



**IMPROVING
PEOPLE'S LIVES**





A GLOBAL NUTRITION COMPANY

Since 1980, we have been on a mission to improve nutritional habits around the world with great-tasting, science-backed nutrition products that help people get the right balance of healthy nutrition. We offer a full line of great-tasting nutrition products that can be customized to meet individual needs and help consumers achieve their unique health and wellness goals. We cater to a variety of daily nutritional needs, offering choices to consumers in over 90 countries.

Our products are available exclusively through educated and trained Herbalife Nutrition distributors who provide comprehensive and personalized solutions to their customers' nutrition and wellness goals.

Distributors are independent entrepreneurs who set up their own businesses and decide when and where they work and do so on their own terms.

By improving people's nutrition habits and providing high-quality products and economic opportunities, we're making a positive impact in communities around the world.

“

Improving the nutritional habits of the world has never been more critical. We're making a lasting difference in the lives of millions of people seeking a healthier lifestyle, a sense of community, and a proven business opportunity.”

John Agwunobi

Chairman and Chief Executive Officer

OUR PRODUCTS

Our products are high-quality and backed by science. These products include meal replacement protein shakes, protein bars, teas, aloes, nutritional supplements, sports hydration and outer nutrition products.

Many of our products contain plant-based protein derived from soy, including the majority of formulations of our flagship product, Formula 1 Healthy Meal Replacement Shake. This sustainable plant-based protein requires less land and water and emits less carbon than animal-based protein. To provide additional choice to consumers, we also offer alternative plant-based proteins including pea, rice, quinoa, and more.

Our global nutrition philosophy is based on balanced nutrition, leading a healthy, active life and following a personalized program with the help of an educated and trained distributor. This philosophy is helping to improve the nutritional habits of the world – one person at a time.



HERBALIFE
NUTRITION IS THE

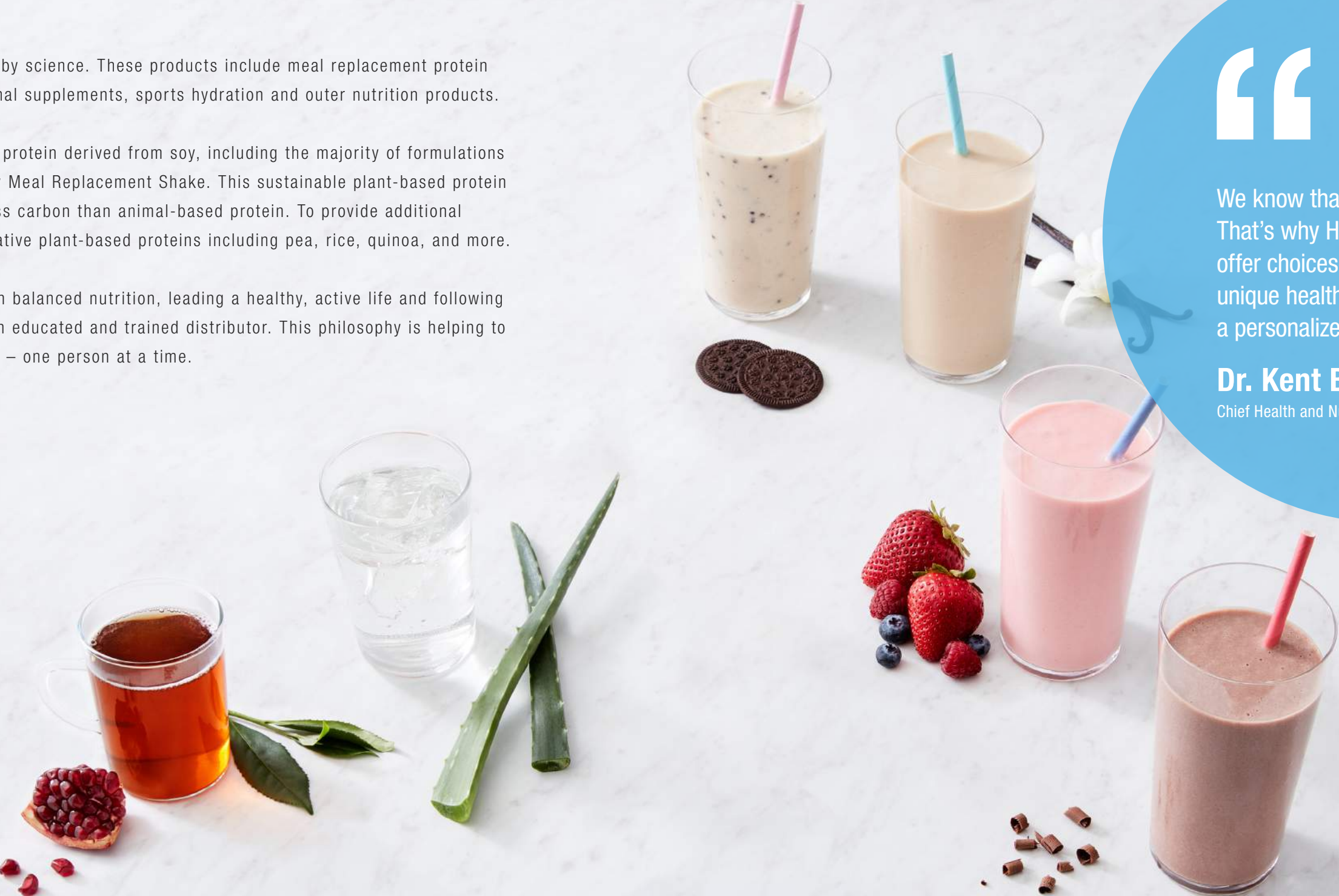
#1 BRAND IN
THE WORLD

IN MEAL REPLACEMENTS*

1.9 BILLION

SERVINGS OF PROTEIN SHAKES
SOLD WORLDWIDE IN 2020

Source: Euromonitor International Limited; per Consumer Health 2021ed, meal replacement category definition; % RSP share GBO, 2020 data



“

We know that nutrition is personal. That’s why Herbalife Nutrition distributors offer choices to their customers to meet their unique health and wellness goals with a personalized nutrition experience. ”

Dr. Kent Bradley
Chief Health and Nutrition Officer

OUR RESULTS-DRIVEN ENTREPRENEURS

We proudly promote an entrepreneurial opportunity grounded in solid business skills and responsible business practices. It’s an opportunity for people who are interested in being their own boss and working either full or part time. We are constantly expanding the methods we use to engage and train our distributors, from online webinars to in-person conferences and seminars, so they can develop their skills and translate their expertise into opportunities – both for the customers they serve and themselves.



**582+
MILLION**

PEOPLE IN 65 ECONOMIES
WORLDWIDE ARE STARTING OR
RUNNING THEIR OWN BUSINESS

Here’s how it works: Our distributors buy products at a discount and sell them at a profit. As they become more experienced, they build their own sales teams, earning a commission on their transactions. Similar to working with a customer, they coach their teams using Herbalife Nutrition business tools to build a sustainable business. And Herbalife Nutrition provides the Gold Standard in consumer protection by offering a 100% full refund guarantee.

“

We provide education and training to our entrepreneurial distributors, who then provide a supportive community and personalized nutrition and fitness plans to their customers. Why? Because they don’t just sell products, they help people achieve results.”

John DeSimone
President

OUR DISTRIBUTOR DIFFERENCE

Each person’s nutrition needs are different and require a unique, personalized nutrition plan that is not available at brick-and-mortar and online retail. The Herbalife Nutrition independent distributor provides a person-to-person, high-touch experience that goes beyond a product to include motivation and support to help their customers change for the better.

An educated and trained distributor provides personalized nutrition and fitness services. This is what positively differentiates us.

Our distributors connect with their customers through wellness evaluations, weight loss challenges, and one-on-one meetings and social media.

Many distributors own and operate nutrition clubs and fit camps. These are places where customers are invited to enjoy Herbalife Nutrition products, work out, and engage with people who have similar wellness goals.

“

When I was the 17th Surgeon General of the United States, I was looking for a community-based approach to wellness – Herbalife Nutrition is it.”

Richard Carmona
M.D., M.P.H., FACS
17th U.S. Surgeon General (2002-2006)
Member of the Herbalife Nutrition Board of Directors

70%

OF AMERICANS AGREE A STRONG SUPPORT SYSTEM IS CRITICAL TO ACHIEVING DIET GOALS

75,000+

NUTRITION CLUBS AROUND THE WORLD, WHICH IS MORE THAN 2X THE NUMBER OF STARBUCKS WORLDWIDE



OUR DISTRIBUTOR DIFFERENCE



Coshocton, Ohio is the archetype of the small American town: full of hardworking, friendly people, built on a strong sense of community and accustomed to a quiet life. However, Coshocton has not escaped a common combination of factors that impacts many neighborhoods: food deserts — a lack of healthy food options, including fresh fruits and vegetables — plus

food swamps — an overabundance of unhealthy choices, like fast food restaurants and convenience stores.

Two Herbalife Nutrition independent distributors decided to try and change that. They opened their own business where they sell our full line of quality, great-tasting nutrition products, hold fitness classes, and offer

nutrition education in a judgment-free atmosphere for anyone who is looking to lead a healthier life. Their success emphasizes a core value — social support. Bringing together people who have similar health and fitness goals contributes to a sense of community and a friendly, social environment among its members.

“

We're all different people, but when we come together at the nutrition club, an amazing atmosphere is created. If you treat people well and provide them with healthier options, you build a community of positive people who are all cheering for each other.”

Rochelle Byers

Herbalife Nutrition independent distributor

COMMITMENT TO QUALITY

Our ingredients come from farmers who are committed to meeting our high standards for planting and conservation. We test ingredients in our world-class labs before they enter production, ensuring they comply not only with our uniform global standards, but with all government requirements. Our labs have achieved the highest level of accreditation (ISO 17025) reflecting our strict adherence to industry-leading standards.

The comprehensive quality process we follow makes sure that what is on the label is in the product. From the cultivation of our source ingredients to the final products that help our customers live healthier lives, a commitment to quality is at the heart of everything we do.

UNIFORM GLOBAL
STANDARD FOR
QUALITY ACROSS
90+
COUNTRIES



500,000 TESTS
CONDUCTED
WORLDWIDE
EVERY YEAR



ISO 17025 CERTIFIES THE TECHNICAL
CAPABILITY OF LABS AND
CONSISTENCY IN RESULTS



NSF CERTIFICATION ENSURES OUR U.S.
FACILITIES FOLLOW CGMPs AND INVEST
IN THE LATEST TECHNOLOGIES



**CERTIFIED
SPORT**

NSF CERTIFIED FOR SPORT VALIDATES
THAT PRODUCTS DO NOT CONTAIN
ANY SUBSTANCES BANNED BY
MAJOR ATHLETIC ORGANIZATIONS,
ARE MANUFACTURED AT CGMP U.S.
FACILITIES AND INGREDIENTS MATCH
WHAT IS ON THE LABEL

“

We know relationships are built on trust and transparency. And transparency is the foundation of our manufacturing program; ensuring identity, traceability and adherence to good manufacturing practices for all of our nutrition products. Our customers and distributors can have confidence that what is on the label is always in the product.”

David Pezzullo

Chief Operating Officer

Herbalife Nutrition Tea Supplier
Tea Farm in Fujian Province, China

IMPROVING OUR COMMUNITIES AND PLANET

By leveraging our expertise, network and global reach, we’re prioritizing programs that support and build thriving, vibrant communities around the world through improved access to good nutrition and economic opportunity.

NUTRITION FOR ZERO HUNGER

As a global nutrition company, we are committed to eradicating hunger, focused on the role of nutrition as an essential part of sustainable solutions. Through partnerships and programs addressing the status and pathways to end hunger, we are working towards reducing food insecurity and malnutrition for communities around the world.

Through our Nutrition for Zero Hunger initiative, we partner with leading global, regional and local nonprofit organizations including Feed the Children, The Hunger Project, and more. Nutrition for Zero Hunger partners support more than 114 million people in more than 120 countries globally.

800,000+
SERVINGS OF PRODUCTS
DONATED WORLDWIDE IN 2020

200,000
CHILDREN AND FAMILIES
SUPPORTED IN 58 COUNTRIES
THROUGH THE HERBALIFE
NUTRITION FOUNDATION IN 2020

~700,000
NUTRITIOUS MEALS
PROVIDED TO CHILDREN
AND FAMILIES
WORLDWIDE IN 2020



“

We work with organizations who are doing the work on the ground to help support access to nutritious foods and working to address systemic food insecurity and malnutrition. Our partnership and nutrition expertise will help further their reach and overall impacts.”

Erin Richards-Kunkel

Director, Strategic Partnerships
and Corporate Social Responsibility

HERBALIFE NUTRITION FOUNDATION

The Herbalife Nutrition Foundation (HNF) is devoted to improving lives and communities around the world. With a focus on making nutrition more accessible, eradicating hunger, and promoting economic opportunities, HNF works with leading local and global organizations, ensuring that we are nourishing people and the planet, because both together, lead to a healthier world. In 2020, HNF grants supported organizations in 58 countries, reaching 200,000 people in need.



OUR SHARED RESPONSIBILITY

We are committed to protecting the future of our planet by making the right choices in an environment where natural resources are constrained. Our commitment to environmental sustainability is at the core of our values and integrated into our corporate strategy.

Environmental stewardship is critical to the promise we make to our independent distributors, their customers and consumers, who all care about how their food is grown and produced. As with our product quality philosophy, we view our environmental footprint through a product lifecycle lens that extends from ingredients to our end product, meeting the needs of our planet and our global community.

We strive to drive positive impact in our communities and the planet. That's why we prioritize responsible sourcing, natural resource usage, and product packaging innovation as part of our work to be good stewards of the environment.



PLANT-BASED PROTEINS, SUCH AS SOY, WILL PLAY A CRITICAL ROLE IN SUSTAINABLY FEEDING THE WORLD'S GROWING POPULATION

7 BILLION
PEOPLE TO FEED TODAY
9 BILLION
PEOPLE TO FEED BY 2050



Rob Sladek and Family
Fifth-Generation Soy Farmer
Iowa, U.S.A.

#1 BRAND

IN THE WORLD IN MEAL REPLACEMENTS

1.9+ BILLION

SERVINGS OF HERBALIFE
NUTRITION PROTEIN
SHAKES SOLD
WORLDWIDE IN 2020

300+

SCIENTISTS ON STAFF,
50+
OF WHOM ARE PHDS

800,000+

SERVINGS OF PRODUCTS
DONATED WORLDWIDE
THROUGH NUTRITION FOR
ZERO HUNGER IN 2020

\$5.5 BILLION

IN NET SALES
IN 2020

200,000

CHILDREN AND FAMILIES
SUPPORTED BY THE
HERBALIFE NUTRITION
FOUNDATION (HNF) IN 2020

165+

COMMUNITY-BASED
HNF PROGRAMS

5.3 MILLION

HERBALIFE NUTRITION
PROTEIN SHAKES
CONSUMED DAILY
IN 2020

150+

SPONSORED
SPORTING EVENTS, TEAMS
AND ATHLETES WORLDWIDE
4 SPONSORED NATIONAL
OLYMPIC COMMITTEES

75,000+

NUTRITION
CLUBS WORLDWIDE,
WHICH IS MORE THAN
2x THE NUMBER OF
STARBUCKS WORLDWIDE



Learn more at [IAmHerbalifeNutrition.com](https://www.IAmHerbalifeNutrition.com)