



**HERBALIFE
NUTRITION**



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 **HERBALIFE
NUTRITION**

**2016
CORPORATE
PROFILE**



WELCOME TO HERBALIFE

Making positive lifestyle changes, such as eating a balanced diet or getting more exercise, takes motivation and discipline. And very often, once you reach your goal, maintaining your results can be a supreme challenge. For lasting change, there is no magic pill. It takes a daily plan that includes the right nutrition, a little sweat and consistent support. That's where we can help.

For more than 36 years, our mission at Herbalife has been to change people's lives by providing the best nutrition and weight-management products in the world and the best business opportunity for extra income. Our products are not sold in stores. Instead, they are available exclusively through our network of hundreds of thousands of independent Herbalife members in more than 90 countries around the world. Our members provide personalized nutrition that you simply can't get in a traditional retail setting.

We make high-quality products, backed by science and research, in accordance with our *Seed to Feed* philosophy and strict regulations. From the cultivation of source ingredients to the final delivery of product to consumers, a commitment to quality and traceability is at the heart of everything we do.

73%* of our members join primarily to receive a discount on our products. Some members also get such meaningful personal results, they choose to earn extra income by selling the products and providing personalized service and support to their customers. They educate, coach and mentor their customers on the basics of good nutrition and how Herbalife products can augment their balanced diet.

We also sponsor more than 200 athletes who use our sports and energy products to fuel their training and games.

It's all about supporting our members and their customers with balanced nutrition to help them live healthy, active, happy and fulfilling lives.

* 73%, based on a survey of former U.S. Members by Lieberman Research Worldwide, Inc. ("LRW") in January 2013, with a margin of error of +/- 3.7%.





“We are changing the daily nutritional habits of the world, one person at a time, with products that make the healthy choice an easy choice.”

Michael O. Johnson
Chairman and Chief Executive Officer, Herbalife

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HERBALIFE AT A GLANCE

Commitment to Growth

\$4.5 billion
net sales in 2015

Operations in
90+
countries

94,000+
Nutrition Clubs
around the world

8,200+
global employees

Traded on the
New York Stock Exchange
(NYSE: HLF)

Millions
of daily consumers

In business for more than
36 years

Commitment to Quality

14 steps in our
Seed to Feed process,
which ensures high
quality and safety in
our products

Over 10 working laboratories,
where quality assurance,
quality control, research
and development and
testing occur

250+
scientists on staff

We have market-leading
consumer protections
that have earned us an
A+ rating from the Better
Business Bureau.

Commitment to Giving Back

130+
Herbalife Family
Foundation (HFF)
Casa Herbalife
programs around
the world

100,000+
children served
by HFF every day



We take product quality and safety to heart. That's why our products and manufacturing facilities are certified by respected third parties who specialize in verifying safety and quality. Our new laboratories, testing equipment, facilities, ingredients and scientists meet the rigorous standards set by the International Organization for Standardization (ISO) and NSF International.

● Countries where Herbalife is currently operating

WHO WE ARE

A Global Nutrition Company Personal Service and Support

Herbalife is a premier nutrition company. We make nutrition products with protein, fiber and vitamins to complement a balanced diet and support a healthy, active life.

We also offer an opportunity to earn extra income. Our nutrition, weight-management, energy and fitness, and personal care products are available exclusively through dedicated members.

We have a diverse range of customers with different nutritional needs and goals. Some customers are focused on convenient nutrition to support their exercise routine and personal health. Others care about quality nutrition and quality ingredients for the whole family. Many of our consumers want support for healthy aging, such as nutrition for joint health and ocular health. And our diet-focused customers want affordable and convenient products to support their weight-loss goals.

Herbalife is unique because of the one-on-one coaching and support that Herbalife members provide to their customers. Herbalife customers receive much more than a product, they get steady support and a plan to meet or exceed their personal nutrition, weight-management and fitness goals.

Our growth is driven by millions of consumers who use our protein shakes, snacks, energy and fitness drinks and personal care products. To meet the steadily growing demand for our products, we've built a network of company-owned manufacturing facilities around the world.

In 2015, 67.1 million canisters of Formula 1 were sold worldwide - that's more than 8,000 miles of canisters, stacked end-to-end



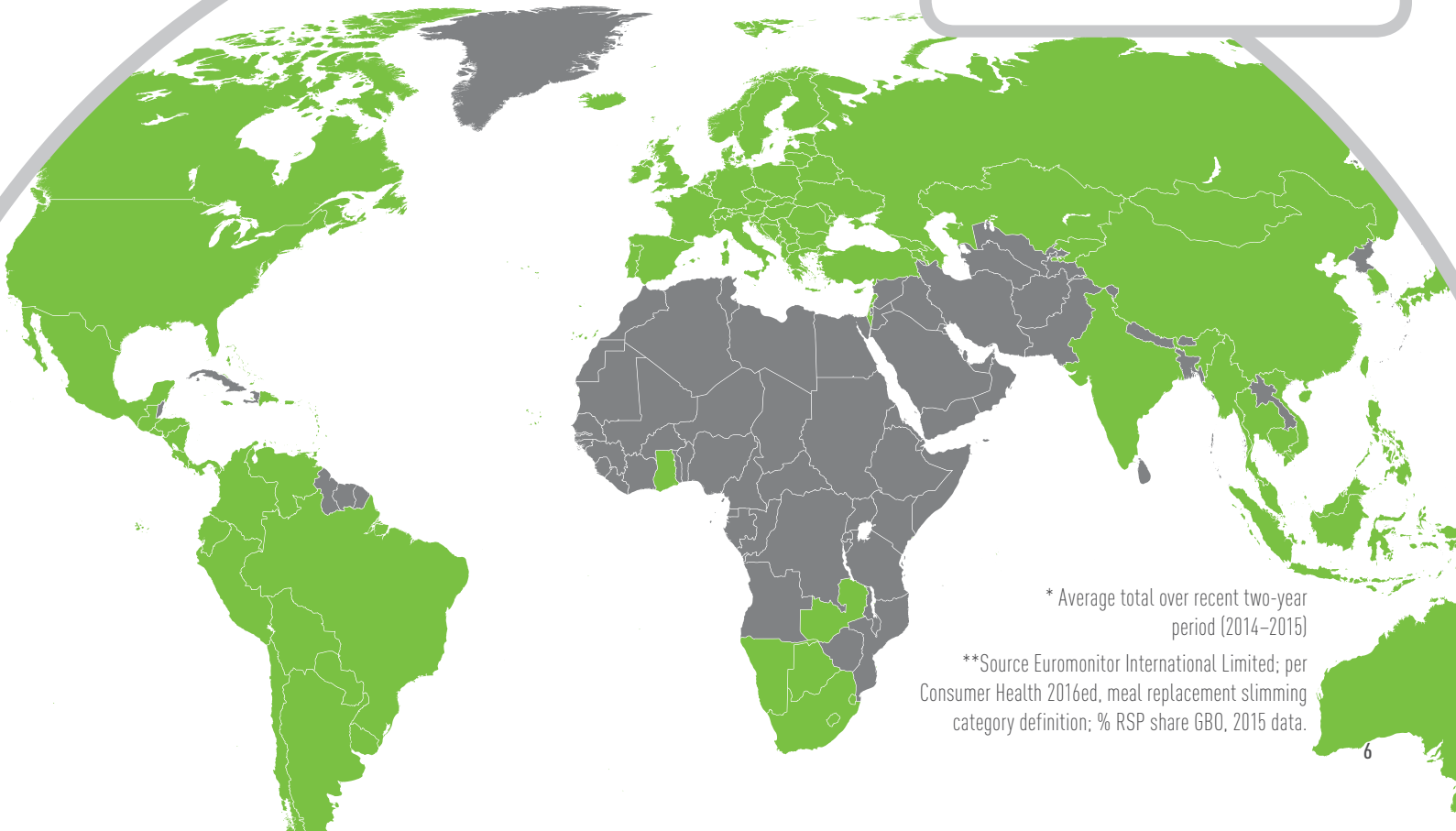
Global Statistics

1,500+ product access points

1.53 billion servings of Formula 1 Nutritional Shake Mix served worldwide in 2015

21.73 million product units sold per month*

Herbalife is the #1 brand in the world in meal replacement.**



* Average total over recent two-year period (2014-2015)

**Source Euromonitor International Limited; per Consumer Health 2016ed, meal replacement slimming category definition; % RSP share GBO, 2015 data.

OUR PRODUCTS

FORMULA 1 HEALTHY MEAL NUTRITIONAL SHAKE MIX

TRUSTED INGREDIENTS

Our products contain the right ingredients. Our protein shakes and nutritional supplements have fiber, vitamins, minerals and antioxidants. When combined with eating the right foods and exercising regularly, Herbalife products can help our customers live healthier lives.



GLOBAL NUTRITION PHILOSOPHY

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



FORMULA 1 AT A GLANCE

Formula 1 Healthy Meal Nutritional Shake Mix provides customers with an easy-to-prepare healthy, balanced meal. This reduced-calorie, delicious meal-replacement shake provides a balance of protein, fats and carbs for good nutrition and weight management. While most Formula 1 varieties are made with soy protein, other protein sources are available, including whey, milk, pea and sesame protein.



9g of heart-healthy soy protein



17g of protein when mixed with 8 ounces of non-fat milk



up to **21** vitamins and minerals



An excellent source of antioxidant

Vitamins A, C & E



Offers a variety of great tasting

flavors

One serving of Formula 1 meal-replacement shake, made with 250 ml of low-fat milk, provides:

VITAMIN C

25% of your recommended daily intake of Vitamin C

VITAMIN E

25% of your recommended daily intake of Vitamin E

VITAMIN A


35% of your recommended daily intake of Vitamin A

CALCIUM

35% of your recommended daily intake of calcium

Percent Daily Values (% DV) are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calories needs.





“We use plant protein, like soy beans from the United States, in many of our products. Soy plants produce more protein per acre, and use fewer environmental resources to produce, than other forms of protein.”

Rich Goudis

Chief Operating Officer, Herbalife

SEED TO FEED

FROM INGREDIENTS TO PRODUCTS

We source ingredients, such as aloe vera and green tea, from select agricultural regions around the world. We also work with world-class suppliers and are the largest purchaser of soy protein isolate in the United States.

At company-owned and partner manufacturers around the world, we turn these ingredients into products that provide just the right blend of protein, fiber and essential vitamins.

SEED TO FEED: STEP BY STEP

Our staff, state-of-the-art equipment and quality control systems throughout the entire manufacturing process help to ensure that every product meets our exacting quality standards.

1. PLANT



Crops are planted in areas with optimal climate, soil and growing conditions.

2. CULTIVATION



The fields are carefully monitored to ensure the quality of the crops.

3. HARVEST



Ingredients are harvested through cropping, wild-crafting and fishing.

4. TESTING – ROUND 1



Chemical identification and testing of ingredients ensure they meet or exceed Good Manufacturing Practices and Herbalife requirements.

5. RAW MATERIALS



Ingredients are dried, milled and extracted to produce the raw materials needed to create Herbalife products.

6. TESTING – ROUND 2



Raw materials are inspected, sampled and chemically tested by Herbalife scientists for identity verification and quality assurance, then securely stored until test results confirm their purity.





7. WEIGHING



Raw materials are added to bulk batches of a product based on the product formula.

8. BLENDING/COMPRESSION



Raw materials are manufactured into finished products.

9. TESTING – ROUND 3



Quality control testing throughout the manufacturing process ensures consistency in every batch, including uniformity of all powder blends, proper thickness and hardness of tablets and more.

10. PACKAGING



Batches of products are packaged, labeled and prepared for shipping.

11. TESTING – ROUND 4



Quality control conducts chemical identification 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.

13. TESTING – ROUND 5



Finished products are inspected again and samples are pulled for quality testing upon arrival at distribution centers to ensure that packaging is properly labeled and not damaged upon arrival.

14. DISTRIBUTION



Products are securely stored at distribution centers until picked up or shipped to members.

SCIENTIFIC LEADERSHIP



THIS HIGHLY CREDENTIALLED TEAM INCLUDES:



DANA RYAN

LOUIS IGNARRO

DAVID HEBER

LUIGI GRATTON

JOHN AGWUNOBI

ROCIO MEDINA

JOHN HEISS

LOUIS IGNARRO, PH.D.

**Nobel[†] Laureate in Medicine
Member, Member of the Herbalife
Nutrition Institute Editorial Board
and Nutrition Advisory Board**

Has made exceptional contributions to science. A Nobel[†] Laureate in Physiology or Medicine in 1998 for his discovery of nitric oxide's range of benefits to the human body.

JOHN AGWUNOBI, M.D., M.B.A., M.P.H.

**Chief Health and
Nutrition Officer**

Former Assistant Secretary of Health for the U.S. Department of Health and Human Services. Responsible for the company's nutrition philosophy; nutrition and product education; supporting the Herbalife Nutrition Institute and Herbalife's advisory boards.

DAVID HEBER, M.D., PH.D., F.A.C.P., F.A.S.N.

**Chairman, Herbalife Nutrition
Institute Editorial Board and
Nutrition Advisory Board**

Specialties: Obesity treatment and nutrition for cancer prevention and treatment. Founding Director of the Center for Human Nutrition at the University of California, Los Angeles.*

LUIGI GRATTON, M.D., M.P.H.

**Vice President, Worldwide
Nutrition Education
and Development,
Member of Herbalife Nutrition
Advisory Board**

Focused on educating and training independent Herbalife members around the world on the fundamentals of good nutrition and how Herbalife products support a healthy diet.

JOHN HEISS, PH.D.

**Senior Director, Sports
and Fitness, Worldwide
Product Marketing**

One of the scientists behind Herbalife24, a line of high-end sports nutrition products. He is responsible for setting the strategy for sports nutrition and developing a portfolio of products based on the latest science.

ROCIO MEDINA, M.D.

**Vice President, Worldwide
Nutrition Training
Vice Chairwoman, Nutrition
Advisory Board**

A former professor of nutrition and obesity and, with other professors, designed a program of study in these areas at the University of Monterrey in Mexico, to help prepare professionals in this field.

GARY SMALL, M.D.

**Member, Herbalife Nutrition
Institute Editorial Board and
Nutrition Advisory Board**

Has authored over 500 scientific works and received numerous awards and honors.

VASILIOS "BILL" FRANKOS, M.S., PH.D.

**Senior Vice President, Global
Regulatory Compliance and
Product Safety**

One of the country's foremost authorities on dietary supplements and exemplifies Herbalife commitment to providing science-based nutritional supplements of the highest quality available in the marketplace.

STEVE HENIG, PH.D.

**Member, Herbalife Nutrition
Institute Editorial Board**

Served as Senior Vice President, Technology and Innovation at Ocean Spray Cranberries, Inc., where he revitalized the company's new products program and medical research program.

DANA RYAN, PH.D.

**Sports Performance
& Education**

A former collegiate athlete and coach with a Ph.D. in Physical Activity, Nutrition and Wellness along with a Master's degree in Kinesiology and a Certificate in Nutrition for Optimal Health, Wellness and Performance.

13 *The University of California does not endorse specific products or services as a matter of policy.

†The Nobel Foundation has no affiliation with Herbalife and does not review, approve or endorse Herbalife products.

EXCELLENCE IN SCIENCE

The development of Herbalife® products is guided by our Scientific Leadership, made up of experts in the fields of nutrition and health from around the world who participate in product development and testing programs. We have Ph.D.s. on staff who are members of various research and professional societies and dietetic groups worldwide. This includes active participation in and support of organizations, such as various branches of the International Life Sciences Institute and AOAC International.

NUTRITION ADVISORY BOARD

The Herbalife Nutrition Advisory Board (NAB) is comprised of more than 25 leading experts, from over 20 countries around the world, in the fields of nutrition, science and health. The NAB helps educate and train members and, in China, Herbalife sales employees, on leading a healthy, active lifestyle and getting proper nutrition, including the purpose and use of Herbalife products.



HERBALIFE NUTRITION INSTITUTE

HERBALIFE NUTRITION INSTITUTE

The Herbalife Nutrition Institute is an online educational resource on nutrition. The website includes papers, research and information from doctors, scientists and nutrition experts.

EXPERTS

Our staff of experts in nutrition, fitness and beauty share advice and the latest information at DiscoverGoodNutrition.com.

**SUSAN BOWERMAN,
M.S., R.D., C.S.S.D., F.A.N.D.**

**Director, Worldwide
Nutrition Training**

Responsible for the development of nutrition education and training materials at Herbalife.

JACQUIE CARTER

**Director, Worldwide Outer
Nutrition Education
and Training**

More than 15 years experience developing, marketing and launching outer nutrition products at Herbalife.

SAMANTHA CLAYTON

**Senior Director, Worldwide
Fitness Education**

Responsible for all activities relating to exercise and fitness education for independent Herbalife members and employees.

CLINICAL STUDIES



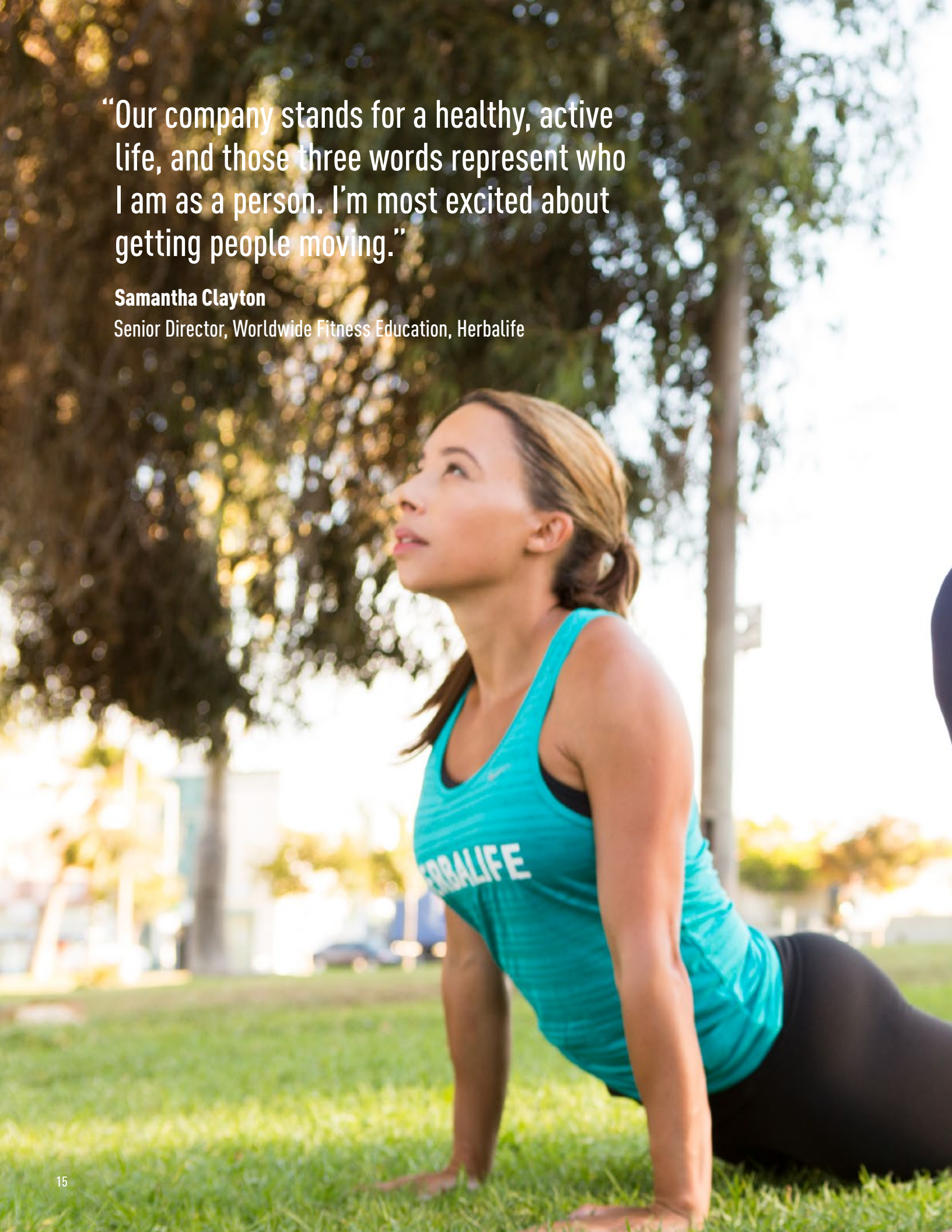
Herbalife supports clinical research at major universities to provide scientific support for protein-rich meal replacements in weight management in local markets where dietary habits differ. These locations include China, India, Mexico and other countries throughout the world where Herbalife products are sold.

Herbalife has a robust science-based product development, validation and clinical testing process conducted by experienced Herbalife scientists, developing future products and benefits to meet the nutritional needs of its members and consumers.

“Our company stands for a healthy, active life, and those three words represent who I am as a person. I’m most excited about getting people moving.”

Samantha Clayton

Senior Director, Worldwide Fitness Education, Herbalife





DISTRIBUTION MODEL

Herbalife compensation to members is entirely based on the sales of product, not on recruitment of other members. Members can earn retail and wholesale profits by purchasing products at a 25 to 50 percent discount and then selling the products to their customers, friends and family at any price they choose. Members can also earn production bonus and commissions based on the product sales of others in their sales organization.

INDUSTRY-LEADING CONSUMER PROTECTIONS

Herbalife provides the Gold Standard in consumer protection.

100% refund

guarantee on product for the return of all unsold products purchased in the prior 12 months, plus return shipping costs, if membership is canceled for any reason.

Low start-up costs for the Herbalife Member Pack and no minimum purchases required.

Clear, accurate and timely disclosures are provided to prospective members regarding potential income in the Herbalife Statement of Average Gross Compensation.

90-day

money-back guarantee for the cost of the Herbalife Member Pack if membership is canceled for any reason.

Strong product and business opportunity claim guidelines.

We clearly define the benefit of each product and appropriate method of use directly on the product label so the right product is taken the right way to achieve the best results. And we provide realistic expectations of the business opportunity and the effort required to succeed at all levels.



MARKETING PLAN

HOW REVENUE FROM PRODUCT SALES IS PAID OUT

The Herbalife Marketing Plan details how members who decide to sell Herbalife products can earn extra income. Let's take Formula 1 Healthy Meal Nutritional Shake Mix in the United States, as an example of how the revenue is allocated. If a member sells Formula 1 at the suggested retail price of \$39.90, the money is distributed like this:

RETAIL PROFIT / DISCOUNT

Members purchase product at a discount and can keep the difference between that price and their retail price.

INGREDIENTS AND PRODUCT DEVELOPMENT

The remaining portion pays employee salaries, farmers and suppliers, the cost of production, income taxes and profit.

ROYALTIES

Herbalife pays a total of 15% in the form of royalties by rewarding up to 5% generated by other members they have brought into the business, up to three levels below them.

MONTHLY PRODUCTION BONUS

Herbalife pays a monthly bonus of up to 7% to members who have built successful sales organizations.

ANNUAL BONUS (\$0.38)

Herbalife awards 1% annually to members who have excelled.



UP TO
\$19.00

UP TO
\$12.16

UP TO
\$5.70

UP TO
\$2.66

\$39.90

PLUS TAX & SHIPPING

SPORTS SPONSORSHIPS

COMMITMENT TO A HEALTHY, ACTIVE LIFESTYLE

Herbalife sponsors more than **200 sporting events, teams and athletes** around the world that exemplify the company's commitment to a healthy, active life, supported by good nutrition. Herbalife is the Official Nutrition Sponsor of international soccer star **Cristiano Ronaldo** and the Presenting Sponsor and Official Nutrition Partner of the **Los Angeles Galaxy**. We also sponsored the **Special Olympics World Games: Los Angeles 2015** and, through the company and our members, we directly supported more than 10 percent (about 700) of all the athletes who participated in the games.



Presented by  **HERBALIFE.**



The LA Galaxy logo and graphics are the property of Major League Soccer, LLC. Used by permission.

Cristiano Ronaldo
Portugal

“I work hard and look for every advantage – and good nutrition is one of them. This is why I partnered with Herbalife, a global leader in nutrition.”

Cristiano Ronaldo
Herbalife-Sponsored Athlete

These partnerships are about authenticity and they represent so much more than a name or logo on a jersey. Our sponsored athletes use Herbalife products before, during and after training and games as part of their nutrition program. And in collaboration with international soccer star Cristiano Ronaldo, we launched Herbalife24 CR7 Drive – designed to meet the hydration and training needs of Ronaldo and athletes at all levels. Dozens of elite sports teams around the world choose Herbalife as their official nutrition company.



Alia Cardinale
Costa Rica




Virat Kohli
India



Luis Camacho
Costa Rica





“One of our most important values,
and something the company and our
members take to heart, is that we make
our communities better places to live
and work.”

John Agwunobi, M.D., M.B.A., M.P.H.

Chief Health and Nutrition Officer, Herbalife



COMMITMENT TO COMMUNITY

HOW WE GIVE BACK

Our members and staff give back to their communities by volunteering their time and donating to programs that promote good nutrition and active lifestyles. Herbalife supports a variety of causes and organizations that promote public health. By aligning with the **American Red Cross**, the **Special Olympics World Games: Los Angeles 2015** and **Common Threads**, Herbalife is committed to improving the lives of people close to home and around the world.

Herbalife has been a long-standing supporter of the American Red Cross – hosting donation drives at various locations across the country, supporting local charitable events, and providing support for the Red Cross during times of disasters. More recently, we partnered with the Red Cross to provide those donors with nutritious protein bars after giving the gift of life.



**American
Red Cross**





130+ HFF Casa Herbalife programs around the world
100,000+ children served by HFF every day

Projects funded through the Herbalife Family Foundation (HFF) Casa Herbalife Program support the following activities:



Meals, food supplies and nutrition education for children and families



Health-related services, such as screenings, immunization and medicine



Construction/renovation of kitchens, food and water storage equipment, sports facilities and libraries

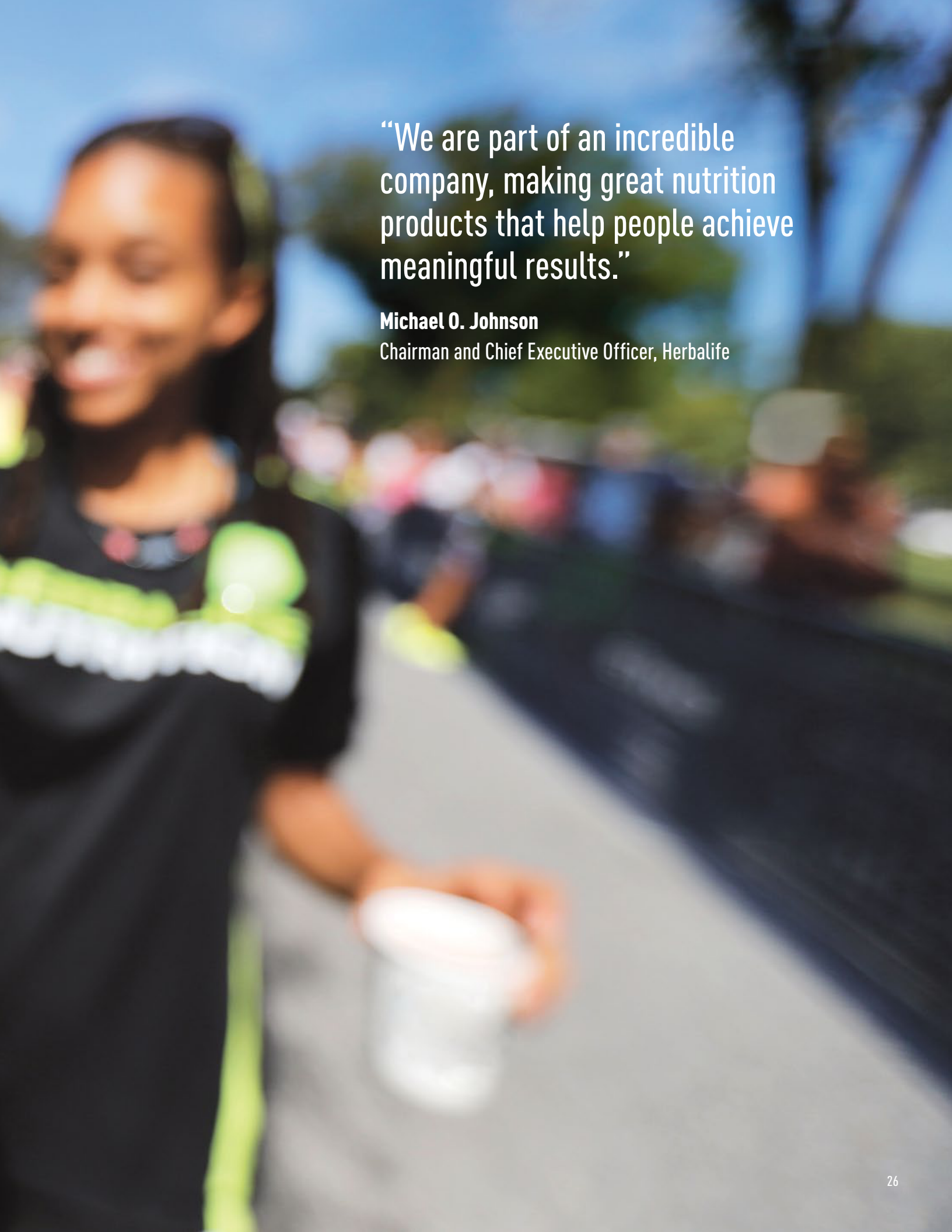


Youth sports, arts and recreation programs

HFF is a 501(C) (3) non-profit corporation.







“We are part of an incredible company, making great nutrition products that help people achieve meaningful results.”

Michael O. Johnson

Chairman and Chief Executive Officer, Herbalife