



Sales Leaders Requalification & Retention*

Sales Leaders Statistics (excluding China)

	2023	2022
	(In thousands)	
January 1 total sales leaders	734.1	731.9
January & February new sales leaders	26.9	31.6
Demoted sales leaders (did not requalify) [†]	(176.1)	(170.6)
Other sales leaders (resigned, conversions, etc.)	(2.8)	(2.7)
Total end of February sales leaders	582.1	590.2

Sales Leaders Retention (excluding China)

	2023	2022
Year Ended January 31	(In thousands)	
Sales leaders requiring requalification	544.2	548.3
Demoted sales leaders (did not requalify) [†]	(176.1)	(170.6)
Total requalified	368.1	377.6
Retention rate [†]	67.6%	68.9%

Sales Leaders Statistics and Retention Rate

	2023	2022	2023	2022
	(In thousands)		Retention Rate	
Asia Pacific (exluding China)	223.7	201.1	66.6%	66.5%
Europe, Middle East and Africa	170.2	183.1	64.6%	77.1%
Latin America	118.6	125.7	71.6%	69.3%
North America	69.6	80.3	69.7%	58.8%
Total sales leaders (excluding China)	582.1	590.2	67.6%	68.9%
China	38.3	33.5		
Total sales leaders worldwide	620.4	623.7		

*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, 2022, 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 each of these years, certain markets have utilized a lower re-qualification threshold, and these figures include the effect of the lower threshold. Separately, with distinct business requirements in place for the United States and U.S. territories, we 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.