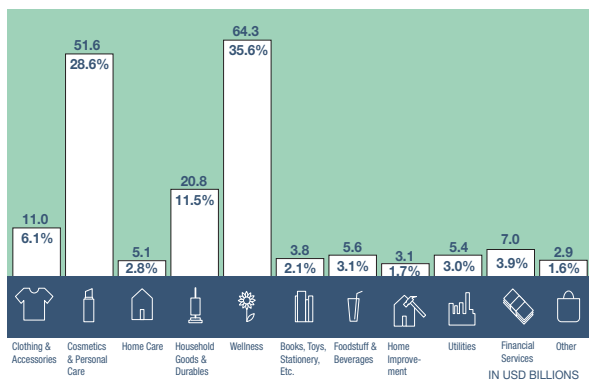


Fact Sheet

Founded in 1978, the World Federation of Direct Selling Associations (WFDSA) is the leading international, non-governmental, voluntary organization representing the global direct selling industry in more than 170 countries. Today, WFDSA is based in the United States capital, Washington, DC. Our members are a diverse, dedicated group of more than 60 national and regional DSAs who share a common vision and voice to pursue the highest ethical conduct; foster partnerships with government, consumer and academic leaders; strengthen the management of DSAs and their member companies; and promote greater understanding and support of direct selling worldwide.



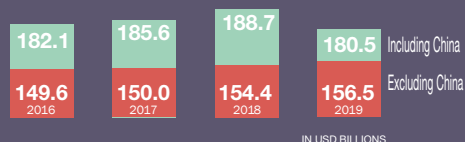
GLOBAL SALES SALES BY PRODUCT



All WFDSA members must implement the WFDSA World Code of Ethics for Direct Selling in their national Codes. As the cornerstone of our commitment to ethical business practices and consumer protections, our Code of Ethics is a living document that is regularly enhanced to meet the demands of direct selling.

Direct selling is a \$180.5 USD billion industry worldwide that encompasses 119.9 million independent representatives. These independent representatives affiliate with a direct selling company but enjoy the freedom of building a business on their own terms and time. Many join because they love a company's products or services and want to purchase them at a discount. Others sell to their friends, family and communities and earn commissions on their sales. The most successful sponsor other independent representatives and mentor them into building successful businesses, too.

GLOBAL DIRECT SALES CONTINUED STRENGTH



Excluding China sales, the industry continued growth with a three-year compound annual growth rate of 1.5% for the 2016-2019 period. (CAGR including China was -0.3%)

IN USD BILLIONS

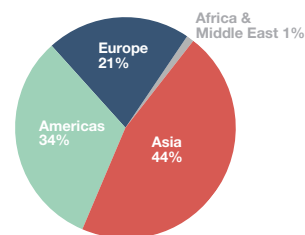
Sales figures are expressed in 2019 Constant USD at Estimated Retail, less value-added tax.

78% of global sales are generated by the Top 10 countries



Sales figures are expressed in 2019 constant USD at estimated retail, less value-added tax.

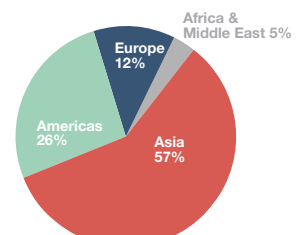
GLOBAL BUSINESS RESULTS



GLOBAL SALES

IN USD BILLIONS 180.5

Asia Excluding China*	54.9 - up 2.2%
*China	24.0 - down 30.0%
Americas	61.8 - up 0.7%
Europe	37.9 - up 0.8%
Africa & Middle East	1.9 - up 11.6%



GLOBAL SALES FORCE

119.9 MILLION

Asia Excluding China*	64.3 - down 0.9%
*China	4.1 - down 26.0%
Americas	30.9 - up 0.1%
Europe	14.1 - down 1.6%
Africa & Middle East	6.5 - up 2.1%

Please refer the WFDSA 2019/2020 Annual Report for further information regarding Global Business results.