

Herbalife Ltd.
Regional Supplemental Metrics – Q2 2025



	2020					2021					2022					2023					2024					2025		
	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY	Q1	Q2	YTD
North America																												
Net Sales (\$ in 000)	277,734	385,959	398,703	310,527	1,372,923	360,488	411,351	354,810	302,219	1,428,868	326,186	343,505	317,532	274,979	1,262,202	297,249	303,635	277,683	252,833	1,131,400	265,835	283,122	260,382	245,024	1,054,362	254,374	272,471	526,845
Active Preferred Members / Preferred Customers ⁽¹⁾	254,798	362,663	348,415	284,553	624,667	337,443	318,371	273,413	239,660	575,581	271,647	255,775	228,196	200,886	459,474	221,468	207,023	191,486	171,333	372,004	188,549	179,107	164,528	153,876	323,608	161,972	154,453	216,351
Active Non-Sales Leaders Distributors / Members ⁽²⁾	68,709	107,142	105,989	82,309	196,922	95,146	90,483	73,542	61,311	167,433	73,574	68,797	56,848	47,111	125,559	54,533	51,041	45,831	39,029	97,044	48,891	50,301	44,981	40,109	94,850	45,998	47,490	66,913
Average Active Sales Leaders ⁽³⁾	66,542	74,424	87,493	87,879	79,085	87,800	88,272	86,796	82,557	86,356	77,678	74,209	71,691	68,102	72,920	66,049	64,295	63,282	60,348	63,494	58,785	57,778	57,558	55,047	57,292	53,410	53,355	53,383
Latin America																												
Net Sales (\$ in 000)	206,373	166,850	213,006	217,021	803,251	214,174	205,620	206,698	196,328	822,821	201,283	205,839	187,554	191,101	785,777	205,519	206,943	212,053	196,372	820,888	214,190	211,672	207,121	199,563	832,545	206,657	210,239	416,897
Active Preferred Customers ⁽¹⁾	34,868	52,610	74,620	65,352	155,608	62,807	88,611	112,125	120,998	259,992	110,909	101,233	94,474	89,454	251,784	87,201	75,917	84,030	80,313	206,019	74,149	64,061	66,443	60,228	165,315	57,477	47,292	81,590
Active Non-Sales Leaders Distributors / Members ⁽²⁾	209,932	229,154	296,651	274,088	583,578	264,388	224,857	194,369	167,583	465,937	168,083	159,905	138,632	127,799	321,847	132,683	123,294	119,308	103,666	258,178	116,512	128,723	132,971	123,084	283,439	133,460	135,592	199,139
Average Active Sales Leaders ⁽³⁾	109,686	104,275	115,086	118,515	111,891	114,794	112,990	114,978	115,092	114,464	108,728	105,931	104,679	103,928	105,817	98,666	95,299	96,247	93,857	96,017	90,481	89,660	92,786	94,555	91,870	94,708	93,962	94,335
EMEA																												
Net Sales (\$ in 000)	258,665	300,404	334,243	315,033	1,208,346	354,250	367,713	321,795	291,631	1,335,390	295,034	288,973	247,653	246,854	1,078,514	268,105	289,592	261,037	250,095	1,068,828	277,912	287,832	261,860	257,152	1,084,756	273,291	287,898	561,189
Active Preferred Customers ⁽¹⁾	28,125	46,663	61,144	78,893	138,778	124,214	153,427	134,060	147,876	338,507	181,383	172,234	157,531	145,191	384,577	152,239	161,174	150,646	138,775	344,472	150,175	147,906	134,915	125,993	311,827	124,872	122,672	179,428
Active Non-Sales Leaders Distributors / Members ⁽²⁾	393,877	505,224	529,361	471,562	990,119	492,406	473,200	404,190	353,489	877,230	354,349	313,070	268,048	247,104	619,614	269,018	269,244	244,163	228,513	521,884	257,661	265,939	244,543	230,690	520,397	266,568	273,913	386,196
Average Active Sales Leaders ⁽³⁾	113,400	112,974	126,552	135,294	122,055	137,390	143,490	146,537	147,876	143,824	146,016	136,374	133,789	130,966	136,786	125,080	122,445	118,650	118,593	121,192	115,168	113,001	110,646	111,508	112,581	106,747	106,399	106,573
Asia Pacific																												
Net Sales (\$ in 000)	329,727	284,246	355,766	377,929	1,347,668	403,382	391,882	393,540	397,432	1,586,235	407,735	450,678	431,735	396,673	1,686,821	413,557	425,827	440,994	433,517	1,713,895	431,141	416,791	436,056	439,859	1,723,847	422,583	408,541	831,124
Active Preferred Customers ⁽¹⁾	79,781	83,537	130,992	144,905	288,350	181,984	221,812	257,220	242,215	589,069	273,272	309,399	351,733	334,237	813,931	372,939	402,066	456,184	432,147	1,039,263	436,500	430,352	441,415	405,841	1,066,120	415,852	418,891	647,640
Active Non-Sales Leaders Distributors / Members ⁽²⁾	258,831	242,992	309,052	314,267	640,093	304,677	300,611	300,416	293,845	661,728	299,928	310,688	310,443	298,560	671,077	314,468	322,274	342,435	327,465	701,665	330,925	353,228	382,471	394,251	800,830	377,710	374,822	535,130
Average Active Sales Leaders ⁽³⁾	114,979	107,917	125,874	135,426	121,049	134,214	137,919	147,309	155,189	143,658	155,159	161,527	167,175	172,620	164,120	169,687	174,308	186,409	193,186	180,898	190,754	190,933	201,588	206,751	197,507	201,627	200,095	200,861
China																												
Net Sales (\$ in 000)	189,858	209,520	220,010	190,261	809,649	169,287	175,789	154,030	130,344	629,451	105,576	103,734	110,575	71,153	391,038	67,712	88,000	89,485	82,240	327,437	75,213	81,703	74,823	65,862	297,601	64,779	79,994	144,773
Active Sales Representatives ⁽⁴⁾	100,401	129,119	113,350	88,262	268,401	87,375	92,082	80,304	65,707	196,296	61,626	60,692	59,830	42,584	127,644	44,907	53,289	52,891	49,539	116,124	52,290	56,732	50,330	45,551	112,113	45,452	52,710	71,828
Average Active Service Providers ⁽⁴⁾	41,117	44,257	44,958	44,723	43,764	37,794	34,017	30,499	28,151	32,615	22,863	21,036	21,140	18,825	20,966	18,024	18,879	18,737	18,411	18,513	16,817	16,828	17,292	17,456	17,098	16,655	16,955	16,805
Total Company																												
Net Sales (\$ in 000)	1,262,359	1,346,980	1,521,729	1,410,771	5,541,837	1,501,581	1,552,356	1,430,873	1,317,954	5,802,764	1,335,814	1,392,729	1,295,048	1,180,760	5,204,351	1,252,142	1,313,997	1,281,252	1,215,058	5,062,449	1,264,290	1,281,120	1,240,241	1,207,460	4,993,112	1,221,683	1,259,143	2,480,826
Active Preferred Members / Preferred Customers ⁽¹⁾	397,572	545,473	615,171	573,703	1,207,403	706,448	782,221	776,818	750,749	1,763,149	837,211	838,641	831,934	769,768	1,909,766	833,847	846,180	882,346	822,568	1,961,758	849,373	821,426	807,301	745,938	1,866,870	760,173	743,308	1,125,009
Active Non-Sales Leaders Distributors / Members ⁽²⁾	1,031,750	1,213,631	1,354,403	1,230,488	2,679,113	1,243,992	1,181,233	1,052,821	941,935	2,368,624	957,560	913,152	833,801	763,158	1,865,741	815,609	819,142	804,628	748,212	1,694,895	806,279	854,923	855,296	833,685	1,811,629	869,188	884,527	1,259,206
Average Active Sales Leaders ⁽³⁾	433,150	427,740	480,311	504,089	461,323	493,409	498,093	508,103	512,400	503,001	493,421	481,883	482,361	479,700	484,341	461,999	459,415	467,494	470,267	464,793	456,743	452,690	464,122	470,575	461,032	458,339	455,680	457,010

(1) Active Preferred Members/Customers: The distinct number of Preferred Members/Customers who purchased in any month of the reported quarter or year.

(2) Active Non-Sales Leaders Distributors/Members: The distinct number of Distributors below Sales Leader level who purchased in any month of the reported quarter or year. "Members" applicable in countries which do not have separate Distributor and Preferred Customer programs. Armenia, Australia, Azerbaijan, Belarus, Bosnia and Herzegovina, Botswana, Bulgaria, Cambodia, CIS, Croatia, Cyprus, Denmark, Dominican Republic, Estonia, Finland, Georgia, Ghana, Greece, Hungary, Iceland, Indonesia, Jamaica, Korea, Kyrgyzstan, Latvia, Lebanon, Lesotho, Lithuania, Macau, Malaysia, Malta, Mongolia, Namibia, Netherlands, New Zealand, Nicaragua, North Macedonia, Paraguay, Republic of Moldova, Serbia, Singapore, Slovak Republic, Slovenia, Spain, Swaziland, Sweden, Switzerland, Trinidad and Tobago, Uruguay, Uzbekistan, Venezuela, Vietnam, Zambia

(3) Average Active Sales Leaders: The weighted monthly average count of Sales Leaders with activity from their own purchases or those of their non-Sales Leader downline and Preferred Members/Customers.

(4) Chinese Marketing Plan equivalent of Active Non-Sales Leaders Distributors / Members and Active Sales Leaders, respectively. China numbers are included in Total Company figures.