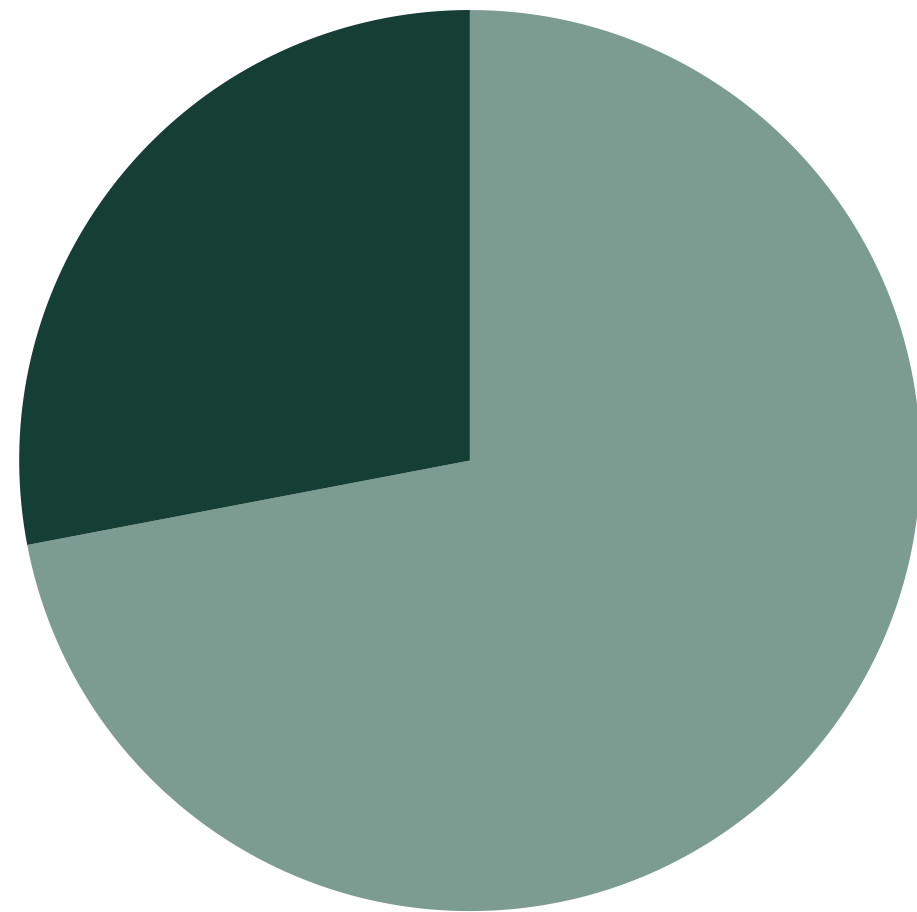


# The Shaklee Opportunity

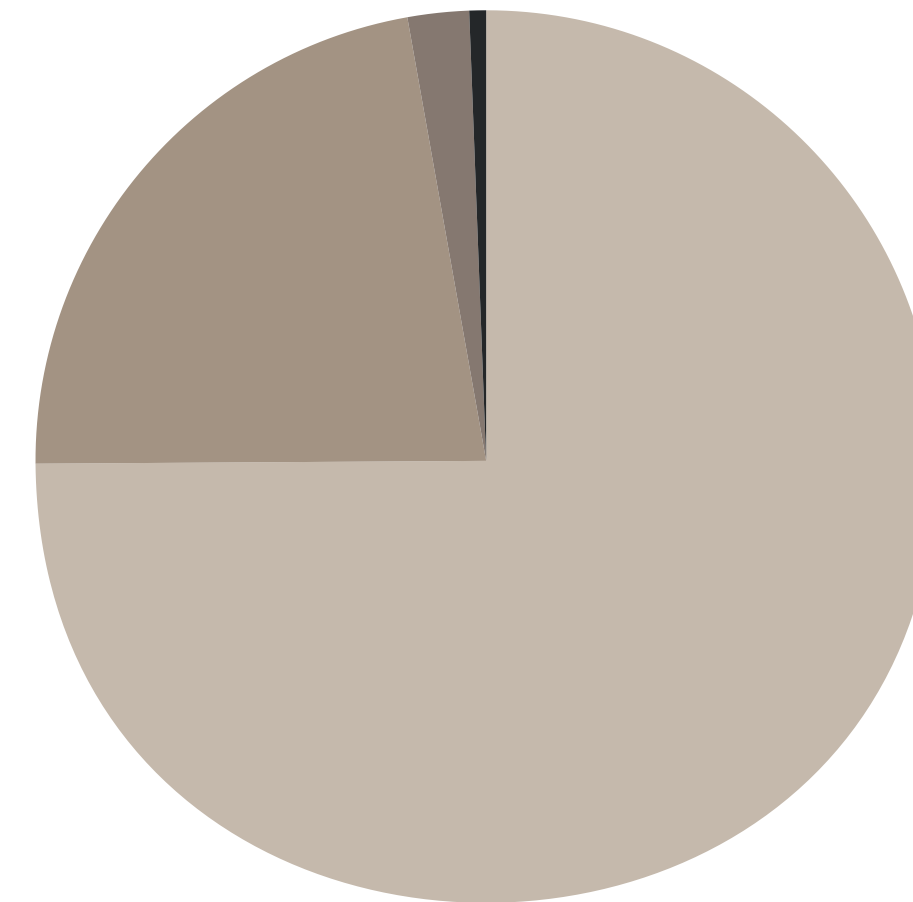
## 2021 US Average Annual Earnings Statement

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



### Entire Shaklee Family

- 73% Members and Customers
- 27% Business Owners



### Shaklee Business Owners

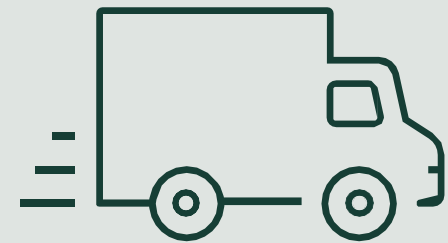
- 74.7% Getting Started
- 22.4% Business Builders
- 2.2% Business Executives
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# Members and Customers

73% of our people are Customers (~4%) and Members (~69%) 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 like:



15% off retail prices  
on all Shaklee  
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Free shipping on all  
orders of \$150 or more,  
and flat-rate shipping  
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Earn up to 15% of their purchases back  
in Loyalty Rewards points to redeem  
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# Business Owners\*

27% of our people are Shaklee Business Owners. Some are just getting started, while others have mastered the trade, but all have the potential to earn bonuses and commissions!

## PAID DAILY\*\*

**Star Club Bonus:** \$75

**Prove It Challenge® Bonus:** \$25

The Star Club and Prove It bonuses  
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of times each month!

## PAID MONTHLY\*\*

### Commissions:

Discover your income potential with the  
earnings charts on the following pages

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Up to an additional \$1,500 on  
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## Getting Started

Ambassadors and Associates make up 74.7% of our Shaklee Business Owners. They are our earliest ranks and are just getting started as Shaklee Business Owners.

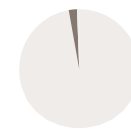
LEADERSHIP LEVEL	AVERAGE OF LOWEST 1/3	AVERAGE	AVERAGE OF HIGHEST 1/3
Ambassador (36.0%)	\$144	\$797	\$1,782
Associate (38.7%)	\$253	\$1,391	\$2,963

## Business Builders

22.4% of the Shaklee Business Owners are our Business Builders: Directors, Sr. Directors, Coordinators, and Sr. Coordinators. They are sharing Shaklee with new people and developing the skills of their team members.

LEADERSHIP LEVEL	AVERAGE OF LOWEST 1/3	AVERAGE	AVERAGE OF HIGHEST 1/3
Director (14.6%)	\$4,925	\$12,558	\$23,365
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Senior Coordinator (2.3%)	\$18,578	\$37,464	\$62,363

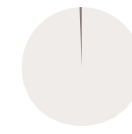
# Business Executives



Business Executives are 2.2% and include our Executive Coordinators, Sr. Executive Coordinators, Key Coordinators, and Sr. Key Coordinators. These individuals are serious when it comes to being Shaklee Business Owners and fully embrace the completion of their daily Shaklee Vital Behaviors.

<b>LEADERSHIP LEVEL</b>	<b>AVERAGE OF LOWEST 1/3</b>	<b>AVERAGE</b>	<b>AVERAGE OF HIGHEST 1/3</b>
Executive Coordinator (0.6%)	\$27,067	\$49,361	\$79,426
Senior Executive Coordinator (0.8%)	\$43,985	\$73,213	\$111,299
Key Coordinator (0.6%)	\$55,622	\$96,085	\$150,255
Senior Key Coordinator (0.2%)	\$86,131	\$130,105	\$188,280

# Business Masters



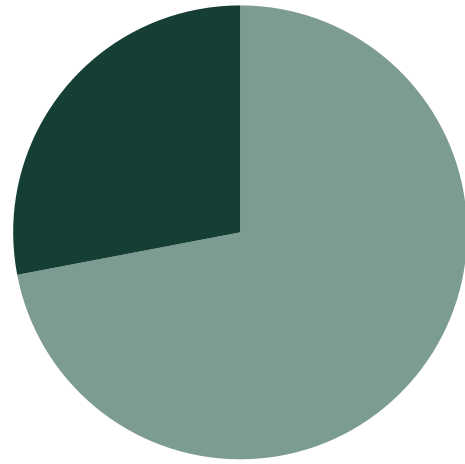
0.7% are Business Masters, our most prestigious ranks of Master Coordinator, Sr. Master Coordinator, and Presidential Master Coordinator. They have truly mastered their roles as Shaklee Business Owners and are reaping the benefits of their hard work.

<b>LEADERSHIP LEVEL</b>	<b>AVERAGE OF LOWEST 1/3</b>	<b>AVERAGE</b>	<b>AVERAGE OF HIGHEST 1/3</b>
Master Coordinator (0.5%)	\$111,997	\$203,600	\$330,344
Senior Master Coordinator (0.1%)	\$168,804	\$254,011	\$365,345
Presidential Master Coordinator (0.1%)	\$306,071	\$574,865	\$960,891

# The Shaklee Opportunity

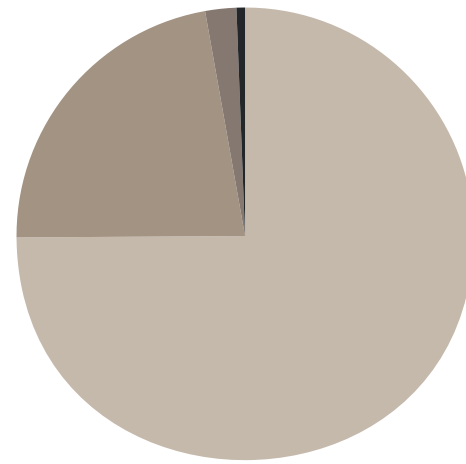
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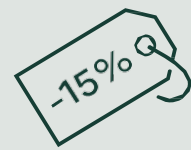


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\*US average annual income for 2021 is based on the monthly amounts reported on Form 1099-NEC for all at that rank. The sum of these monthly averages is the figure reported above. Results will vary with effort. These earnings do not include costs to run a Shaklee Business. The only required cost is a \$49.95 join fee, which includes 3 months of personal website services. After 3 months, the personal website service is optional at \$14.95 a month. Shaklee Corporation does not guarantee that any particular income level will be achieved. New Ambassadors joining Shaklee in 2021 who have no earnings represent 22.1% of total Ambassadors (not included above). Percentages in the first pie chart are based on the total active Shaklee population, including customers, members, and all business owners.

^Please see full qualification details for Loyalty Rewards at [Shaklee.com](https://www.shaklee.com).

\*\*Must be signed up for direct deposit to be paid daily. For full details on how to earn Star Club, Prove It Challenge, and Loyalty Bonuses and commissions, please see the official rules for each at [Shaklee.com](https://www.shaklee.com). These offers are only valid for Shaklee Ambassadors in the US and Canada.