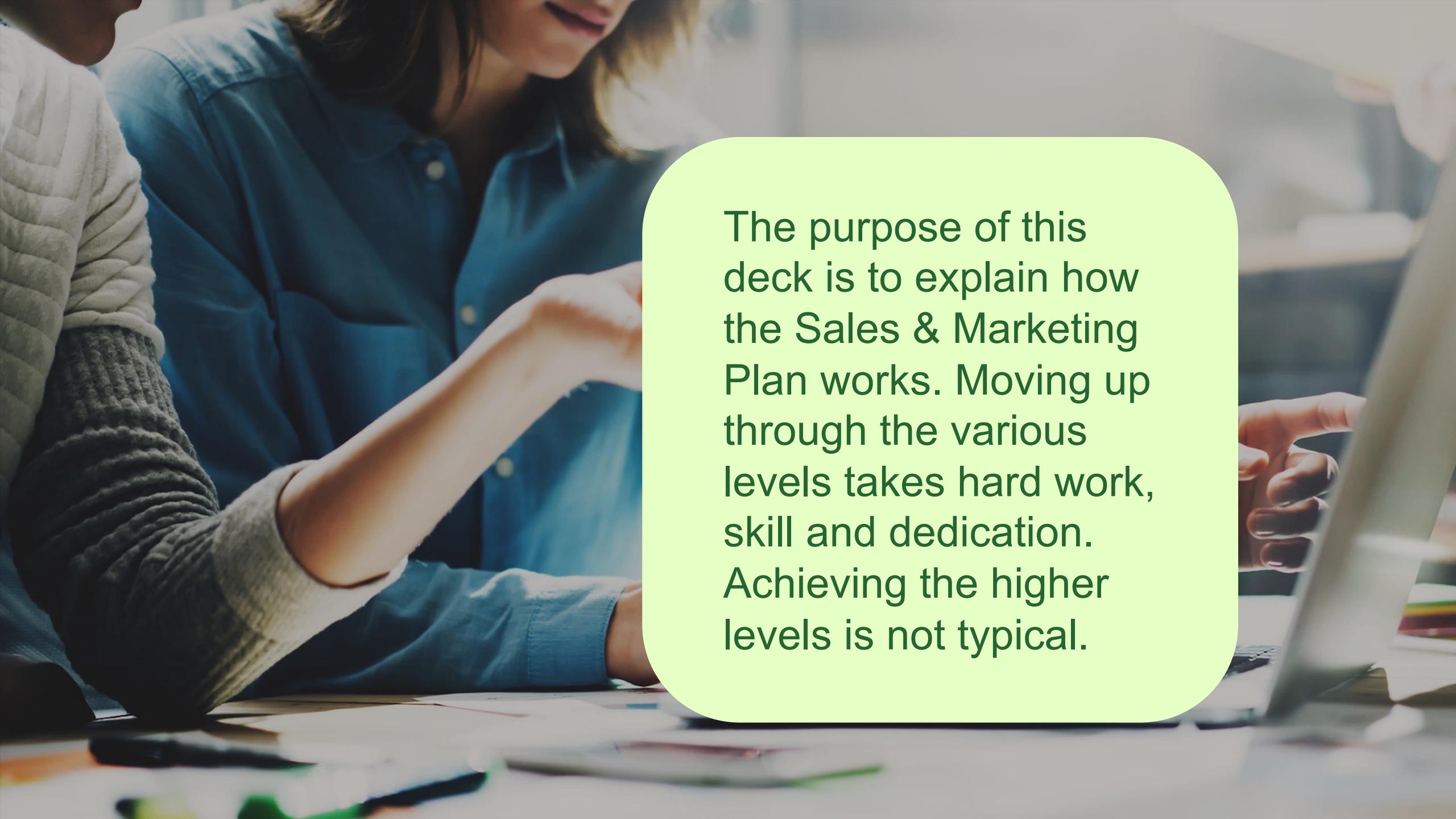




Sales & Marketing Plan (U.S./Puerto Rico)





The purpose of this deck is to explain how the Sales & Marketing Plan works. Moving up through the various levels takes hard work, skill and dedication. Achieving the higher levels is not typical.

Statement of Average Gross Compensation

In 2021, about 178,000 U.S. Distributors ordered products for resale from Herbalife and about 166,000 of them earned money from their sales and the sales of those they sponsored. In a typical month, about 85,000 earned money, including those making supplemental income. Here is what they earned in a typical month, before expenses.

First year Distributors (about 24,000) (about half earned in 6 months or more in 2021)

50% (about 12,000) earned more than **\$190** in a month

Top 10% (about 2,400) earned more than **\$1,636** in a month

Top 1% (about 240) earned more than **\$8,912** in a month

All year Distributors (about 61,000) (about half earned in 6 months or more in 2021)

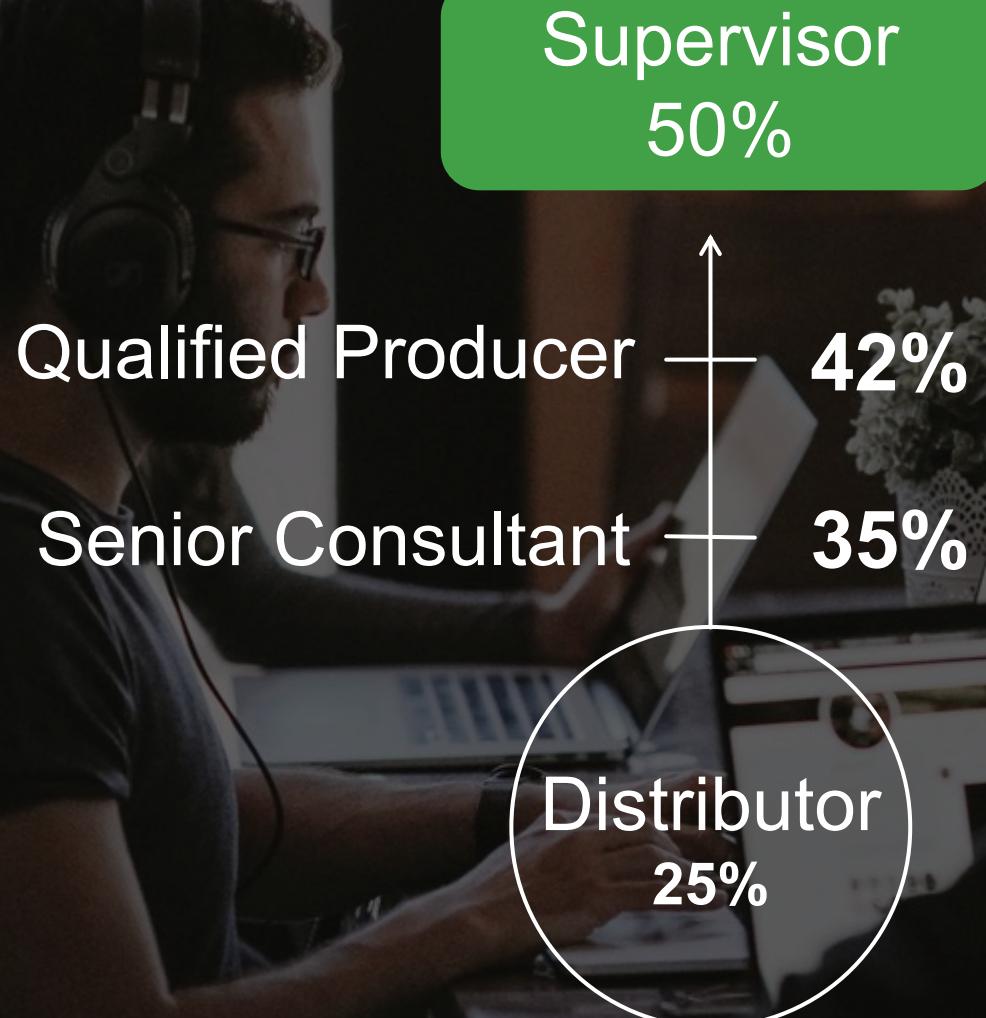
50% (about 30,500) earned more than **\$241** in a month

Top 10% (about 6,100) earned more than **\$3,925** in a month

Top 1% (about 610) earned more than **\$18,176** in a month

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 11 years. Requires skill, consistent work and dedication.

Work to Move Up the Sales & Marketing Plan



Accumulate 2,000 DVP in 1–2 months
or 4,000 DVP in 3–12 months

Accumulate 1,000 DVP in 1–2 months
or 2,500 DVP in 3–6 months

Accumulate 500 DVP in 1–2 months

Purchase IBP

25% to 50% product discounts are based on Earn Base.

Your Position Determines Your Potential Profit



EXAMPLE: Retail Sale (\$100 Earn Base)

Profit & Earnings	Distributor	Senior Consultant	Qualified Producer	Supervisor
Discount	25%	35%	42%	50%
Potential Earnings	\$25	\$35	\$42	\$50

25% to 50% product discounts are based on Earn Base. Potential earnings exclude expenses and shipping/handling costs.

Your Position Determines Your Potential Profit Areas

Profit & Earnings	Distributor	Senior Consultant	Qualified Producer	Supervisor
Retail	25%	35%	42%	50%
Wholesale	0	10%	7% to 17%	8% to 25%
Royalty	0	0	0	5%* (On first 3 active levels)
Production Bonus	0	0	0	1% [†] (World Team potential) 2% 4% 6% to 7% (TAB [‡] Team potential)
Vacations	NO	NO	NO	YES!* (Qualification Required)

*Royalties, Production Bonuses and Vacations are received by those at the higher levels of the Sales & Marketing Plan. Refer to SAGC for typical earnings at <https://iamherbalifenutrition.com/average-gross-compensation>.

[†]The World Team 1% Bonus Promotion is effective February 2023–December 31, 2023.

[‡]TAB Team: The combined group of GET, Millionaire and President's Team levels.

25% to 50% product discounts are based on Earn Base.

Potential earnings exclude expenses and shipping/handling costs.

Supervisors Are Eligible for Royalties

On Top of Potential Retail and Wholesale Profits Based
Upon the Sales of Their Downline Supervisors

Supervisor
50%

Up to 5%
monthly
Royalty

Achieve 2,500 DVP each month
to be eligible for the full 5% Royalty

1st Level Supervisors*

2nd Level Supervisors*

3rd Level Supervisors*

*Earning Royalties requires building a team of business builders consistently selling products to customers. This is not typical for all Distributors and takes hard work, skill and dedication. Refer to SAGC for typical earnings at <https://iamherbalifenutrition.com/average-gross-compensation>.



Build a Team of Supervisors

- In order to earn Royalties, you need to build a team of Supervisors under you
- Takes time, consistent work, skill and dedication

Qualifying for World Team



Achieve 2,500 DVP
in each of 4
consecutive months as a
Fully Qualified Supervisor

OR

Achieve 10,000 DVP
in 1 month after
becoming a Fully
Qualified Supervisor

OR

Achieve 500
Royalty Points
in 1 month

**EARN
BONUS:**

Eligible for monthly 1% World Team Bonus* as a Fully Qualified Supervisor
Achieve: 3,500 DVP and 500 Royalty Points within the same month.

*The World Team 1% Bonus Promotion is effective February 2023–December 31, 2023.

Results not typical. Refer to SAGC for typical earnings at <https://iamherbalifenutrition.com/average-gross-compensation>.

Qualifying for **GET**

- Achieve **1,000 Royalty Points** in 3 Consecutive Months
- Eligible for up to 2% monthly Production Bonus



GET

**20,000
Documented
Volume
Points**

1st Level Supervisors*

2nd Level Supervisors*

3rd Level Supervisors*

*Earning Royalties requires building a team of business builders consistently selling products to customers. This is not typical for all Distributors and takes hard work, skill and dedication. Refer to SAGC for typical earnings at <https://iamherbalifenutrition.com/average-gross-compensation>.

Qualifying for **Millionaire Team**

- Achieve **4,000 Royalty Points** in 3 Consecutive Months
- Eligible for up to **4% monthly Production Bonus**



**Millionaire
Team**

**80,000
Documented
Volume
Points**

1st Level Supervisors*

2nd Level Supervisors*

3rd Level 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. Refer to SAGC for typical earnings at <https://iamherbalifenutrition.com/average-gross-compensation>.

Qualifying for President's Team

- Achieve **10,000 Royalty Points** in 3 Consecutive Months
- Eligible for up to **7% monthly Production Bonus**



President's Team

**200,000
Documented
Volume
Points**

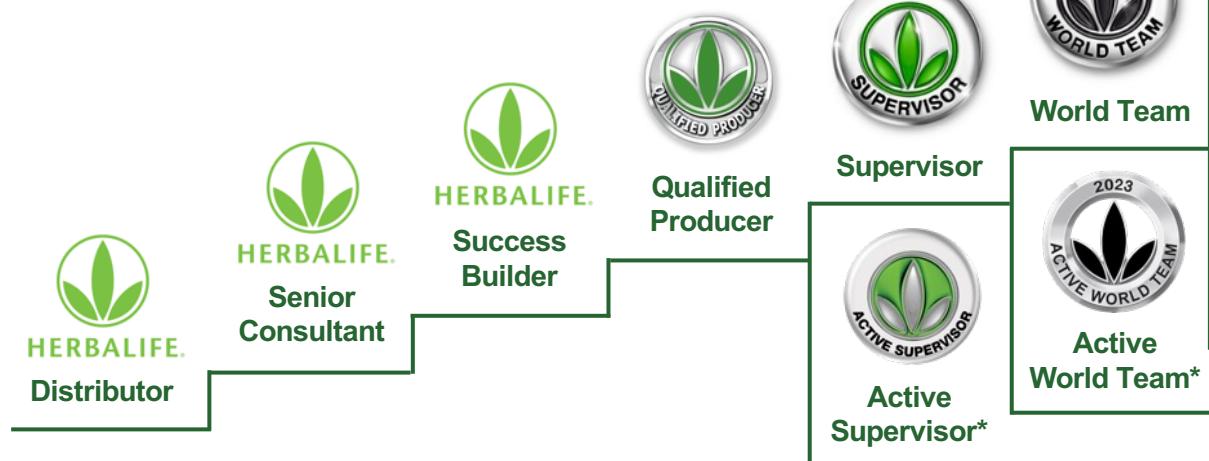
1st Level Supervisors*

2nd Level Supervisors*

3rd Level 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. Refer to SAGC for typical earnings at <https://iamherbalifenutrition.com/average-gross-compensation>.

Sales & Marketing Plan Levels



TAB Team (Top Achievers Business Team)
This level and up



*Active Supervisor, Active World Team, GET 2500 and Millionaire Team 7500 are recognition levels, not earnings levels in the Sales & Marketing Plan. See your Sponsor for more information.

†For complete qualification details, refer to MyHerbalife.com for Rules of Conduct.



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