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Herbalife Announces Cristiano Ronaldo Invests \$7.5 Million in Pro2col™ Technology, Acquires 10% Equity Stake

Long-time partner invests in shared vision for personalized health and wellness

LOS ANGELES--(BUSINESS WIRE)-- [Herbalife Ltd.](https://www.businesswire.com/news/home/20260218210026/en/) (NYSE: HLF), a premier health and wellness company, community and platform, today announced global sports icon Cristiano Ronaldo acquired a 10% equity interest in HBL Pro2col Software, LLC, an indirect wholly-owned subsidiary of Herbalife that holds the Pro2col technology. Pro2col is Herbalife's next-generation, digital, personalized health and wellness operating system, designed to drive daily engagement, sustainable behavior change, and measurable outcomes through a structured, data-driven approach to wellness.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20260218210026/en/>

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Ronaldo invested \$7.5 million, along with a commitment to provide services and

sponsorship rights to Pro2col Software. The investment underscores Ronaldo's deep personal commitment to health and nutrition. It also reflects his confidence in the future of personalized nutrition and Herbalife's ambition to make data-driven, personalized wellness accessible to communities globally—combining innovative technology with the power of personal support through its distributor community.

Herbalife has been Ronaldo's global nutrition partner since 2013, inspiring better nutrition and performance globally. Herbalife and Ronaldo collaborated on the launch of Herbalife24® CR7 Drive, a sports drink formulated to meet the nutrition and performance needs of the global soccer legend and benefit athletes of all levels across the globe.

"Cristiano has been a valued partner for more than a decade, and his decision to take an ownership stake in Pro2col marks an important milestone in our relationship," said Herbalife Chief Executive Officer Stephan Gratziani. "His investment reflects a shared belief in the power of nutrition, data, AI, and personalized insights to drive better health outcomes, and reinforces his confidence in the future impact of Pro2col."

Pro2col uses an individual's unique data to build a wellness plan specific to the individual, with daily habits and smart nutrition tracking. The platform adapts to the individual's lifestyle, making wellness feel simple and personal. At its core is *Pro2Score*, a proprietary wellness scoring system that tracks progress across key wellness metrics—designed to deliver clarity, motivation, and actionable insights to support healthier lifestyles. Pro2col also equips

Herbalife's distributors with tools and insights that enhance customer engagement and support, making personalized nutrition and wellness more accessible and scalable.

"After more than a decade together, our relationship is built on trust and shared ambition. Investing in Pro2col felt like a natural evolution — in addition to representing Herbalife, this is about helping shape and grow a platform that can truly change how people engage with their health and wellness," said Cristiano Ronaldo. "I've seen firsthand how Herbalife brings together science, innovation and personal support to make health and wellness more accessible. Working together with Herbalife to create something with lasting impact is what motivates me at this stage of my career."

Pro2col supports Herbalife's long-term strategy to become a more connected, data-driven health and wellness platform—integrating products, community, AI and digital capabilities to better serve customers worldwide. Herbalife has initiated a strategic, phased beta rollout of Pro2col, with the objective of gathering in-market user insights that will support a broader commercial release in the future. Beta access is currently available to distributors and customers in the U.S., Canada and Puerto Rico. Herbalife expects to expand beta access to additional international markets, beginning with select EMEA markets in 2026.

For more information, visit www.herbalife.com.

About Herbalife Ltd.

Herbalife (NYSE: HLF) is a premier health and wellness company, community and platform that has been changing people's lives with great nutrition products and a business opportunity for its independent distributors since 1980. The Company offers science-backed products to consumers in more than 90 markets through entrepreneurial distributors who provide one-on-one coaching and a supportive community that inspires their customers to embrace a healthier, more active lifestyle to live their best life.

For more information, visit <https://ir.herbalife.com>.

Forward-Looking Statements

This release contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. All statements other than statements of historical fact are "forward-looking statements" for purposes of federal and state securities laws, including any projections of earnings, revenue or other financial items; any statements of the plans, strategies and objectives of management, including for future operations, capital expenditures, or share repurchases; any statements concerning proposed new products, services, or developments; any statements regarding future economic conditions or performance; any statements of belief or expectation; and any statements of assumptions underlying any of the foregoing or other future events. Forward-looking statements may include, among others, the words "may," "will," "estimate," "intend," "continue," "believe," "expect," "anticipate" or any other similar words.

Although we believe that the expectations reflected in any of our forward-looking statements are reasonable, actual results or outcomes could differ materially from those projected or assumed in any of our forward-looking statements. Our future financial condition and results

of operations, as well as any forward-looking statements, are subject to change and to inherent risks and uncertainties, many of which are beyond our control. Important factors that could cause our actual results, performance and achievements, or industry results to differ materially from estimates or projections contained in or implied by our forward-looking statements include the following:

- the potential impacts of current global economic conditions, including inflation, unfavorable foreign exchange rate fluctuations, and tariffs or retaliatory tariffs, on us; our Members, customers, and supply chain; and the world economy;
- our ability to attract and retain Members;
- our relationship with, and our ability to influence the actions of, our Members;
- our noncompliance with, or improper action by our employees or Members in violation of, applicable U.S. and foreign laws, rules, and regulations;
- adverse publicity associated with our Company or the direct-selling industry, including our ability to comfort the marketplace and regulators regarding our compliance with applicable laws;
- changing consumer preferences and demands and evolving industry standards, including with respect to climate change, sustainability, and other environmental, social, and governance matters;
- the competitive nature of our business and industry;
- legal and regulatory matters, including regulatory actions concerning, or legal challenges to, our products or network marketing program and product liability claims;
- the Consent Order entered into with the Federal Trade Commission, or FTC, the effects thereof and any failure to comply therewith;
- risks associated with operating internationally and in China;
- our ability to execute our growth and other strategic initiatives (such as restructuring efforts, increased market penetration in existing markets, and personalized product and related technology initiatives);
- the effectiveness and acceptance of new technology-driven initiatives;
- any material disruption to our business caused by natural disasters, other catastrophic events, acts of war or terrorism, including the wars in Ukraine and the Middle East, cybersecurity incidents, pandemics, and/or other acts by third parties;
- our ability to adequately source ingredients, packaging materials, and other raw materials and manufacture and distribute our products;
- our reliance on our information technology infrastructure, and our ability to successfully develop, deploy, and integrate artificial intelligence into our business;
- noncompliance by us or our Members with any privacy, artificial intelligence and data protection laws, rules, or regulations or any security breach involving the misappropriation, loss, or other unauthorized use or disclosure of confidential information;
- contractual limitations on our ability to expand or change our direct-selling business model;
- the sufficiency of our trademarks and other intellectual property;
- product concentration;
- our reliance upon, or the loss or departure of any member of, our senior management team;
- our ability to integrate and capitalize on acquisition transactions;
- restrictions imposed by covenants in the agreements governing our indebtedness;
- risks related to our convertible notes;

- changes in, and uncertainties relating to, the application of transfer pricing, income tax, customs duties, value added taxes, and other tax laws, treaties, and regulations, or their interpretation;
- our incorporation under the laws of the Cayman Islands; and
- share price volatility related to, among other things, speculative trading and certain traders shorting our common shares.

Additional factors and uncertainties that could cause actual results or outcomes to differ materially from our forward-looking statements are set forth in the Company's filings with the Securities and Exchange Commission, including the Annual Report on Form 10-K for the fiscal year ended December 31, 2025, filed with the Securities and Exchange Commission on February 18, 2026, including under the headings "Risk Factors" and "Management's Discussion and Analysis of Financial Condition and Results of Operations" and in our Consolidated Financial Statements and the related Notes included therein. In addition, historical, current, and forward-looking sustainability-related statements may be based on standards for measuring progress that are still developing, internal controls and processes that continue to evolve, and assumptions that are subject to change in the future.

Forward-looking statements made in this release speak only as of the date hereof. We do not undertake any obligation to update or release any revisions to any forward-looking statement or to report any events or circumstances after the date hereof or to reflect the occurrence of unanticipated events, except as required by law.

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