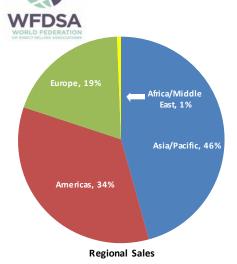
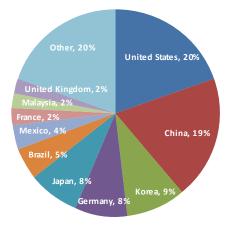
Global Direct Selling - 2015 Retail Sales

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Top 10 Global Markets

Global Industry: \$183,729 (USD millions), Up 7.7% in Constant 2015 USD

		2015 Retail Sales (1)				3-Year CAGR	
		Local		% Sales Change		in Constant	
Region/Country		Currency	USD (millions)	(YOY) in Constant 2015 USD (2)		2015 USD (2012-15)	Direct Sellers (3)
		(millions)					
Global		na	183,729	7.7%	_	7.2%	103,277,493
Asia/Pacific		na	84,084	11.1%	_	10.6%	51,922,926
Australia	(4)	1.482	1,113	-5.6%	∇	0.6%	593,356
China	(6)	220,784	35,456	19.0%	_	22.5%	na
Hong Kong	(4)	2,955	381	-16.9%	∇	-10.6%	203,139
India	()	76,058	1,186	6.2%	_	7.2%	3,929,105
Indonesia		14,319,400	1,069	12.9%		11.9%	12,730,100
Japan	(5)	1,775,000	14,664	-0.1%	$\overline{}$	-0.7%	3,311,000
Kazakhstan	(5)	68,430	309	8.2%	_	4.0%	362,000
Korea		19,106,612	16,891	12.7%	_	7.5%	6,737,546
Malaysia		17,330	4,437	7.0%	_	9.4%	4,800,000
New Zealand		295	206	13.0%	_	4.8%	104,256
Philippines	(5)	56,466	1,241	6.8%	_	9.8%	4,153,000
Singapore	(5)	512	372	-0.1%	$\overline{}$	3.7%	412,224
Taiwan		106,400	3,354	6.1%	_	6.6%	2,300,000
Thailand		92,400	2,698	3.1%	_	0.3%	11,000,000
Vietnam		10,666,000	492	20.0%	_	25.4%	1,150,000
Other Asia/Pacific	(5)	na	216	11.0%	_	11.7%	137,200
Africa /Middle Foot		20	1 202	4.3%		3.2%	1 705 826
Africa/Middle East Africa		na	1,283 1,117	3.9%	_	3.5%	1,705,836 1,582,687
•	(5)	na 1 000	1,117	3.3%	_		
Morocco South Africa	(5)	1,090 7,620	597	3.8%	_	-10.6% 5.4%	153,200 1,184,887
Other Africa	(5)	7,620 na	408	4.1%	_	6.1%	244,600
Middle East	(5)	na	166	7.4%	_	1.1%	123,149
Israel	(5)	200	51	2.0%	_	0.0%	26,149
Other Middle East	(5)	na	115	10.0%	_	1.7%	97,000
Americas		na	62,934	4.6%	_	4.8%	35,098,595
North America		na	37,753	4.7%	_	4.2%	20,993,722
Canada		2,089	1,633	3.1%		-2.0%	793,722
United States		36,120	36,120	4.8%		4.5%	20,200,000

		2015 Retail Sales (1)				3-Year CAGR	
		Local		% Sales Ch	ange	in Constant	
		Currency	USD	(YOY) in Cor	stant	2015 USD	
Region/Country		(millions)	(millions)	2015 USD (2)		(2012-15)	Direct Sellers (3)
South & Central America		na	25,181	4.4%	_	5.7%	14,104,873
Argentina	(7)	19,071	2,066	33.3%	_	36.3%	750,000
Bolivia	(4)(5)	2,300	333	1.7%	_	4.9%	306,514
Brazil		30,370	9,125	-0.9%	$\overline{}$	2.1%	4,571,625
Chile	(5)	375,197	574	11.9%	_	7.7%	440,132
Colombia		6,740,876	2,458	7.8%		7.8%	2,181,174
Ecuador	(5)	956	956	3.7%	_	6.0%	1,070,000
Mexico		109,820	6,930	2.5%	_	4.7%	2,200,000
Peru	(4)	5,123	1,609	3.5%	_	2.5%	538,155
Uruguay	(5)	2,262	83	4.0%	_	13.1%	94,090
Venezuela	(2)(5)	41,440	228	85.0%	_	43.9%	978,390
Central America/Caribbean	(5)	na	793	3.0%	_	2.3%	946,893
Other South & Central America	(5)	na	27	5.0%	_	6.0%	27,900
Europe		na	35,427	5.7%	_	4.3%	14,550,136
Western Europe		na	29,538	6.3%	_	4.7%	4,051,613
Austria	(5)	227	252	1.7%	_	1.4%	166,757
Belgium	(5)	197	218	1.6%	_	2.7%	21,244
Denmark	(5)	534	79	10.0%	_	1.3%	68,400
Finland	(-,	187	207	1.6%	_	1.7%	82,598
France		4,140	4,590	2.5%	_	2.5%	640,215
Germany		13,697	15,185	6.5%	_	5.2%	838,833
Greece	(5)	135	150	-10.8%	$\overline{}$	-7.5%	197,787
Ireland	(-,	37	41	36.2%	_	-11.5%	25,000
Italy		2,647	2,934	9.4%	_	4.7%	514,500
Luxembourg		42	46	0.0%	_	0.0%	2,700
Netherlands	(5)	114	127	3.0%	_	3.9%	56,280
Norway	(5)	870	108	3.8%	_	2.2%	104,406
Portugal	(5)	233	258	11.4%	_	5.2%	216,845
Spain	(5)	618	685	-2.5%	∇	-0.8%	208,549
Sweden	(5)	2,393	284	6.8%	_	0.3%	106,883
Switzerland	(5)	306	318	-0.2%	$\overline{}$	-1.5%	157,616
United Kingdom	(5)	2,645	4,039	11.8%	_	9.8%	625,000
Other Western Europe	(5)	18	18	-10.0%	$\overline{}$	-1.9%	18,000
Central & Eastern Europe	(5)	na	5,889	2.3%	_	2.2%	10,498,523
Bulgaria	(5)	170	96	7.4%	_	5.4%	195,840
Croatia	(5)	294	43	-8.0%	$\overline{}$	4.1%	40,945
Czech Republic	(5)	6,419	261	-0.2%	$\overline{}$	-0.9%	276,666
Estonia	(4)	30	33	-2.0%	$\overline{}$	1.4%	35,325
Hungary	(5)	56,290	202	5.6%	_	-1.9%	476,661
Latvia	(4)	30,230	33	1.1%	_	3.1%	48,726
Lithuania	(4)	27	30	1.3%	_	4.0%	104,473
Poland		4,002	1,062	7.0%	_	4.0%	937,076
Romania	(5)	1,314	328	5.1%	_	2.9%	307,500
Russia	(3)	130,699	2,145	-5.5%	$\overline{}$	-0.9%	5,148,803
Slovakia	(5)	130,099	152	5.3%	_	1.7%	189,940
Slovenia	(5)	16	18		_	-7.5%	21,630
Turkey		2,074	762	8.0%		6.9%	1,306,176
Ukraine	(5)		332	27.7%		5.9%	1,050,176
Other Central & Eastern Europe	(5)	7,245 na	393	6.0%		7.5%	358,600

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(1) Sales figures are expressed at Estimated Retail level and exclude Value Added Tax. Figures are based on the size of the entire industry, unless otherwise noted.
(2) Sales figures for 2014 and 2015 are expressed in US Constant 2015 Dollars to exclude the impact of foreign exchange and ensure comparability. Average annual exchange rates from the International Monetary Fund and, secondarily, from OANDA have been used to convert data from local currency to US dollars. An exception is Venezuela, where exchange rates used by several direct selling companies in the market were researched.
(3) Direct Sellers include individuals who are career minded entrepreneurs building their own businesses ... or part-time entrepreneurs earning extra income. Most enjoy significant discounts on products. In fact, some choose only to enjoy and use the products and not to sell at all.
(4) Figures are based only on DSA member companies and not the entire individuals.

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(5) WFDSA research estimate
(6) WFDSA research estimate, based on article: 2015 Performance Assessment: Direct Sales Soar, dated February 3, 2016
(7) Argentina is a highly inflationary market. As of April 2016, the IMF forecasts inflation of 29% for 2016, but a real decline in the economy of 1%. That is GDP in constant prices will fall 1%.