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MESSAGE FROM CEO BRENT WILLIS ON THE CENTURION PROGRAM

The following is a letter sent by CEO Brent Willis to Japanese IPCs in late December.

Last week I had the honor of working with our teams in Japan, Taiwan, Hong Kong and China, and it occurred to me that we all became part of the NewAge family just about 12 months ago today. I can hardly believe it, but wow, we have accomplished so many things together in a very short period of time. Thank you. I am deeply grateful for all your hard work and for everything you do to inspire others to "live healthy."

One of my partners in Japan recently shared his feelings on our company, expressing that "As we have been given so much, so must we give." I couldn't agree more. He went on to impart how pleased he was that we are keeping the good values of Morinda, that we are strengthening accountability in what we do, and that we are rewarding those who live by their accountability, with all the generous benefits and stock ownership that NewAge provides.

I wanted to expand on just one of the NewAge initiatives and the reasons we created the opportunity for you with the Centurion Program. Why did we create it? Well, two reasons. First, strategically, we have so many new breakthrough products coming in our pipeline over the next few years, and honestly, we need a bigger and fully engaged IPC team to drive all those new products. Second, Morinda has created already almost 400 millionaires, and we want to build another 100 in the next year or so. I think the program couldn't be easier; get 1,000 new e-commerce subscribers or new IPCs into our system, and gain a total estimated reward of 100 million JPY [more than \$900,000 USD] worth of benefits (cash award, stock award, commissions and bonuses), and we expect the stock to significantly grow from here so it will be worth even more. We all have thousands of followers on Facebook, Instagram, or our other social media accounts, and we know 20-somethings with hundreds of thousands of followers. We just need to realize the social media potential we already have and tap into that, to change people's lives with healthy products, and invite them to join us and share in the Centurion rewards.

In addition to the financial incentives, these 100 Centurion leaders will be part of the new Founder's group at the very top of the company, will meet with the Board of Directors, and will be my personal team to help us run the company. They will have a say in everything we do, so there are way more benefits than just the financial ones. I made a commitment when I started that I would transition the company to becoming consumer-led and IPC-driven. This is just one example of following through on that commitment.



No company in the world is providing something so lucrative. We hope to find a group of leaders who can take this company and business to the next level over the next 5-10 years, and hope they all come from our existing IPC family. They should because they are the ones that already the most loyal and most knowledgeable on Morinda and NewAge and have a huge head start because they already have a number of potential candidates already in their group and themselves, and are already proven successful influencers and business leaders. That being said, we will be very happy and welcoming if people from other networks decide to take advantage of this once-in-a-lifetime opportunity.

This week, other distributors from other direct selling companies joined NewAge because they heard about the Centurion Program, and they loved the culture we are building and the new products we are launching. They wanted to build a business with us from zero. What a

courageous commitment and action they took! There are people like them all around you, in our industry, that just need to hear about us and the Centurion Program. And of course, we will reward you in special ways if any Centurions come from your directly sponsored members in keeping with our principle of being generous, especially with those that contribute the most to our emerging company.



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I do not want to underestimate your hard work, accountability, and leadership. I personally want to reward more significantly than you might expect. Imagine how you would feel in a meeting with me, the board members, and corporate executive members. We would salute you with great respect. We would listen to you. We would consider your input for building our strategy. You would be invited to our important meetings with us. You will be recognized at global events and local events. We would value your suggestions and ideas because you have proven great success. We will treat you with business class travel to global events (NewAge Convention and other global events). Your success stories will be featured in our global publications, so others want to follow your example. And, you would be one of the 100 new founders of NewAge, a Centurion.

Imagine how you'd feel from not just buying the stock yourself, but by earning it. They are both good, and we believe our stock has huge potential. But, I love recognizing my partners for their work, their commitment, their dedication, their passion, and their results for the business. And, being recognized makes them so proud. I encourage all of you to imagine what you would like to be and where you would like to be as a Centurion leader. Also, imagine how your group would be like with 1,000 new Premier Members. Picture your new people qualified to be a Centurion Leader and how he or she would do business next 5-10 years or more. Describe the moments how micro influencers, YouTubers, gamers, teenagers, 20-30s young people, and younger generation coming to be a Centurion Leader. If you have even one Centurion Leader born in your group, can you imagine how your business and income would grow and stabilize? Start planning how to celebrate your success with your group members and 1,000 new Premier Members. All new people joining your group would experience their lives transformed by NewAge products and business opportunities.

We will continue sharing how other people in the world are doing with the Centurion Program, as current IPCs around the world are signing up and new leaders are joining our team every day as they hear about the opportunity. We just need to get the word out, and as people hear about our culture, our new products, our purpose, and our new opportunities with NewAge, they should all want to be part of our special team. All our IPCs around the world are one big family. We may look a little different and sound a little different, but we are family nonetheless, and families share in each other's experiences, share in each other's burdens and share in each other's success.

Thank you so much for being a special part of my family. This is not business, this is personal, and I stand committed to do whatever it takes to serve and support you.

NewAge Hong Kong celebrates 20th anniversary

NewAge's Hong Kong office just reached a thrilling milestone in December, celebrating 20 years of operation. The occasion featured an anniversary event that celebrated the company's history while also unveiling an exciting future.

With NewAge Chief Commercial Officer Kelly Olsen on hand, IPCs from Taiwan and Hong Kong IPCs shared their business testimonials, and attendees participated in a TeMana + Collagen toast. Kelly spoke about how the market was originally launched with just four IPCs, yet saw tremendous growth thanks to the power of networking. He encouraged all IPCs to expand their vision, and embrace all kinds of possibilities for their business.

As for the future of Hong Kong, Kelly announced that the market was officially becoming one of the first new markets with the NewAge XL compensation plan, much to the excitement of all the IPCs in attendance.

There were also additional meetings discussing the science behind Tahitian Noni Juice and 'NHANCED CBD, as well as leadership meetings diving deeper into NewAge XL.



Tahitian president hosts head of Japanese R&D team



French Polynesia president Edouard Fritch recently hosted a staff member from NewAge's Japan office, visiting with them and discussing NewAge's importance to Tahiti.

President Fritch is no stranger to NewAge/Morinda, having been a guest at multiple big company events over the years. He and NewAge have enjoyed a wonderful relationship, and having attended a previous Global Business Summit in Tokyo, he invited Japan's Senior Director of Research and Development Fumiya Isami to French Polynesia.

Together, they discussed how NewAge has contributed to the Tahitian culture and economy. President Fritch noted that noni is one of the most important agricultural resources in Tahiti. He expressed that he is thankful for NewAge's efforts, especially because the company creates jobs on remote islands where there are few job opportunities.

When President Fritch previously visited Japan's Global Business Summit, he and his wife Angeline loved the TeMana products they were able to try. So, Isami presented President Fritch with new TeMana products centered on noni and its individual elements: fruit, seed and leaf.

President Fritch, meanwhile, promised to keep supporting NewAge.

Introducing TeMana Shape spokesperson Cynthia Thurlow

The next big TeMana sensation is TeMana Shape, a low-calorie smoothie designed to shape and beautify the body from the inside out. Containing noni, kombucha and 12 different fruits and vegetables, it boosts energy, enlivens one's appearance, promotes digestive health and helps assist in modest, responsible weight loss.

Launching in the next few months, TeMana Shape is endorsed by spokesperson and intermittent fasting expert Cynthia Thurlow.

So, let's take the opportunity to get to know Cynthia! Here, in her own words, Cynthia shares her background and her passion for health:

"My name is Cynthia Thurlow, and I'm on a mission to eliminate the crazy widespread belief that women must accept weight gain as a normal function of aging.

I'm a nurse practitioner, an expert nutritionist, a two-time TEDx speaker, an entrepreneur and a mother. My passion is helping women find wellness through the healing power of nutrition, and solving health problems from the inside out.

As a nurse, I loved working closely with patients to help them find health solutions. I started to get frustrated with the healthcare system's approach to chronic illnesses, though. I knew there had to be a better way to treat the cause of these illnesses, and I was determined to find it.

That's what got me so interested in food. I started to see a powerful relationship between the foods we eat and improved wellness. When I started to put some of my beliefs into practice, and saw patients see big improvements in their health, I was inspired to become a nutritionist.

Today I am dedicated to teaching women—and everyone—correct principles of nutrition found through intermittent fasting. I simply adore the concept of intermittent fasting, and I think it's a profound new way to look at health and wellness through food. To me it's an absolutely groundbreaking discovery to realize it's not what we eat, but when we eat that makes such a big difference in our health.

I am just thrilled to be a part of the TeMana team. I love TeMana Shape, and I'm proud to endorse this amazing product. I love partnering with people who share my dedication to true beauty, inside and out, and holistic health and wellness through teaching responsible weight loss.

I am excited to partner with TeMana to support women as they struggle with and try to make sense of issues related to lack of energy, weight gain, and food cravings.

I do not believe nor do I support the limiting belief that women have to accept weight gain as a normal function of aging, and I am ready to get to work to help you find the health and beauty solutions you're looking for with TeMana Shape. I'm ready to help shape your life."

To learn more about Cynthia, visit her website at cynthiathurlow.com.



NewAge contributes to Australia relief

In light of the horrific wildfires devastating Australia, NewAge has made a modest contribution to relief efforts via the Australian Red Cross. We encourage others to contribute however they can and refer others to the Australian Red Cross through social media and other avenues.

NewAge/Morinda has enjoyed a long and wonderful relationship with the people of Australia, having done business there for more than 20 years. We have a number of extremely loyal and hardworking IPCs there, as well as an office with a wonderful staff.

The following message comes from one such staff member, Sarah O'Shea:

"To the many messages I have received from staff all over the world expressing concern for us as an office and our members' wellbeing, your thoughts and prayers have meant a lot..."

The support that we are getting from international individuals and countries is humbling and no words of thanks will be enough."



Japan celebrates 20th anniversary by getting crazy!

In order to celebrate 20 years of NewAge/Morinda in Japan, the office there held one of the more unique company celebrations you'll ever see – a "Crazy Party."

IPCs that met specific qualifications were invited to attend this wacky event, in which a local hotel was converted to a "Morinda Hotel" for two days. A total of 175 IPCs enjoyed all sorts of crazy games, including a murder mystery game in which they had to solve who "killed" President Ohki. On top of that, there was dancing, performances, fun costumes, and more. Despite the difficult qualifications to attend, the IPCs loved the event and want to get crazy and do it again!



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