



Sales Leaders

Requalification and Retention*

Sales Leaders Statistics (excluding China)

	2021	2020
	(in thousands)	
January 1 total sales leaders	676.5	615.4
January & February new sales leaders	40.5	31.7
Demoted sales leaders (did not requalify) [†]	(156.0)	(149.7)
Other sales leaders (resigned, conversions, etc.)	(2.5)	(2.6)
Total end of February sales leaders	558.5	494.9

Sales Leaders Retention (excluding China)

	2021	2020
	(in thousands)	
Year Ended January 31		
Sales leaders requiring requalification	485.7	446.2
Demoted sales leaders (did not requalify) [†]	(156.0)	(149.7)
Total requalified	329.7	296.5
Retention rate[†]	67.9%	66.5%

Sales Leaders Statistics and Retention Rate

	2021	2020	2021	2020
	Sales leaders (in thousands)		Retention rate	
North America	95.4	71.2	70.8%	65.4%
Mexico	73.0	72.9	68.2%	66.6%
South and Central America	58.3	61.5	65.5%	60.7%
Europe, Middle East and Africa	158.2	130.4	72.7%	70.6%
Asia Pacific (excluding China)	173.6	158.8	63.5%	65.7%
Total sales leaders (excluding China)	558.5	494.9	67.9%	66.5%
China	68.3	70.7		
Total sales leaders worldwide	626.8	565.6		

*The information set forth in this document should be read in conjunction with the Company's Annual Report on Form 10-K for the year ended December 31, 2020, for further information on sales leader requalification and retention. Our network of independent members through which we distribute and market our nutrition products, or Members, must achieve specified thresholds of product sales or earn certain amounts of royalty overrides during specified time periods and generally must requalify once each year to retain their status as "Sales Leaders". Requalification and retention results exclude certain markets for which, due to local operating conditions, sales leaders were not required to requalify for the years presented here; such exclusions are not material to the Company's retention results. Amounts may not total due to rounding.

[†]For the requalification shown, certain markets have utilized a lower requalification threshold. The figures of 67.9% and 66.5% for 2021 and 2020, respectively, include the effect of the lower requalification threshold. Excluding this effect, the retention rates for 2021 and 2020 would have been 62.9% and 62.3%, respectively. Separately, with revised business requirements in place for the United States and U.S. territories, we now utilize a requalification equalization factor for U.S. Members to better align their requalification thresholds with Members in other countries. Retention results for each of the years presented include the effect of the equalization factor.