



**HERBALIFE  
NUTRITION**

Making the World Healthier and Happier

*shine your lyte*



# INSPIRING RESULTS





WELCOME TO HERBALIFE NUTRITION

# A GLOBAL NUTRITION COMPANY

Herbalife Nutrition is a global nutrition company with a purpose to make the world healthier and happier. Since 1980, we have been on a mission to improve nutritional habits around the world with great-tasting, science-backed nutrition products that help people get the right balance of healthy nutrition.

Whether it is our industry-leading meal replacement protein shake that comes in dozens of flavors, or our teas, aloes, energy, fitness and outer nutrition products, we cater to a variety of daily nutritional needs, offering choice to consumers in over 90 countries.

Our products are available exclusively through educated and trained Herbalife Nutrition distributors who provide comprehensive and personalized solutions to their customers' nutrition and wellness goals. Distributors are independent entrepreneurs who set up their own businesses and decide when and where they work and do so on their own terms. Our distributors fulfill our purpose every day.

Our company has never been more relevant because we are on the right side of some of the biggest global trends — battling obesity, promoting healthy aging, addressing the rising cost of healthcare and providing opportunities to today’s entrepreneurs.



GLOBAL OBESITY RATES HAVE  
**DOUBLED**  
SINCE 1980



GLOBAL HEALTHCARE SPENDING  
IS EXPECTED TO INCREASE TO  
**\$18.28**  
**TRILLION**  
BY 2040



**~70%**  
OF MILLENNIALS AND  
BOOMERS ARE LOOKING  
FOR HEALTHY AGING  
PRODUCTS



MAJORITY OF U.S. WORKFORCE WILL BE  
**FREELANCERS**  
IN 2027



We’ve been on a mission for nutrition since 1980, and our purpose has never been more important. We’re providing access to good nutrition to communities around the world, and an economic opportunity to people who want to improve lives.”

**Michael O. Johnson**  
Chairman and CEO

# OUR WHY

## MAKING THE WORLD HEALTHIER AND HAPPIER

The purpose and unique value of our company, our distributors and our employees is to help people be healthier and happier through personalized nutrition and a proven business opportunity, so that around the globe, every tomorrow is continually better.



Herbalife Nutrition Soy Supplier  
Rob Sladek, Soybean Farmer  
Iowa, USA

# OUR HOW

## THROUGH PURPOSE-DRIVEN DISTRIBUTORS WHO ARE OUR DIFFERENCE

Beyond products that deliver on their promises, our customers receive irreplaceable knowledge, encouragement, respect, supportive coaching, care, community, and an amazing opportunity. This is what our distributors truly distribute. We are driven by their needs and energized by their passion.



# OUR WHAT

## TO CREATE INSPIRING RESULTS FOR A BETTER LIFE

With effective products that taste great, distributors provide guidance along their customers' journeys. Together, with a company full of enthusiastic employees and an encouraging community, we can give people around the world a simpler path to a healthier, happier life.



## OUR PRODUCTS

We offer a full line of great-tasting nutrition products that can be customized to meet individual needs and help consumers achieve their unique wellness goals. These products include meal replacement protein shakes, protein bars, teas, aloes, vitamins, sports hydration and outer nutrition products, all backed by science.

Our Formula 1 Healthy Meal Nutritional Shake Mix is the number one brand in the world in meal replacement shakes, providing customers with an easy-to-prepare, healthy, balanced meal. Many of our products use soy, which is sustainable and produces more protein per acre, using significantly fewer environmental resources than other forms of protein.

Our global nutrition philosophy is based on balanced nutrition, leading a healthy, active life and following a personalized program with the help of an educated and trained distributor. This philosophy is helping to improve the nutritional habits of the world—one person at a time.

“

Our wide range of nutrient-dense products and flavor choices ensures that our entrepreneurial distributors can provide personalized plans to help customers meet their nutritional needs and achieve their desired results. We call this the Distributor Difference.”

**John Agwunobi**

M.D., M.B.A., M.P.H., Co-President and Chief Health & Nutrition Officer



HERBALIFE NUTRITION IS THE  
**#1** BRAND IN THE WORLD  
IN MEAL REPLACEMENT  
SHAKES

**4.8  
MILLION**

HERBALIFE NUTRITION  
PROTEIN SHAKES  
CONSUMED EVERY DAY



## OUR PURPOSE-DRIVEN ENTREPRENEURS

We proudly promote an entrepreneurial opportunity grounded in solid business skills and responsible business practices. It's an opportunity for people who are interested in being their own boss and working either full or part time. We are constantly expanding the methods we use to engage and train our distributors, from online webinars to in-person conferences and seminars, so they can better build their skills and translate their expertise into opportunities – both for the customers they serve and themselves.



We provide education and training to our entrepreneurial distributors, who then provide a supportive community and personalized nutrition and fitness plans to their customers. Why? Because they don't just sell products, they help achieve results."

**John DeSimone**

Co-President and Chief Strategic Officer

**Here's how it works:** Our distributors buy products at a discount and sell them at a profit. As they become more experienced, they build their own sales teams, earning a commission on their transactions. Similar to working with a customer, they coach their teams using Herbalife Nutrition business tools to build a sustainable business. And Herbalife Nutrition provides the Gold Standard in consumer protection by offering a 100% full refund guarantee.



**83%**

OF PEOPLE GLOBALLY SAY THEY TRUST RECOMMENDATIONS OF FRIENDS AND FAMILY MORE THAN ANY OTHER FORM OF ADVERTISING

## OUR DISTRIBUTOR DIFFERENCE

Each person's nutrition needs are different and require a unique, personalized nutrition plan that is not available at brick-and-mortar and online retail. The Herbalife Nutrition independent distributor provides a person-to-person, high-touch experience that goes beyond a product to include motivation and support to help customers change for the better.

An educated and trained distributor, who is providing personalized nutrition and fitness services, is what positively differentiates us.

“

When I was the 17th Surgeon General of the United States, I was looking for a community-based approach to wellness – Herbalife Nutrition is it.”

**Richard Carmona**

M.D., M.P.H., FACS

17th U.S. Surgeon General (2002-2006)

Member of the Herbalife Nutrition Board of Directors

There are many methods of operation used by our distributors to connect with their customers and run their businesses. These range from wellness evaluations to weight loss challenges and include communication with their customers through one-on-one meetings and social media.

Many distributors own and operate nutrition clubs and fit camps. These small businesses serve as community gathering places for people invited to enjoy Herbalife Nutrition products and work out. Nutrition clubs provide a supportive network and bring together people who have similar wellness goals, contributing to a sense of community and a friendly, social environment among its members.

**70%**

OF AMERICANS AGREE A STRONG SUPPORT SYSTEM IS CRITICAL TO ACHIEVING DIET GOALS

**90,000+**

NUTRITION CLUBS AROUND THE WORLD WHICH IS MORE THAN

**3x**

THE NUMBER OF STARBUCKS WORLDWIDE



OUR DISTRIBUTOR DIFFERENCE



**Coshocton, Ohio** is the archetype of the small American town: full of hardworking, friendly people, built on a strong sense of community and accustomed to a quiet life. However, Coshocton has not escaped a common combination of factors that impacts many neighborhoods: food deserts — a lack of healthy food options, including fresh fruits and vegetables — plus

food swamps — an overabundance of unhealthy choices, like fast food restaurants and convenience stores.

Two Herbalife Nutrition independent distributors decided to try and change that. They opened their own business where they sell our full line of quality, great-tasting nutrition products, hold fitness classes, and offer

nutrition education in a judgment-free atmosphere for anyone who is looking to lead a healthier, happier life. Their success emphasizes a core value — social support. Bringing together people who have similar health and fitness goals contributes to a sense of community and a friendly, social environment among its members.

“

We're all different people, but when we come together at the nutrition club, an amazing atmosphere is created. If you treat people well and provide them with healthier options, you build a community of positive people who are all cheering for each other.”

**Rochelle Byers**

Herbalife Nutrition independent distributor

## COMMITMENT TO QUALITY

Our 14 step Seed to Feed process ensures that our products are best in class for industry standards in quality. We use only the finest ingredients. It starts in the fields where our ingredients come from their natural sources: soy from the United States, aloe from Mexico and tea from China.

At our five Herbalife Nutrition Innovation and Manufacturing facilities around the world, we harness cutting-edge technology, scientific research, and consumer data to create our products.

We follow a comprehensive quality assurance process to ensure that what is on the label is in the product. From the cultivation of source ingredients to the final products that help our customers live healthier lives, a commitment to quality is at the heart of everything we do.

OUR FLAGSHIP FACILITY IN WINSTON-SALEM, NC IS OVER

**800,000** SQ.FT.-

ENOUGH ROOM FOR **12** SOCCER GAMES TO BE PLAYED SIMULTANEOUSLY



**300+**

SCIENTISTS ON STAFF

**50+**

OF WHOM ARE PHDS



ALL LABS ARE ISO 17025-CERTIFIED, THE INTERNATIONAL STANDARD VALIDATING TECHNICAL CAPABILITY AND CONSISTENCY IN RESULTS

U.S. HERBALIFE24® PRODUCTS ARE NSF-CERTIFIED FOR SPORT®



We know relationships are built on trust and transparency. And transparency is the foundation of our Seed to Feed program; ensuring identity, traceability and adherence to good manufacturing practices for all of our nutrition products. Our customers and distributors can have confidence that what is on the label is always in the product.”

**David Pezzullo**

COO

Herbalife Nutrition Tea Supplier  
Tea Farm in Fujian Province, China

## MAKING THE WORLD HEALTHIER AND HAPPIER INCLUDES GIVING BACK

Our corporate social responsibility programs focus on nutrition and building thriving, vibrant communities around the world. We are dedicated to improving communities by providing healthy nutrition and nutrition education to those in need through the Herbalife Nutrition Foundation (HNF). HNF supports over 140 community-based partners around the globe that help bring good nutrition to socially vulnerable communities and provide aide to organizations focused on promoting access, education and empowerment of good nutrition and general wellness. More than 90,000 children in 50 countries receive support for healthy nutrition from HNF. Our distributors and employees volunteer their time and donate to programs that promote good nutrition and active lifestyles, including HNF's Casa Herbalife Program. We also support global and national nonprofit organizations focused on improving the health and wellness of communities, like the American Cancer Society and the American Red Cross.



**300,000+**

PROTEIN BARS DONATED TO THE AMERICAN RED CROSS IN 2018



**140+**

HNF CASA HERBALIFE NUTRITION PROGRAMS AROUND THE WORLD



**90,000+**

CHILDREN RECEIVE SUPPORT FOR HEALTHY NUTRITION FROM HNF PROGRAMS IN 50 COUNTRIES



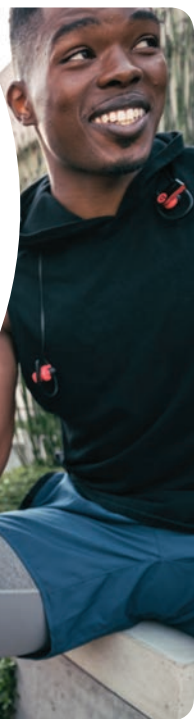
Most of us develop our eating habits at a young age. By supporting good nutrition and providing nutrition education to young people in underserved communities, we can help those kids live healthier and happier lives.”

**Jenny Perez**

Executive Director  
Herbalife Nutrition Foundation



Casa Herbalife Nutrition in Romania



**300+**

SCIENTISTS ON STAFF

**50+**

OF WHOM  
ARE PHDS

**4.8  
MILLION**

HERBALIFE NUTRITION PROTEIN SHAKES  
CONSUMED EVERY DAY

**\$4.9  
BILLION**

IN NET SALES  
IN 2018

**\$300  
MILLION**

INVESTED IN SEED TO FEED  
PROGRAM SINCE 2010



**HERBALIFE  
NUTRITION**

Making the World Healthier and Happier

Learn more at [IAmHerbalifeNutrition.com](http://IAmHerbalifeNutrition.com)

**200+**

SPONSORED  
SPORTING EVENTS,  
TEAMS AND  
ATHLETES AROUND  
THE WORLD

**#1 BRAND**

IN THE WORLD IN MEAL  
REPLACEMENT SHAKES

**90,000+**

NUTRITION CLUBS AROUND  
THE WORLD, MORE THAN

**3x** THE NUMBER OF  
STARBUCKS WORLDWIDE

**~\$5.1  
BILLION**

OF CAPITAL RETURNED  
TO SHAREHOLDERS  
SINCE 2007 THROUGH  
BUYBACKS OR DIVIDENDS

**77.1  
MILLION**

CANISTERS OF HERBALIFE  
NUTRITION PROTEIN SHAKES  
SOLD WORLDWIDE IN 2018

TRADED PUBLICLY ON THE NYSE

**(HLF)**

**19.7%**

MARKET SHARE IN  
WEIGHT MANAGEMENT

**90,000+**

CHILDREN RECEIVE SUPPORT  
FOR HEALTHY NUTRITION  
FROM HNF PROGRAMS  
IN 50 COUNTRIES