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# Herbalife Nutrition Selects Salesforce to Transform its Distributor and Customer Experience

LOS ANGELES--(BUSINESS WIRE)-- Premier global nutrition company, Herbalife (NYSE: HLF), today announced it has selected Salesforce, the global leader in Customer Relationship Management (CRM), to enhance distributor effectiveness and efficiency, and provide more personalized experiences for its customers.

"Technology is evolving and we can now connect with people in a far more personalized and relevant manner," said Frank Lamberti, executive vice president, Distributor and Customer Experience, Herbalife Nutrition. "Salesforce will transform the way we do business through digital technologies, rich CRM data and artificial intelligence, allowing our independent distributors to connect with their customers on their personal nutrition journeys with timely, customized information that meet their individual nutrition goals."

Since Herbalife Nutrition now has access to rich customer data, the Company sought an innovative technology platform to harness the information and create a customized experience. The Salesforce platform provides insight into their customer's purchase patterns and areas of interest allowing distributors to better tailor their customer interactions. Additionally, the platform facilitates broader social media connections to facilitate customer outreach. With the Salesforce platform, Herbalife Nutrition will drive customer loyalty along with lifetime value yielding greater results for better health and wellness.

"Today's consumer is in control. They demand relevant, timely and personalized experiences. Nowhere is this more true than when it comes to nutrition, health and wellness," said Shelley Bransten, SVP of retail at Salesforce. "With Salesforce, Herbalife Nutrition is doing just that by harnessing data collected through a range of customer touchpoints to provide 1-to-1 customer journeys."

## **About Herbalife**

Herbalife Nutrition is a global nutrition company whose purpose is to make the world healthier and happier. We have been on a mission for nutrition - changing people's lives with great nutrition products & programs - since 1980. Together with our Herbalife Nutrition independent distributors, we are committed to providing solutions to the worldwide problems of poor nutrition and obesity, an aging population, sky-rocketing public healthcare costs and a rise in entrepreneurs of all ages. We offer high-quality, science-backed products, most of which are produced in Company-operated facilities, one-on-one coaching with an Herbalife Nutrition independent distributor, and a supportive community approach that inspires customers to embrace a healthier, more active lifestyle.

Our targeted nutrition, weight-management, energy and fitness and personal care products

are available exclusively to and through dedicated Herbalife Nutrition distributors in more than 90 countries.

Through our corporate social responsibility efforts, Herbalife Nutrition supports the Herbalife Family Foundation (HFF) and our Casa Herbalife programs to help bring good nutrition to children in need. We are also proud to sponsor more than 190 world-class athletes, teams and events around the globe, including Cristiano Ronaldo, the LA Galaxy, and numerous Olympic teams.

Herbalife Nutrition has over 8,000 employees worldwide, and is traded on the New York Stock Exchange (NYSE: HLF) with net sales of approximately \$4.5 billion in 2016. To learn more, visit [Herbalife.com](http://Herbalife.com) or [IAmHerbalife.com](http://IAmHerbalife.com). Financial information is available on [ir.herbalife.com](http://ir.herbalife.com).

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