

March 12, 2025



# Herbalife to Acquire Assets of Pro2col Health and Pruvit Ventures, and Controlling Ownership Interest in Link BioSciences

*Accelerates Journey to Become the World's Premier Health and Wellness Platform*

LOS ANGELES--(BUSINESS WIRE)-- Herbalife Ltd. (NYSE: HLF), a premier health and wellness company, community and platform, today announced it has entered into a binding memorandum of understanding to acquire 100% of the assets of Pro2col Health LLC (Pro2col) and Pruvit Ventures, Inc. (Pruvit), as well as a 51% controlling ownership interest in Link BioSciences Inc. (Link BioSciences).

Pro2col is a health and wellness digital application company, which will use individual biometrics to provide personalized nutrition recommendations in support of a healthy, active lifestyle. The platform is designed to deliver tailored health and longevity protocols.

Link BioSciences is an established manufacturing company that utilizes proprietary technology to process biometrics, biomarkers, lifestyle data, and DNA, and will harness the information from Pro2col to formulate personalized nutritional supplements for customers.

"By acquiring and leveraging Pro2col's personalized digital technology, along with Link BioSciences' manufacturing capabilities, Herbalife will be providing our expansive network of distributors with unique opportunities to expand their customer base through a personalized health, wellness and nutrition platform," said Stephan Gratziani, Herbalife President and incoming CEO. "These investments further accelerate our vision to modernize our business and represent a belief in our business model that better positions us to become the world's premier health and wellness company, community and platform."

A beta version of the Pro2col technology platform is expected to be available to select Herbalife independent distributors in the U.S. during the third quarter of 2025. A full release in the U.S. is planned for the fourth quarter of 2025, with additional markets to follow beginning in 2026.

Pruvit is a direct-selling market leader of patented ketone supplements. This acquisition expands Herbalife's health and wellness offerings with an attractive, channel-exclusive, new product category. Pruvit will continue to operate independently under its current ownership for up to two years. During this transition period, Herbalife can launch ketone products as the companies come together to bring the Pro2col platform and vision to the world.

The transactions are expected to close in the second quarter of 2025 and will cost approximately \$25 million to \$30 million, with additional conditional payments possible based

on future performance.

Additionally, Herbalife is deepening its relationship with global soccer legend and long-time Herbalife partner, Cristiano Ronaldo. His years of dedication and focus on nutrition and athletic performance makes him the ideal advisor to support the further development of the Pro2col platform.

“As a partner for over a decade, I’m excited to be part of Herbalife’s next era,” said Cristiano Ronaldo. “This expanded partnership reflects our shared commitment to offering the highest level of nutrition and wellness solutions to the world.”

“For 45 years, Herbalife has been committed to providing science-backed health and wellness products and a successful business opportunity,” said Mr. Gratziani. “We’re excited about these acquisitions and partnership with Cristiano Ronaldo, which will propel Herbalife into its next chapter of growth.”

### **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>.

### **About Pro2col Health LLC, Pruvit Ventures, Inc. and Link BioSciences Inc.**

Pro2col is a health and wellness digital application company, which will use individual biometrics to provide personalized nutrition recommendations in support of a healthy, active lifestyle. The platform is designed to deliver tailored health and longevity protocols.

Pruvit is a direct-selling market leader of patented ketone supplements with approximately 19,000 active independent distributors, and 100 SKUs in 37 countries. For more information, visit <https://www.pruvit.com/>.

Link BioSciences is an established manufacturing company that utilizes proprietary technology to process biometrics, biomarkers, lifestyle data, and DNA.

### **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, including implementation of our restructuring initiatives, and increased penetration of our existing markets;
- any material disruption to our business caused by natural disasters, other catastrophic events, acts of war or terrorism, including the war in Ukraine, 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;
- noncompliance by us or our Members with any privacy 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;

- 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 Annual Report on Form 10-K for the fiscal year ended December 31, 2024, filed with the Securities and Exchange Commission on February 19, 2025, 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.

View source version on businesswire.com:

<https://www.businesswire.com/news/home/20250312429600/en/>

**Media Contact:**

Thien Ho

Vice President, Global Corporate Communications

[thienh@herbalife.com](mailto:thienh@herbalife.com)

**Investor Contact:**

Erin Banyas

Vice President, Head of Investor Relations

[erinba@herbalife.com](mailto:erinba@herbalife.com)

Source: Herbalife Ltd.