



# Sales Leaders

## Requalification and Retention\*

### Sales Leaders Statistics (excluding China)

|   | 2020           | 2019         |
|---|----------------|--------------|
|   | (in thousands) |              |
| January 1 total sales leaders                     | 615.4          | 560.5        |
| January and February new sales leaders            | 31.7           | 32.1         |
| Sales leaders who did not requalify <sup>†</sup>  | (149.7)        | (127.8)      |
| Other sales leaders (resigned, conversions, etc.) | (2.6)          | (3.0)        |
| <b>Total end of February sales leaders</b>        | <b>494.9</b>   | <b>461.8</b> |

### Sales Leaders Retention (excluding China)

|  | 2020           | 2019         |
|--|----------------|--------------|
|  | (in thousands) |              |
| Year Ended January 31                            |                |              |
| Sales leaders needed to requalify                | 446.2          | 398.5        |
| Sales leaders who did not requalify <sup>†</sup> | (149.7)        | (127.8)      |
| <b>Total requalified</b>                         | <b>296.5</b>   | <b>270.7</b> |
| <b>Retention rate<sup>†</sup></b>                | <b>66.5%</b>   | <b>67.9%</b> |

### Sales Leaders Statistics and Retention Rate

|  | 2020                         | 2019         | 2020           | 2019         |
|--|------------------------------|--------------|----------------|--------------|
|  | Sales leaders (in thousands) |              | Retention rate |              |
| North America                                | 71.2                         | 66.3         | 65.4%          | 73.2%        |
| Mexico                                       | 72.9                         | 75.5         | 66.6%          | 69.9%        |
| South and Central America                    | 61.5                         | 64.9         | 60.7%          | 62.2%        |
| Europe, Middle East and Africa               | 130.4                        | 121.3        | 70.6%          | 71.3%        |
| Asia Pacific (excluding China)               | 158.8                        | 133.8        | 65.7%          | 64.4%        |
| <b>Total sales leaders (excluding China)</b> | <b>494.9</b>                 | <b>461.8</b> | <b>66.5%</b>   | <b>67.9%</b> |
| China  | 70.7                         | 89.1         |                |              |
| <b>Total sales leaders worldwide</b>         | <b>565.6</b>                 | <b>550.9</b> |                |              |

\* This information should be read in conjunction with the Company's Annual Report on Form 10-K for the year ended December 31, 2019 for further information on sales leader requalification and retention. Requalification and retention results exclude certain markets for which, due to local operating conditions, sales leaders were not required to requalify for the years presented here; such exclusions are not material to the Company's retention results. Amounts may not total due to rounding.

<sup>†</sup> For the requalification shown, certain markets have utilized a lower requalification threshold. Also, with revised business requirements in place for U.S. and U.S. Territories, we have utilized for each of these years a requalification equalization factor for U.S. Members to better align their requalification thresholds with Members in other countries. The figures of 66.5% and 67.9% for 2020 and 2019, respectively, include the effect of both the lower requalification thresholds and the equalization factor in the U.S. and U.S. Territories. Excluding both these effects, the retention rates for 2020 and 2019 would have been 62.2% and 64.4%, respectively.