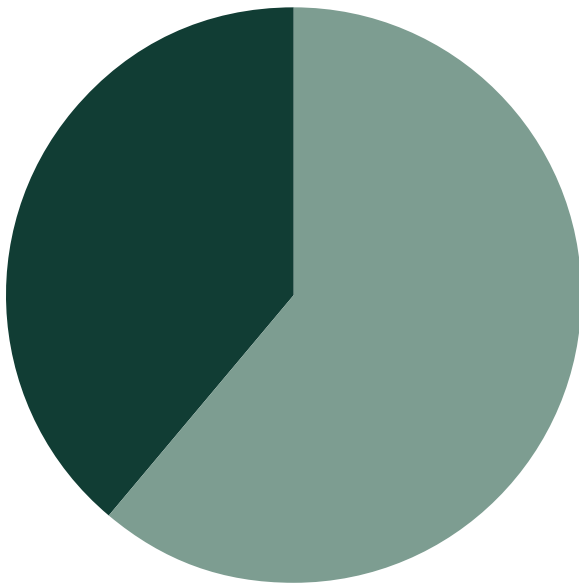




# The Shaklee Opportunity

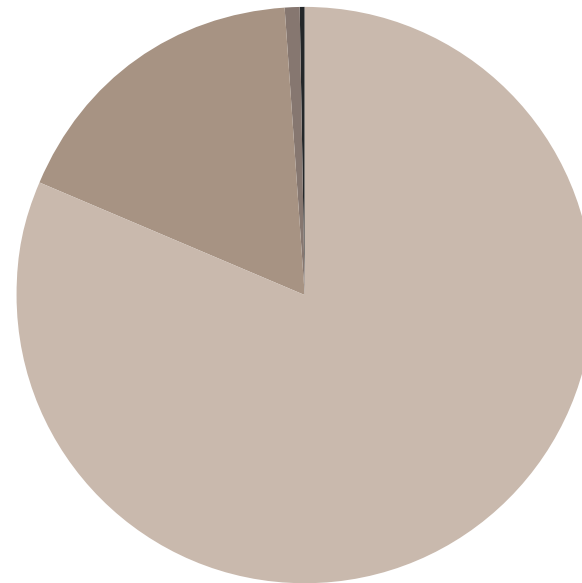
## 2021 Average Annual Earnings Statement

We believe that everyone has the right to thrive. To live a healthy life with meaning and purpose – and with the possibility of a supplement, flexible income. Your Shaklee Business is yours own, and we want you to grow and thrive with it.\*



### Entire Shaklee Family

- 61.2% Members and Customers
- 38.8% Business Owners



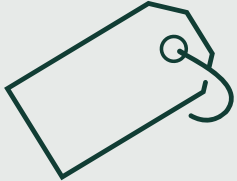
### Shaklee Business Owners

- 81.6% Getting Started
- 17.6% Business Builders
- 0.7% Business Executives
- 0.1% Business Masters

# Members and Customers



61.2% of our people are Customers (17%) and Members (83%) who are using and loving Shaklee products. Customers and Members are not pursuing the Shaklee Business opportunity, but those who join as Members still have access to exclusive Member benefits such as:



Pay Preferred Member pricing on all Shaklee products



Get free shipping on orders over \$150 and \$12 flat-rate shipping on everything else



Earn up to 15% of their purchases back in Loyalty Rewards points to redeem for free product with a monthly Loyalty Order of \$150 or more<sup>†</sup>

# Business Owners\*



38.8% of our people are Shaklee Business Owners. Some are just getting started, others have mastered the trade, but all have the potential to earn bonuses and commissions!

## PAID DAILY<sup>‡</sup>

### Star Club Bonus: \$75

The Star Club bonuses can be earned an unlimited number of times each month!

## PAID MONTHLY<sup>‡</sup>

### Commissions:

Discover your income potential with the earnings chart to the right

### Loyalty Bonuses:

Earn up to an additional \$1,500 on top of your commissions

# Getting Started

Ambassadors and Associates make up 81.6% of our Shaklee Business Owners. They're our earliest ranks and are just getting started as Shaklee Business Owners.

## LEADERSHIP LEVEL

## AVERAGE

Ambassador (33.8%)

\$1,013

Associate (47.8%)

\$1,630

# Business Builders

17.6% of the Shaklee Business Owners are our Business Builders: Directors, Senior Directors, Coordinators, and Senior Coordinators. They're sharing Shaklee with new people and developing the skills of their team members.

## LEADERSHIP LEVEL

## AVERAGE

Director (13.1%)

\$12,753

Senior Director (1.2%)

\$12,931

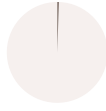
Coordinator (2.3%)

\$24,568

Senior Coordinator (1.1%)

\$29,617

# Business Executives



Business Executives are 0.7% and include our Executive Coordinators, Senior Executive Coordinators, Key Coordinators, and Senior Key Coordinators. These individuals are serious when it comes to being Shaklee Business Owners and fully embrace the completion of their daily Shaklee Vital Behaviours.

LEADERSHIP LEVEL	AVERAGE
Executive Coordinator (0.4%)	\$41,402
Senior Executive Coordinator (0.1%)	\$79,387
Key Coordinator (0.1%)	\$95,769
Senior Key Coordinator (0.1%)	\$130,637

# Business Masters



0.1% are Business Masters. Our most prestigious rank in Canada is Master Coordinator.<sup>§</sup> Those who've reached this rank have truly mastered their roles as Shaklee Business Owners and are reaping the benefits of their hard work.

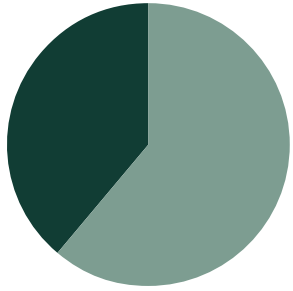
LEADERSHIP LEVEL	AVERAGE
Master Coordinator (0.1%)	\$206,390



# The Shaklee Opportunity

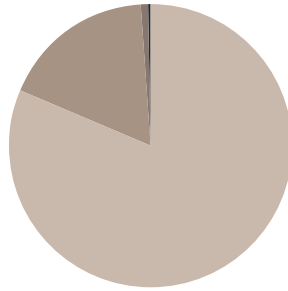
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\*Figures are based on 2021 earnings. The typical participant in the Shaklee Canada Inc. Compensation Plan earns an average of \$271.13 per year. However, participants at the Business Leader level earn on average \$12,753 a year and can earn more than \$206,390 a year at the top levels. Earnings were calculated on a monthly basis of those Business Leaders in the achieved rank. Results will vary with effort. Shaklee Canada Inc. does not guarantee that any particular income level will be achieved. For any rank where no Ambassadors held that rank in one or more months, the figures for that rank have been annualized.

†Please see full qualification details for Loyalty Rewards at [ca.shaklee.com](http://ca.shaklee.com).

‡Must be signed up for direct deposit to be paid daily. For full details on how to earn Star Club, and Loyalty bonuses and commissions, please see the official rules for each at [ca.shaklee.com](http://ca.shaklee.com). These offers are only valid for Shaklee Ambassadors in Canada and the United States.

§The ranks of Senior Master Coordinator and Presidential Master Coordinator have been attained in the United States.