



GLOBAL SPONSORING

Building Your Business Beyond Borders



GRANT PACE
President, Shaklee
International, Inc.



MICHELLE YEH
Senior Vice President,
International Business
Development

Grant F. Pace

President, Shaklee International, Inc.

- Over 20 years of international business experience
- A distinguished track record of building the Asian sales and operations of companies such as Nu Skin, Sara Lee and Avon.
- Held senior positions for key strategic operations in South East Asia, the Pacific Rim and Greater China.
- Served as a consultant for Bain & Company and as a corporate lawyer for Standard Oil and Gulf Oil Corporation.
- Active Board Member of the Philippines Mabuhay Deseret Foundation, and the Philippine Enterprise Development Foundation.
- Earned a M.B.A. from Harvard Business School
- J.D. from the J. Reuben Clark Law School at Brigham Young University
- Advanced studies at Columbia University's Parker School of Foreign and Comparative Law



Michelle Yeh

Senior Vice President, International Business Development

- 12 years of experience in direct selling industry
- Four years of experience in the Internet industry
- Vice President of e-Business at Shaklee 2001-2003
- Director of US Marketing and Director of International Marketing at Shaklee Corporation in 1997-1998.
- Vice President of Marketing at chinadotcom corporation
- Sr. Director of Global Marketing at SINA.com
- Director of International Marketing at Mary Kay
- B.A. in Chinese Literature, National Taiwan University in Taipei, Taiwan
- M.S. in Integrated Marketing Communications, Northwestern University in Evanston, Illinois.



Where We Are Now



Topics we will be discussing today

- Magnitude of International Opportunity
- Overall Expansion Business Plan
- Process of Opening a New Country
- China and Chinese Community
- New Sponsoring Tools
- Sponsoring Changes in Existing Markets (Mexico)
- What You Can Do Now



THE FOLLOWING **PREVIEW** HAS BEEN APPROVED
by the ROGER BARNETT SHAKLEE ASSOCIATION OF AMERICA
FOR ALL **SHAKLEE BUSINESS LEADERS**

I

MUST BE AN INTERNATIONAL
ENTREPRENEUR

SHAKLEE GUIDANCE IS SUGGESTED

Topics we will not be discussing today

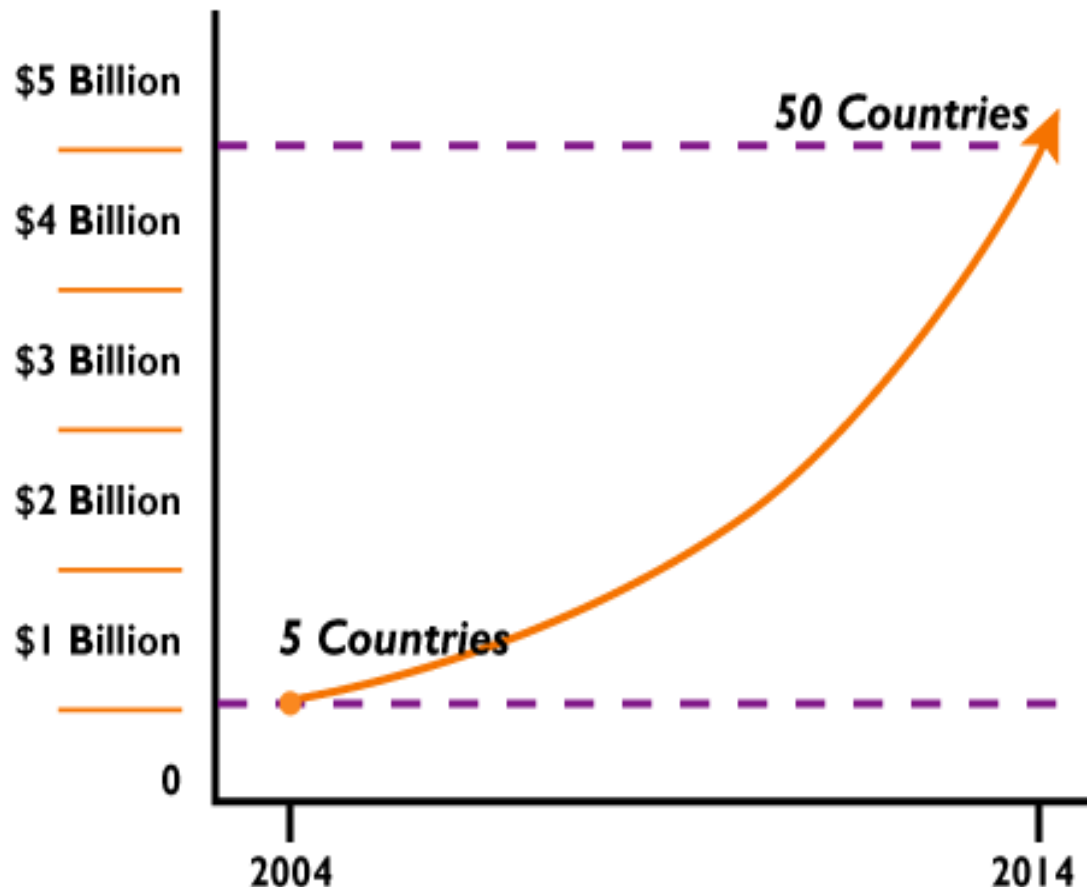
- Specific Dates
- Star Cruise Destination
- Location of 2007 National Conference



Positioned for explosive growth



- **SHAKLEE TODAY:**
5 countries, close to \$0.5 billion in sales
- **10-YEAR PLAN:**
50 countries,
\$5 billion in sales



The Process of Opening a New Market

THE TIME CONSUMING LEGALITIES:

- Establish a legal entity
- Secure government approvals
- Establish banking relationships
- Identify and register products
 - Reformulate
 - New Foreign Language Labels
 - New Packaging

BEHIND THE SCENES HOME OFFICE PREPARATIONS:

- IT systems
 - Transaction capability
 - Commission calculations
- Country specific P&R
- Cultivate Distributor support
- Prepare and print foreign language support material
- Train Customer Support
- Manufacture products and ship to new country ready to sell opening day
- Or build local manufacturing capability where required or desirable

NEW IN COUNTRY FACILITIES:

- Identify an office location
- Employ local company management
- Build manufacturing facilities (if required)
- Secure warehouse and shipment capabilities
- Design launch strategies and events



What can you expect from us?



- Minimum notice of 3 months before opening
- A timeline and calendar of activities
- Language specific business forms, Country P&R, and product and opportunity materials
- A country specific guide with local practices and business building tips
- Information on product line, training and opportunity meetings, and support
- Field Support hotline



Timeline for Opening a New Market

Pre-opening
Announcement

Open

Grand Opening Event
(2-4 months after opening)

Preparatory
Period

Pre-Sales Period
(3 Months)

OPEN FOR BUSINESS

Before Open

- Tell people about Shaklee Opportunity and Products.
- Sell Shaklee products for personal use only (not for resale).
- Build your organization in North America (bilingual).

- Do NOT recruit new Distributors in the new country.
- **Overseas prospects should not resell products you sold to them until we receive business license in the country.**

After Open

- Share
- Train
- Earn
- Observe Local P & R

- Capitalize on early interest.
- Organize your business group structure prior to opening.
- Secure signed registration forms to be processed on opening day.
- Break out many Directors on opening day.
- Do not distribute literature marketing product in the new country until we receive a business license.

Pre-Sales Period





Mexico United States Brazil

Netherlands Norway Panama Philippines Poland

Portugal Russia Luxembourg Taiwan Slovakia Slovenia Spain

Sweden Austria Switzerland Argentina Israel Thailand Turkey

Hun

Which 50 Countries??

Kenya Italy Belgium Denmark Czech Republic Finland Guatemala

Honduras El Salvador Estonia China Chile Japan New Zealand

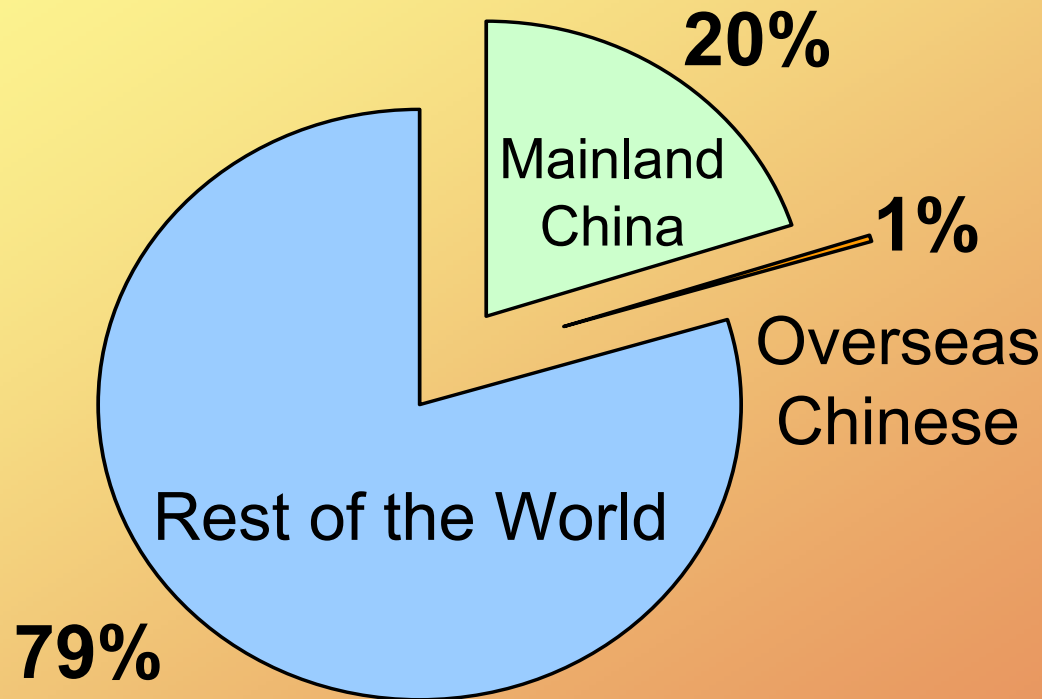
Hong Kong Australia Indonesia India

Building Your Global Business



**Global Chinese
Community**

One of every five people in the world is Chinese



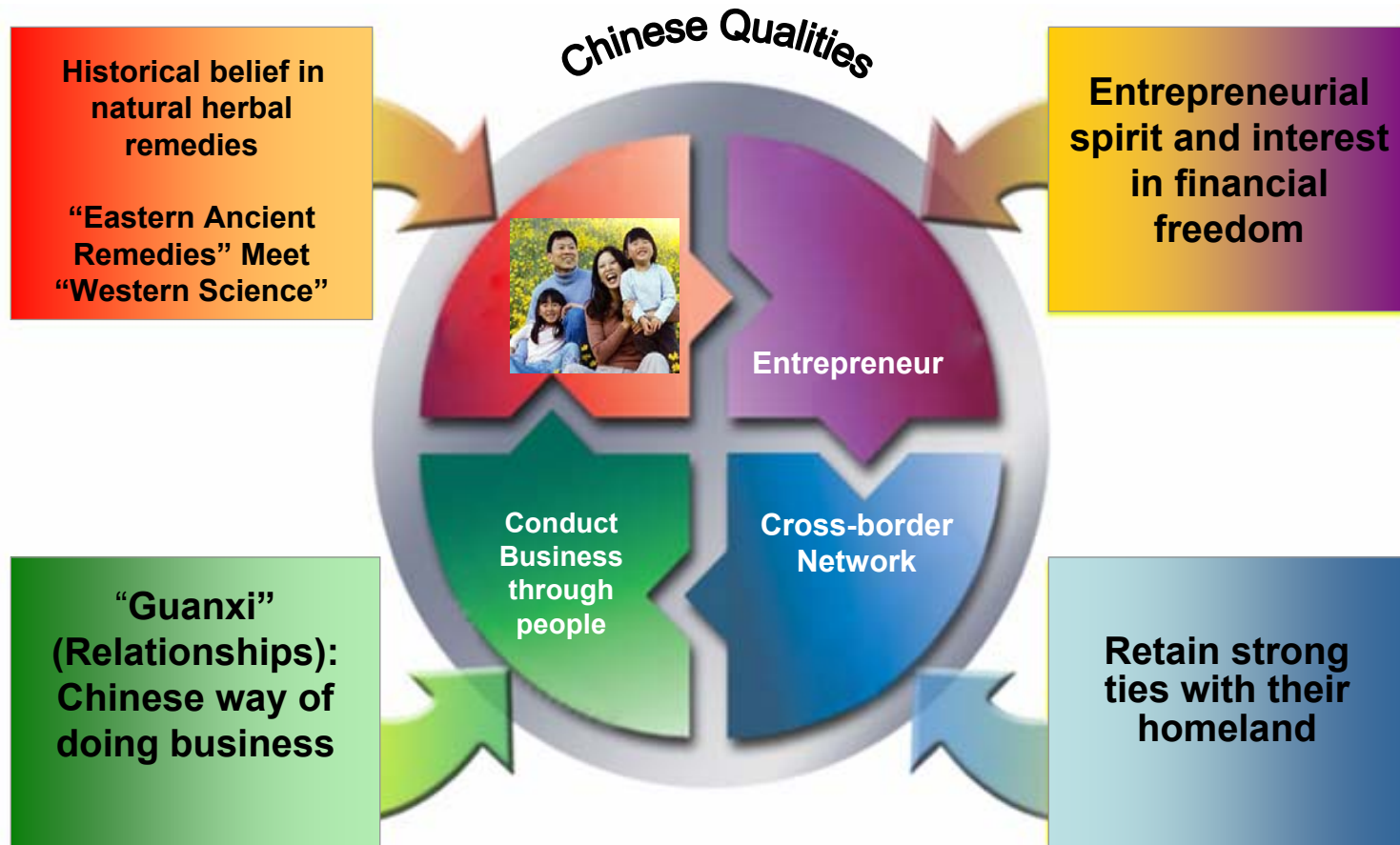
World Population: 6.5 Billion

China Today

- 1.3 billion people— four times the population of the U.S.
- Cell-phone ownership from non-existent in 1995 to 300+ million in 2004
- \$640 billion retail sales in 2004 — up from \$200+ billion in 1996
- 1.3 million private cars in Beijing, up 140% since 1997
- 300+ skyscrapers in Shanghai today (In 1985, there was just one!)

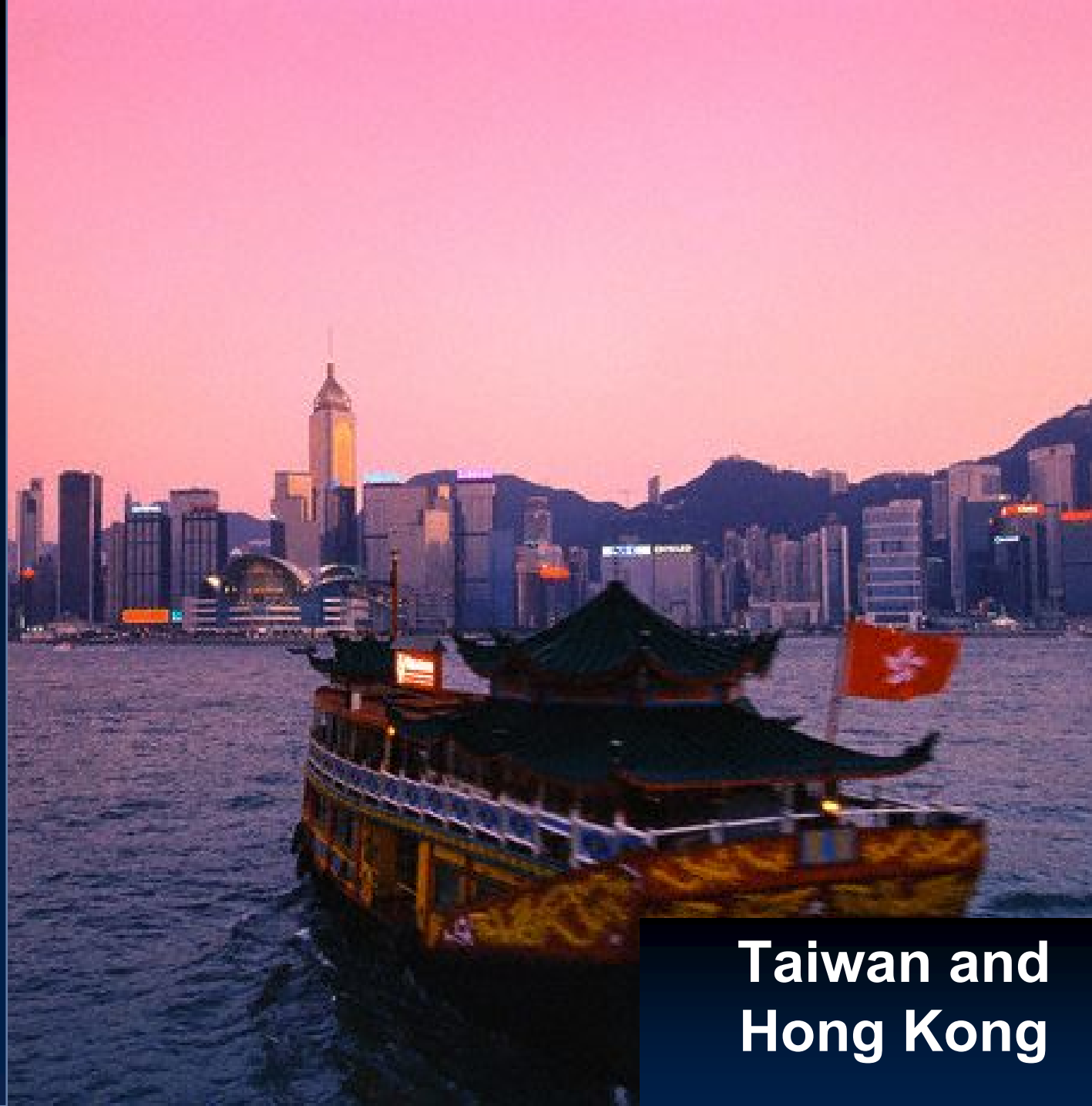


Shaklee & Chinese Market — A Perfect Fit



Taiwan and Hong Kong

Your Gateways to China



**Taiwan and
Hong Kong**



China

- National Capital
- Provincial Capital
- City
- Province Border
- Road
- Railroad

Taiwan Market

- Population: 23 million
- \$230 billion foreign exchange reserve (#3 in the world)
- The 4th largest investor in China
- \$1.56 billion direct sales market growing at 8-10% per year
 - 34% Nutrition Sales
 - 25% Personal Care
 - 4% Home Care
- More than 50% of nutrition products are sold through the direct selling channel in Taiwan, the highest ratio in the world.
- 4 million people (One out of every six people) in Taiwan are or have been in the direct selling business.

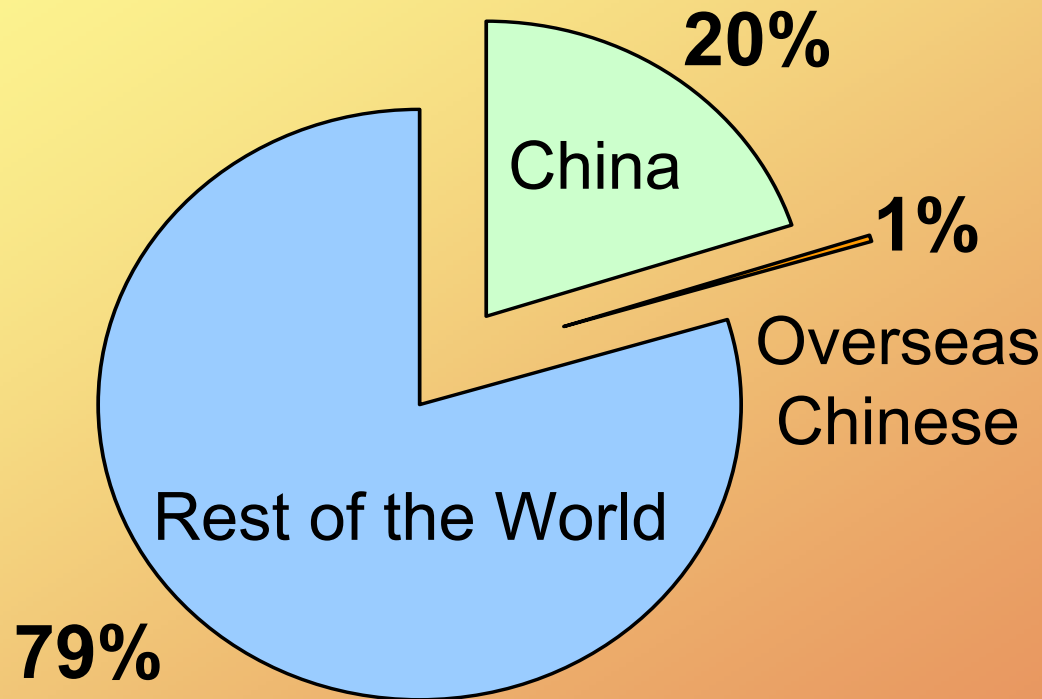


Hong Kong

- Population: 6.8 million— 98% are Chinese
- Last year over 10 million people visited Hong Kong from Mainland China
- Daily traffic between Hong Kong and mainland:
 - 800 Ferries
 - 100 Flights
 - 27,000 Vehicles crossings
- Hong Kong is one of the U.S. largest trading partners
- Second highest per capita income in Asia
- Accounts for nearly half of foreign direct investment in China



65 million Chinese live outside of Mainland China



World Population: 6.5 Billion

U.S. and Canadian Chinese Communities

- U.S. Chinese American population: 2,432,585
 - 39% population increase between 1990 and 2000
 - 30% higher income than the national average
 - \$300 billion spending power in U.S.
 - 1.7 million are foreign-born; 2.2 million speak Chinese
-



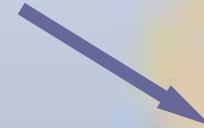
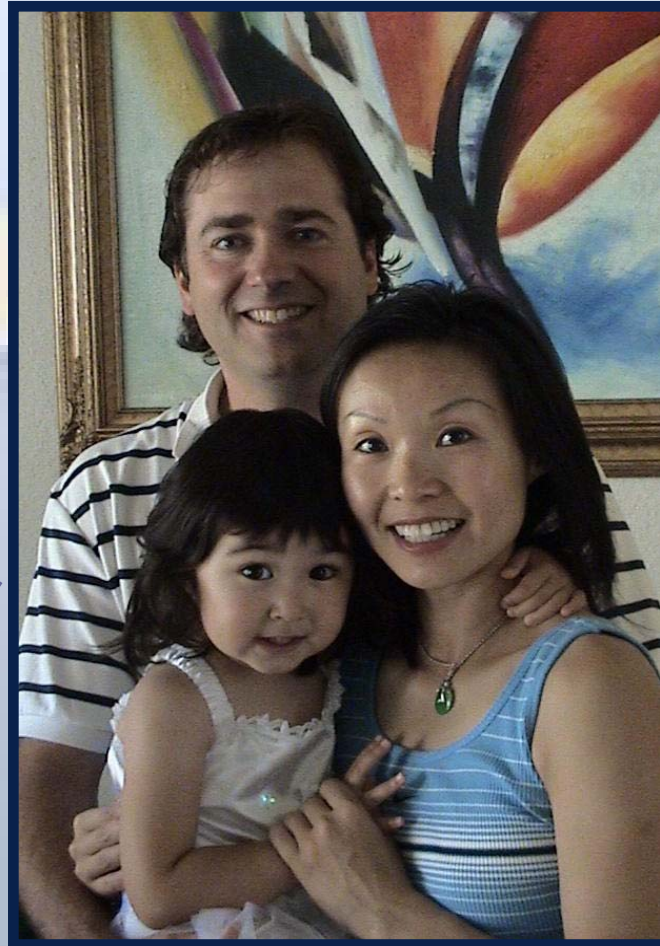
- Chinese Canadian population: 1,029,400
- 20% Population increase between 1996 and 2001
- 78% own their own homes compared to 70% of other Canadians
- 63% of Chinese Canadian Internet users visit Chinese-language Web sites



Bilingual Prospects— Perfect Gateway



YOUR GLOBAL BUSINESS NETWORK



What Should You Do Now?



- Reach out
- Cultivate Relationships



- Train
- Build bilingual prospects to Business Leader level



- Share Shaklee Products overseas
- For personal consumption not for resale (small packages)

Overseas Prospects



What Should You Do Now with Your Overseas Prospects?



Make New
Friends



Share Shaklee's Products
overseas

For personal consumption not for
resale (small packages)

Foreign Country— Familiar Concept

- Meet New People
- Share
- Train
- Build

Sound Familiar?



REACH
FOR THE
STARS!

SHAKLEE®

Chinese-language Tools on MyShaklee

10,000+ downloads in 3 months!!

Connecting with Chinese-Americans

MY SHAKLEE

Home Shopping My Business My Web Site Library Support Product Search

Home » Articles » Sales

Connecting with the Chinese American Community



Connecting with the Chinese American Community

A tremendous untapped marketplace awaits you. Ripe with possibilities, it may even exist a few miles away. It is the Chinese American marketplace here in the U.S.

With Shaklee poised to embark on a phase of explosive growth to become a **five billion dollar company in over 50 countries**, you may be asked to embark on your own phase of explosive growth by taking advantage of this new frontier. You can prepare yourself by getting acquainted with Americans of Chinese heritage. With these contacts, you can become connected to millions of opportunities overseas when Shaklee opens new markets!

A world of new friends and ideas, new connections and successes is there for you, and its rewards are many. Finding out about it is not complicated or difficult. All you need to know is **why, where, how, and when.**

Shaklee is in a perfect position to meet the needs of Chinese Americans.

Get started now! Downloads to support your efforts. Print them, share them.

The Corporate Brochure

Opportunity Presentation

Membership Application

Why the Chinese American Community!

Shaklee is in a perfect position to meet the needs of Chinese Americans, most of whom are raised with a knowledge of traditional Chinese medicine (TCM). TCM is based upon natural ingredients and sound nutrition—vitamins, herbs, and a healthy lifestyle.

Chinese Americans are comfortable with these ideas and embrace them from an early age:

- Statistics show that more Chinese Americans begin taking regular supplements in their twenties, much earlier than other groups in the U.S.
- Children's nutritional supplements are extremely important in Chinese American households. (In China, the highest usage of supplements is among children under 12.)
- Chinese American women typically purchase supplements for

Business Library

MY SHAKLEE

Home Shopping My Business My Web Site Library Support Product Search

Product Library Business Library

Home » Business Library

Instant access to hundreds of product, business and nutritional topic PDF documents.

Featured Downloads

- Shaklee Screencaver - Windows Mac, Instructions - Windows Mac
- First Step Booklet - English - Search
- Shaklee Loans & Usage Booklet
- Member/Contributor Application - English - Search

Application to form a DBA or LLC for the purpose of conducting a Shaklee business - English - Search

Price Lists

Compensation Plan

Fast Start Distributor Program

Chinese Language Business Tools

Business Forms

Training & Business Tools

Opportunity Presentation

SHAKLEE

THERE'S A BETTER WAY...THE SHAKLEE WAY

嘉康利™提供您更好的選擇




- The ability to earn **UNLIMITED INCOME**
擁有無限的收入機會
- With tax advantage potential of a home-based business
在家創業,報稅更有利
- Take **CONTROL** of your life
生活自己主宰
- Spend more time with **FAMILY**
更多時間與家人相處
- EXPAND** your life experiences
拓展人生經驗
- Do something that **MATTERS**
做有意義的事
- Have **FUN** at the same time!
同時享受人生

FAQ

MY SHAKLEE

Home Shopping My Business My Web Site Library Support Product Search

Support Home | E-Mail Shaklee | FAQs

Members » Pag » International

Product Sales and Shipments for questions regarding international sales

Sponsoring for questions regarding China and Taiwan

China and Taiwan for questions regarding global expansion

Global Expansion for questions regarding global expansion

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Shaklee Chinese Web Site

• Web site

New

✓ Shaklee.com

✓ Personal Web site

Go to:

www.shaklee.com/international

Click on:

Chinese

SHAKLEE GLOBAL OPPORTUNITY
嘉康利環球創業良機

環球創業良機 | 走進嘉康利 | 嘉康利產品 | 媒體快訊 | 聯絡我們

Please include Espots:
- News Room
- Company Info
- Find a Distributor

WHY SHAKLEE? 選擇嘉康利的優勢在哪?

Shaklee is destined to change the lives of millions of people worldwide, by helping them create wealth while they promote health! You are now one of them!

嘉康利將要改變全球上百萬人的生活，不僅要幫助他們帶來健康，更要為他們創造財富。現在，您就是其中的一位！

Why JOIN US NOW?

現在加入嘉康利的優勢在哪?

This health and wellness industry is forecast to quadruple to a trillion dollars in the next five years worldwide according to the Direct Selling Association. As Shaklee is positioned to enter into Asia, there is no better time than the present.

JOIN Shaklee NOW to enjoy the benefits of:

- ▶ Owning your own business and unlimited earnings opportunities; as well as
- ▶ Paving the way to the future cross-border sponsoring activities.



馬上加入嘉康利吧!

JOIN US TODAY!

馬上加入嘉康利吧!

Call 925.734.3636

to get started today!



分享成功故事

SUCCESS STORIES

成功故事



Chinese Fast Start Kit #59186

Welcome Letter

Application Form



歡迎您加入嘉康利™!



羅傑·巴納特
嘉康利™董事長兼首席執行官
Roger Barnett
Chairman and CEO

加入革新的行列

1 選擇嘉康利™的優勢在哪?

嘉康利™董事長兼首席執行官羅傑·巴納特為您述說這個產業傳奇，瞭解本產業如何具有爆發性的成長潛力。嘉康利™將要改變全球上百萬人的生活，不僅要幫助他們帶來健康，更要為他們創造財富。現在，您就是其中的一位！

行動第一步
觀賞影片「您準備好了嗎？」- 嘉康利™董事長兼首席執行官羅傑·巴納特的一席話。(片長十四分鐘)

2 現在加入嘉康利™的優勢在哪?

健康保健產業的革新時代已經來臨，包括在二次世界大戰後出生的七百八十萬人，每個人都將多少受到影響。所以這是一輩子難得一次的機會！給您的機緣選一切！您現在就是在最佳的時機，選擇了最適合的產業！

行動第二步
觀賞影片「營養保健產業革命」(片長七分鐘)

3 嘉康利™產品的優勢在哪?

選擇很簡單，因為產品有效！嘉康利™已經成為營養保健業之冠。上千種不同的臨床實驗結果全都證實，嘉康利™產品中有更多的確定能改善健康產業中最佳良藥的。我們提供多樣化的產品也同時能為嘉康利™的直銷商開源創流。

行動第三步
觀賞影片「快速入門最佳產品介紹」(片長十二分鐘)

人人都擁有夢想的自由!

人人都希望能實現自己的夢想，擁有夢想的自由，不只是能養家糊口，而是要創造優質生活，享受經濟自由的自由。
「假如未來最好的方法，就是去創造自己的未來。」
- 嘉康利博士

朝夢想更跨進一步

恭喜您！現在您已經購買了第一、二、三步驟的影片，就讓我們一起進入快速入門行動計畫吧！

親愛的嘉康利™新直銷商，
歡迎您加入嘉康利™的行列！
恭喜！完善的公司配合完美的時機，您的加入，正是時候。五年內，全球健康保健產業預測將會成長三倍，價值高達五兆元，嘉康利™已經做好準備，以高科技研發的優質產品，七項具有爆發性成長潛力的產業，取得領導優勢。嘉康利™舉世個世紀，體制完善，穩定成長，在全球擁有無限發展您的選擇，將帶領您進入嘉康利™無限成長的世界。
高興您選擇了嘉康利™直銷商快速入門計畫，本計畫將嘉康利™世界的第一步，為您帶來健康，更帶來財務期望您能在短時間內感受投資得到報酬的喜悅。
計畫內的快速入門行動計畫，專為迎接嘉康利™的商機、自由、和報酬。在此再次恭喜您，選擇了這門快速成長的行業，您將能夠擁有更優渥的經濟能力，同時更能幫助他人提升生活品質。我們很榮幸成為您的夥伴，在成功的路上，幫助您實現夢想。
羅傑·巴納特 - 嘉康利™董事長兼首席執行官
Roger Barnett, Chairman and Chief Executive Officer, Shaklee Corporation



Same Price as English Kit: \$299

Chinese Customer Support

- Mandarin Chinese and Cantonese Customer Service Representative
- Chinese-Language Field Support
 - 925-734-3636
 - globalsupport@shaklee.com



North America Chinese Community Outreach Public Relations Campaign

- Top Chinese American News Media
- Large Circulation among Chinese Community
- Consumer Awareness
- Potential Prospecting Tools



REACH
FOR THE
STARS!

SHAKLEE®

August 10th SingTao Daily

SINGTAO DAILY
星島日報

B11

星島日報

2005年8月10日 星期三

SINGTAO

華人動態

BAY AREA COMMUNITY

編輯 謝為人

“Shaklee Relies on North America to Enter China Market”



■嘉康利國際商務發展高級副總裁葉美秀敲響銅鑼，進軍北美華人和大中國市場。

記者張芷毓攝

嘉康利以北美為橋樑 進軍中國市場

本報記者張芷毓普萊臣頓報道

進入世界貿易組織三年有餘的中國，必須遵守承諾，給予直銷（Direct Selling）以合法地位，為此諸多國際直銷業者正蓄勢待發，等待相關法律的全面出台。總部位於普萊臣頓的嘉康利公司（Shaklee）國際商務發展高級副總裁葉美秀稱，嘉康利就是其中的一員，“但我們現在要做的是，先培養北美華人市場，以此為橋樑，向大中國市場進軍。”

嘉康利經營天然營養保健、個人保養和居家用品為主，創立至今已有50年，建立了成熟的行銷網絡機制。1977年在紐約股市正式上市，1982年成為財富雜誌500強公司之一。

以北美華人為起點的國際推廣戰略，葉美秀認為是事半功倍的良策，既使北美華人得益，又能在進軍大中國市場的時候享有“正面積極的先佔優勢”。

嘉康利選擇了在北美華人中，先建立對直銷的信心。葉美秀說：“就像直銷一傳十、十傳百的模式一樣，這種信賴感也會沿著北美華人這座橋樑，傳向中國市場的消費者，吸引更多人成為我們的經銷人。”

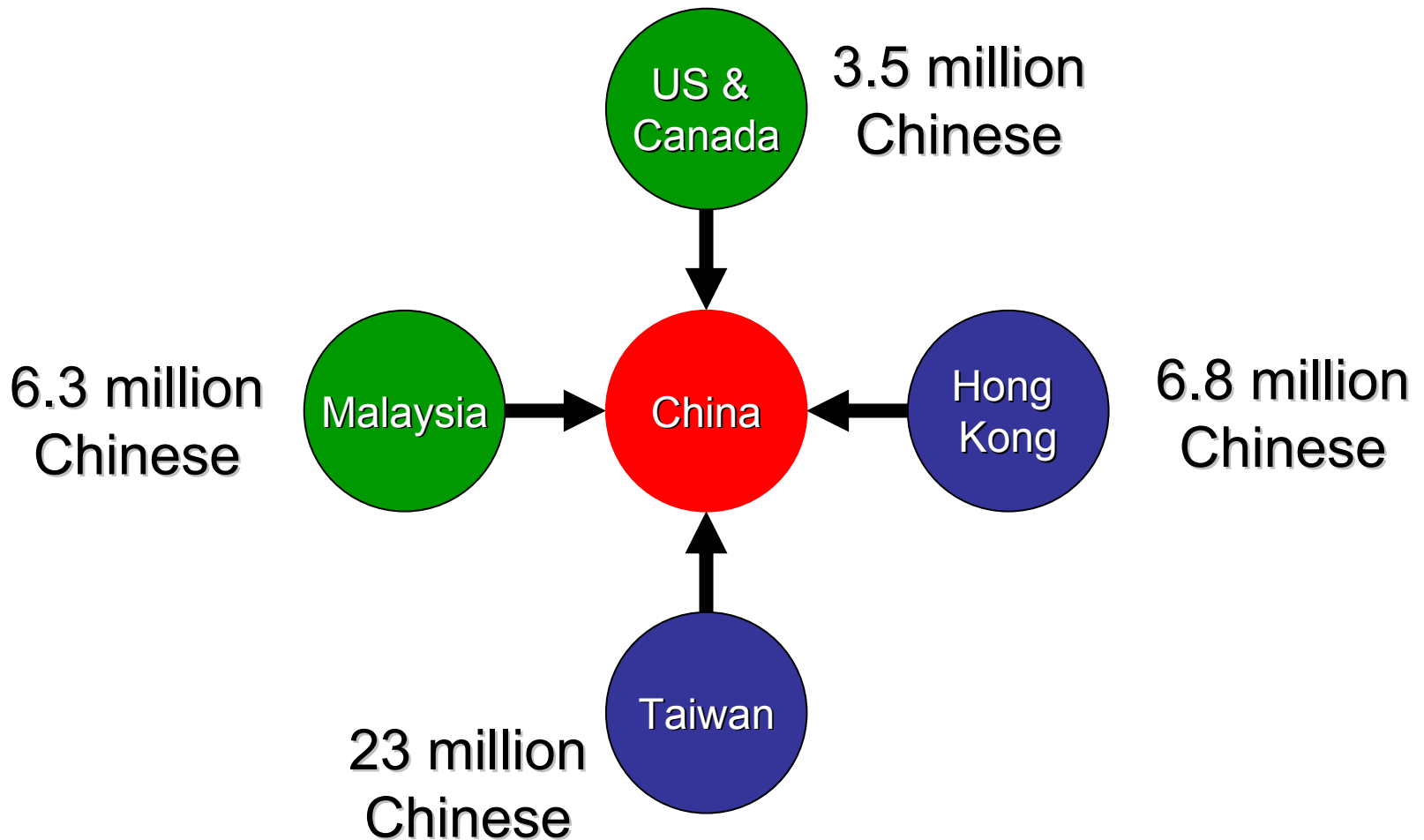
本月11日（明）至13日在芝加哥舉行的嘉康利第50屆年會，就將以“北美華人大中國市場的發展”為主題。葉美秀說：“就像苦思冥想後所得的Shaklee中文名字，‘嘉’為好，‘康’為健康，‘利’為利潤；合在一起，就是要讓我們華人都能從好的東西中獲得健康、贏得利潤。”

Chinese Opportunity Meetings



- **MONTREAL, CANADA**
September 22, 2005
- **TORONTO, CANADA**
September 23, 2005
- **VANCOUVER, CANADA**
September 24, 2005

40 Million Gateways to China



Support from Shaklee

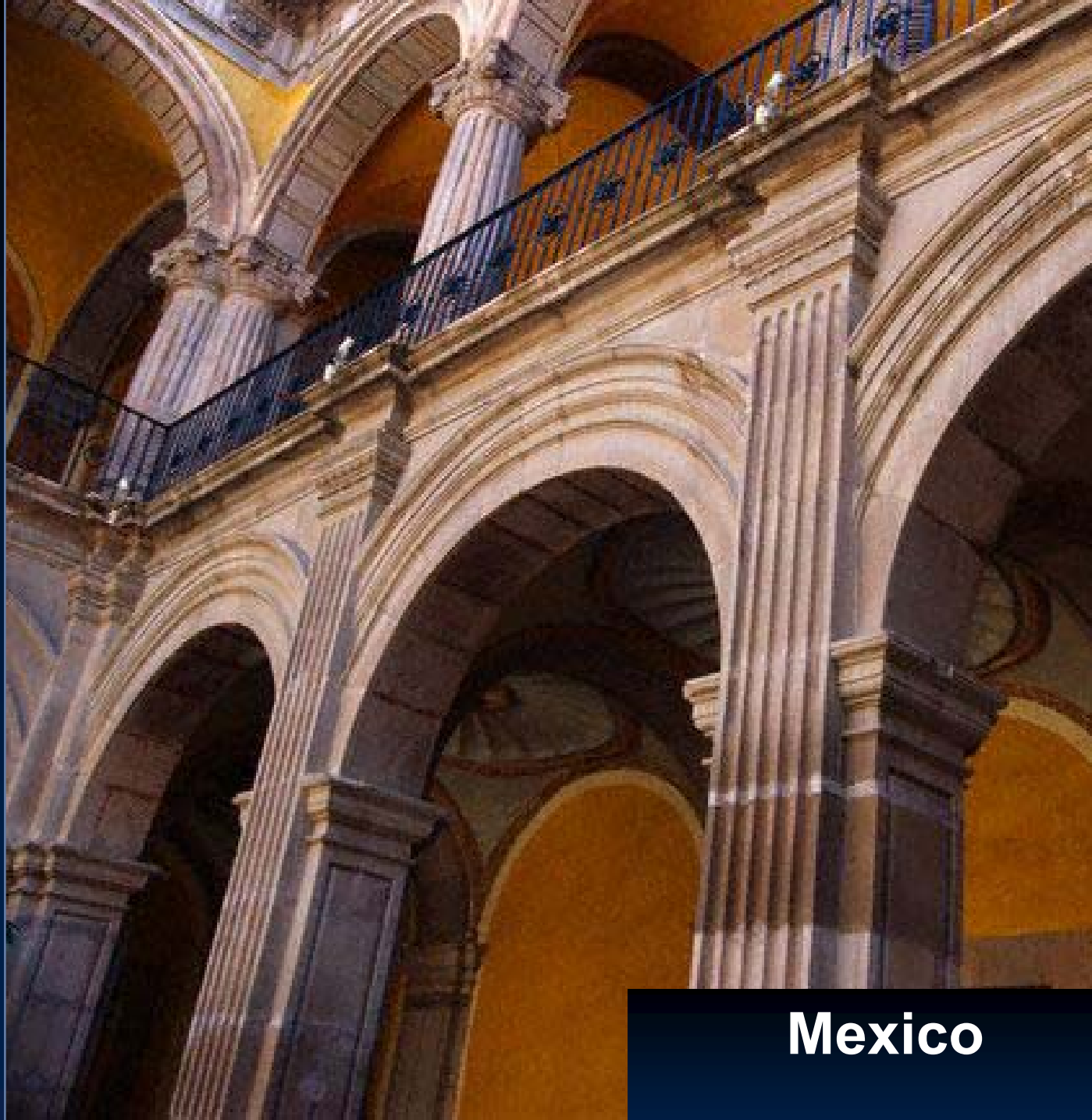
1. Chinese Business Building Tools
2. Chinese Web Site
3. Chinese Field Support
4. Chinese PR Campaign
5. Chinese Opportunity Meetings

What Are You Waiting For?



Enabling Existing Markets

Japan
Malaysia
Mexico

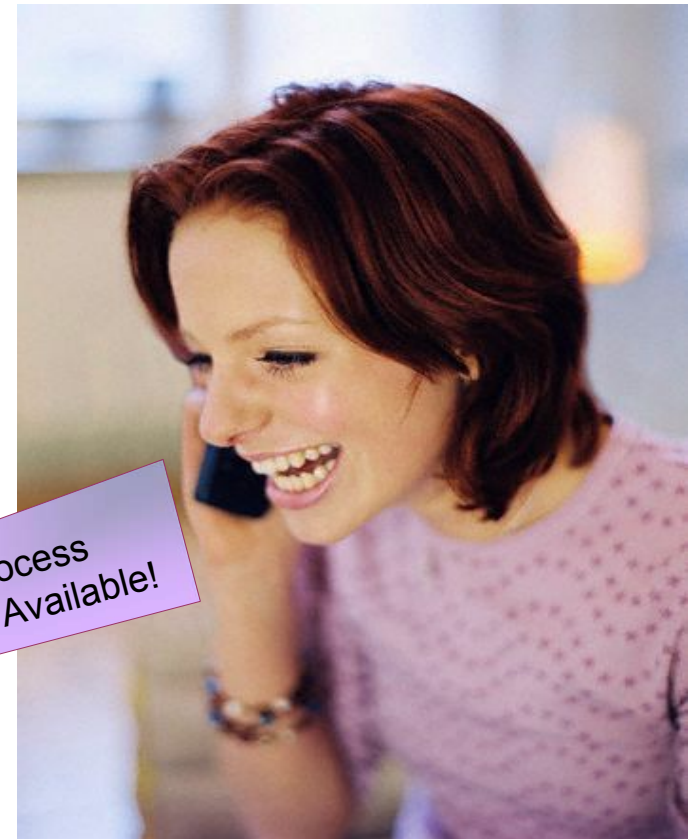


Mexico

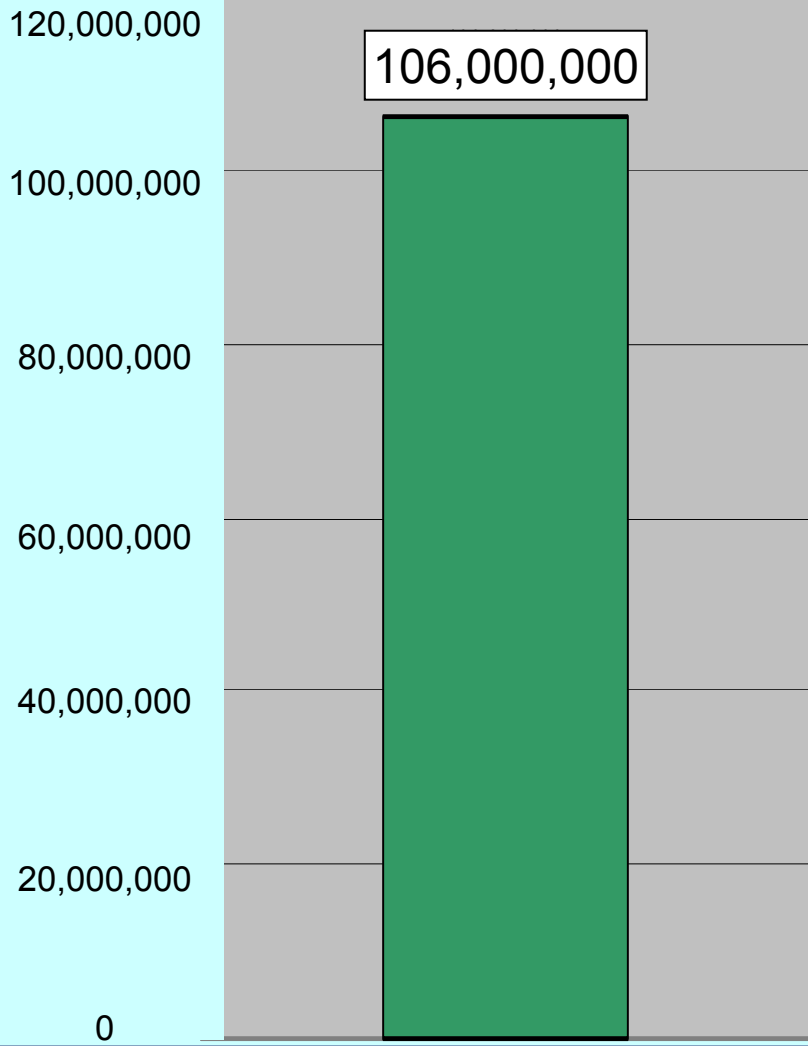
New Process for International Sponsorship into Mexico

- Same Process and form format used to register a new Member in the U.S. can be used to register a new Distributor in Mexico.
- Same Field Support telephone number (1-925-734-3636 —6am-5pm PST) to register a New Distributor in Mexico.
- Registration information will be processed in the U.S.; but, also appear in Mexico's computer system.
- You retain total control over the sponsoring process— All from the U.S.!

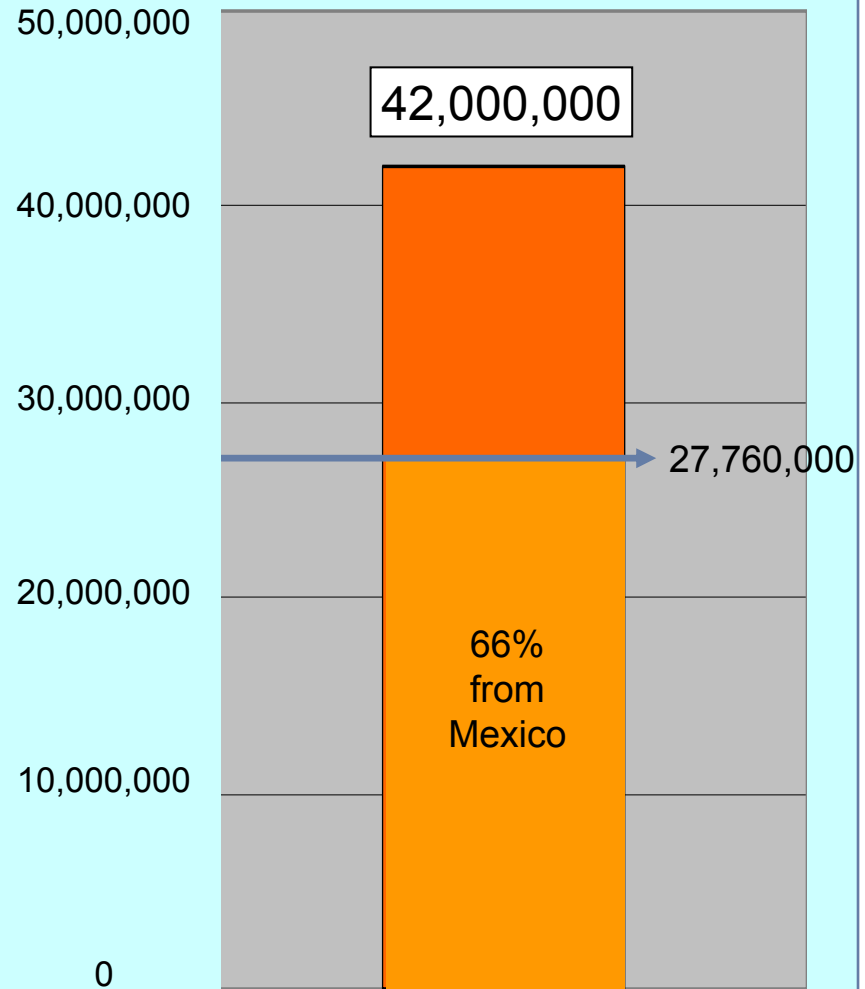
Process
Now Available!



Mexico Population



U.S. Hispanic Population



New International Sponsorship Kit for Mexico

Available in the U.S.

Materials Include:

- Shaklee Mexico catalogs
- Products samples Shaklee
- Mexico Opportunity
- Presentation
- DVD
- Various business tools to help grow your global business.



Available
Sept. 30th!



Rekindling Old Relationships!

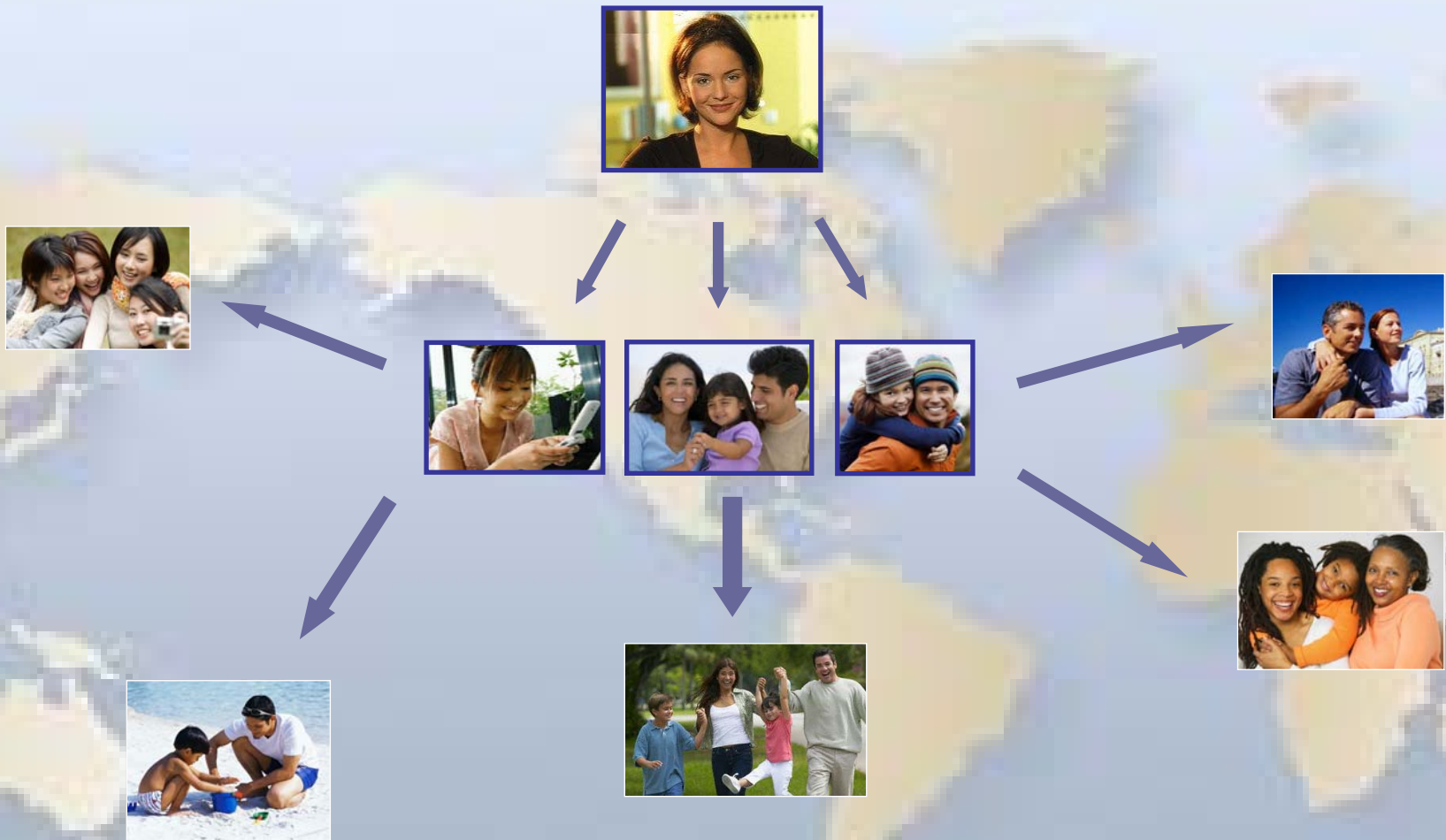


Building New Relationships!



YOU CAN DO IT!

THINK GLOBAL — RECRUIT LOCAL





REACH
FOR THE
STARS!

SHAKLEE CONFERENCE 2005

Thank you!

Dankie Sukran Shur-nur-ah-gah-lem

Thoins, Moite! Dhannyabad Blagodaria Hvala Jae Zu

Din Pa De Na som djita Gracias Do jeh Kia Manuia Dekuji

Tak Hartelijk dank Apké na wo Vinaka Kiitos Merci Danke

Efharisto Aguije Aabar Mahalo Dhan-ya-vaad Syukriya

Köszönöm Terima Kasih Bonjak Nice one bro! Grazie

Arigato

謝謝 (Xie Xie)!

Nandi

Terima Kasih Kia Manuia Maori Takk Shakran Soolong

Mam'noon Salamat Po Dziekuje Muito Obrigado Bhala

Hove Multumesc Va multumim frumos Spasiba Moran Taing

Dakujem Ahsante Maururu Nandri Manjuthe Khop

Khun Mak Sađol

Kam ouen