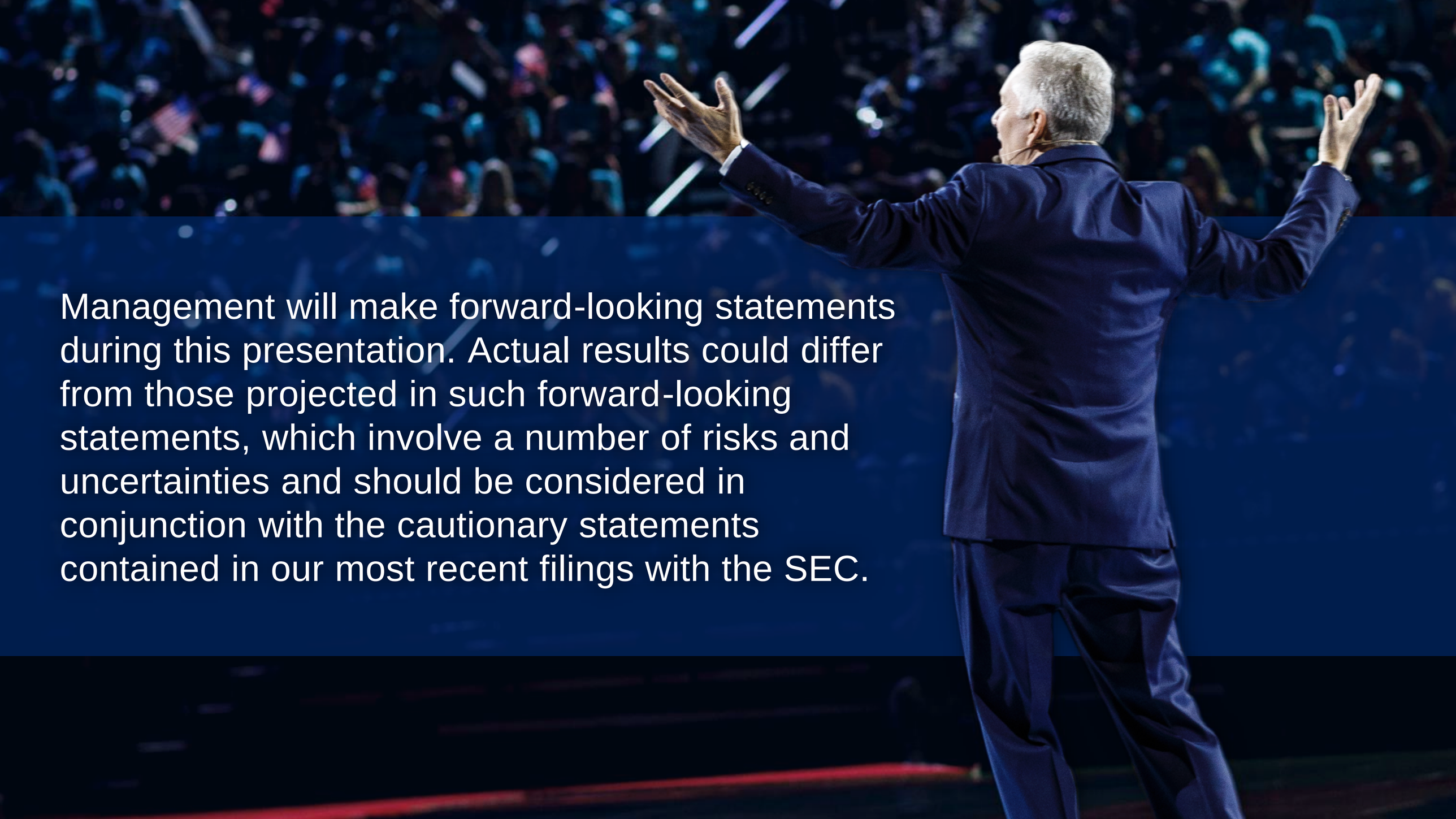
USANA®
THE CELLULAR NUTRITION COMPANY



Management will make forward-looking statements during this presentation. Actual results could differ from those projected in such forward-looking statements, which involve a number of risks and uncertainties and should be considered in conjunction with the cautionary statements contained in our most recent filings with the SEC.

About **USANA**

USANA develops and manufactures high-quality, science based nutritional and personal care products with a primary focus on promoting long-term health and wellness.

Products are sold through a direct sales network of individual business owners.

About **USANA**

Founded in 1992

Direct Selling Company

TTM Q2 20 Revenue of $1.058 Billion

599,000 Active Customers

Sales in 24 Countries

60+ Products

USANA PRODUCT DIFFERENTIATORS

PRODUCT FORMULATIONS BASED ON THE LATEST SCIENTIFIC RESEARCH

ONGOING

internal and external product and ingredient studies

ON-SITE

R&D labs and facilities

60+

scientists on staff

GMP MANUFACTURING FACILITY

DESIGNED TO PHARMACEUTICAL STANDARDS

HIGHEST QUALITY

raw ingredients for optimal bioavailability

70%+

of all products manufactured in-house

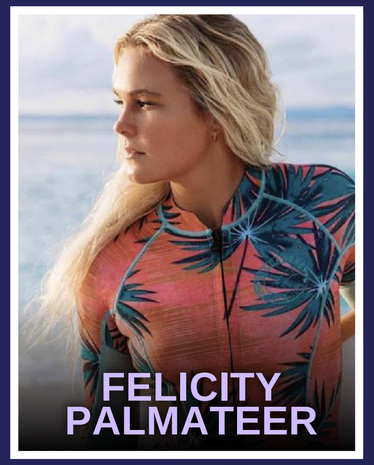
COMPLIANT

with applicable manufacturing regulations and standards, including Good Manufacturing Practices

USANA BRAND PARTNERSHIPS

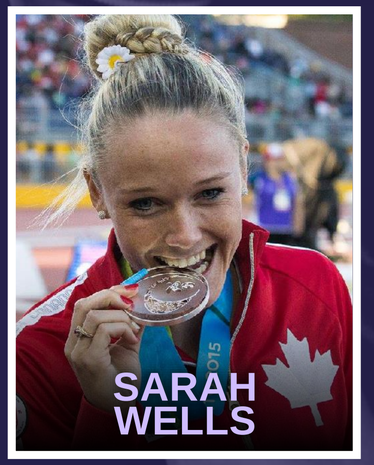
Philippines
Triathlete

United States
Luge



Australia
Surfer

Canada
Hockey



Canada
Athletics - Hurdles

Canada
Bobsled

MORE PROFESSIONAL AND OLYMPIC ATHLETES TRUST USANA

than any other nutritional supplement in the world.

体育·训练局国家队运动员备战保障产品

Biathlon Canada

USSPEEDSKATING

USANA BRAND PARTNERSHIPS

USANA MARKET EXPANSION

USANA is in **15** of the **TOP 20** markets for direct sales*

- USA
- CHINA
- JAPAN
- SOUTH KOREA
- MEXICO
- FRANCE
- TAIWAN
- GERMANY
- THAILAND
- ITALY
- COLOMBIA
- MALAYSIA
- INDONESIA
- UNITED KINGDOM
- AUSTRALIA
- BRAZIL
- ARGENTINA
- RUSSIA
- INDIA
- PERU

*Source: Euromonitor

USANA MARKET PRESENCE

TTM Q2 2020

NORTHERN ASIA

10%

GREATER CHINA

49%

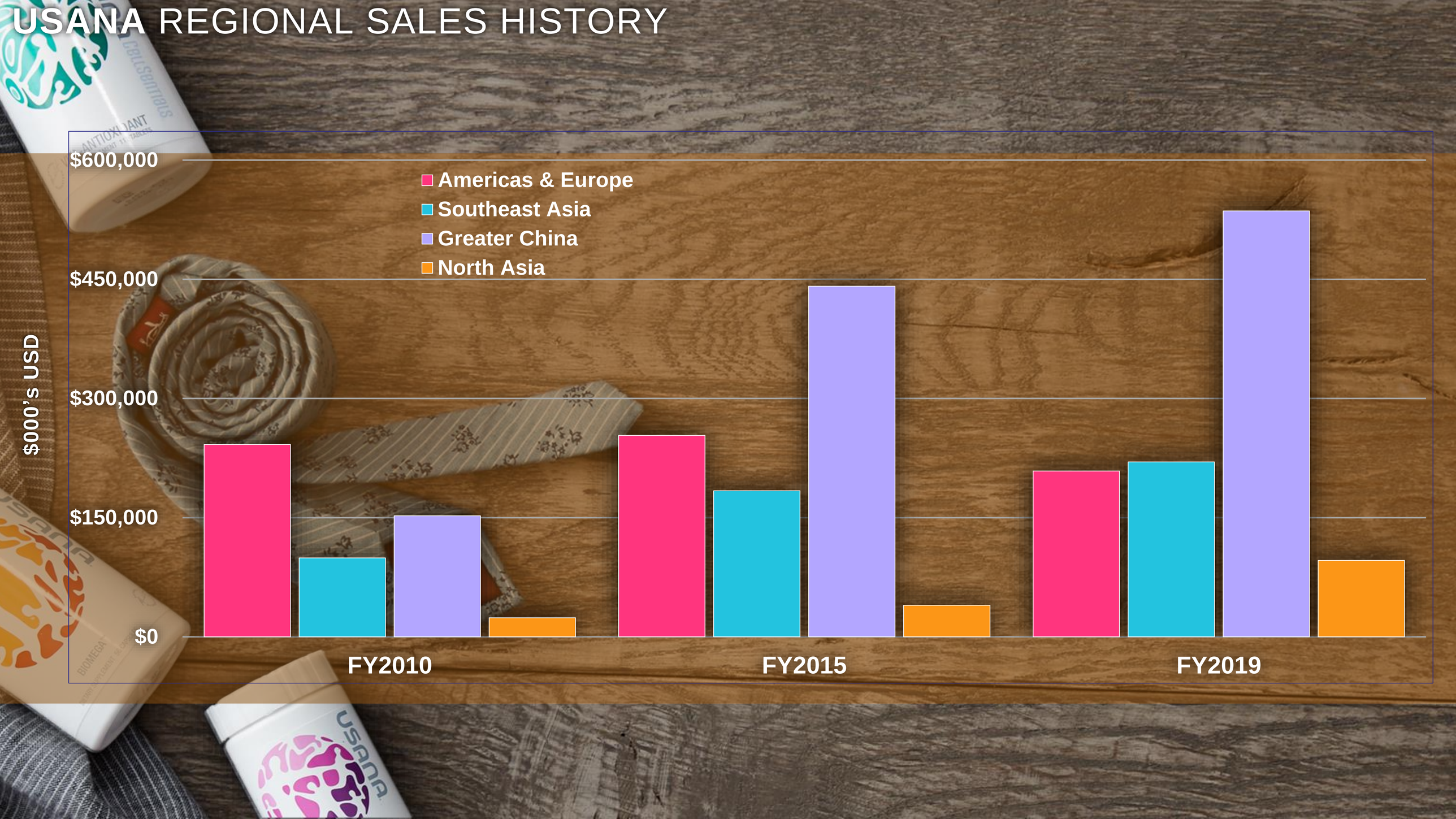
SOUTHEAST ASIA

22%

AMERICAS & EUROPE

19%

USANA REGIONAL SALES HISTORY



USANA PRODUCT SALES

NUTRITIONALS
84%

FOODS
8%

SKINCARE
8%

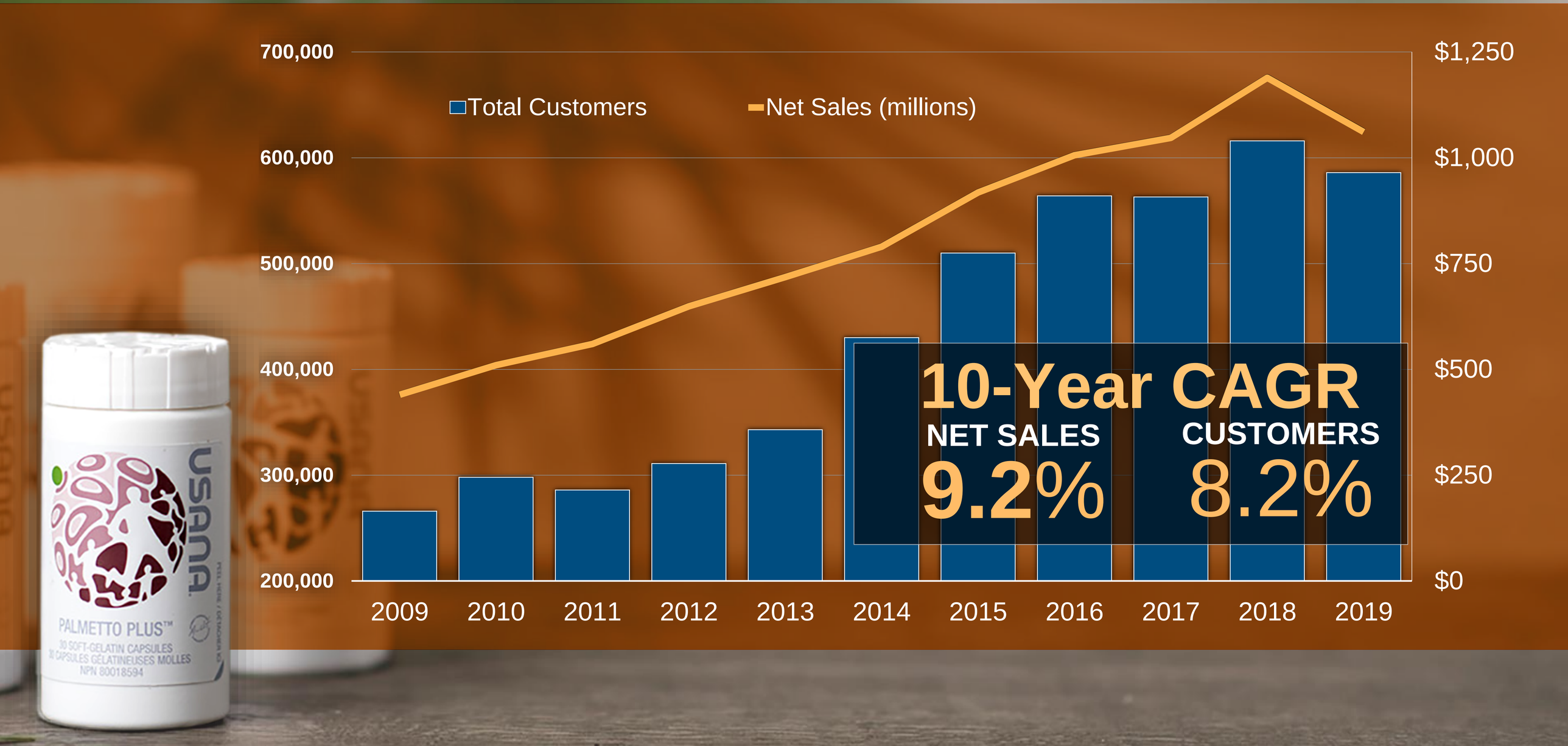
Percent of Net Sales for 2019

USANA STRONG FINANCIAL PERFORMANCE

	TTM Q2 20	FY2019	FY2018
NET SALES	$1,058	$1,061	$1,189
OPERATING MARGIN	15.0%	13.8%	15.8%
EPS - DILUTED	$5.13	$4.41	$5.12
SHARES - DILUTED	21.3	22.8	24.6
EBITDA	$181	$169	$205

(IN MILLIONS, EXCEPT FOR PER SHARE DATA)

USANA SALES PERFORMANCE AND CUSTOMER GROWTH



USANA 2020 Q2 FINANCIALS

	Q2 2020	Q2 2019
NET SALES	$259	$256
OPERATING MARGIN	15.3%	12.2%
EPS - DILUTED	$1.32	$0.91
SHARES - DILUTED	21.1	23.4
EBITDA	$45	$37

(IN MILLIONS, EXCEPT FOR PER SHARE DATA)

USANA STRATEGIC INITIATIVES

- **Customer Experience and Technology Enhancements**
- **Product Innovation and Deployment**
- **Existing Market Growth and International Expansion**

- **Digital Customer Experience**
- **Increased Brand Awareness**
- **Strategic Acquisitions**

USANA OUTLOOK 2020

	LOW	HIGH
NET SALES	$1.05B	$1.10B
DILUTED EPS	$4.70	$5.25

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