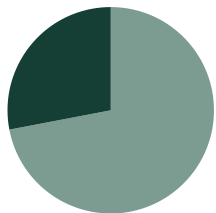


# The Shaklee Opportunity

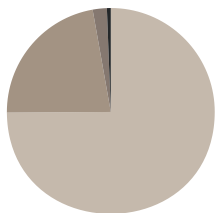
## 2021 US Average Annual Earnings Statement

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
- 0.7% Business Masters

## 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:

|  |  |   |
|--|--|---|
|  <p>15% off retail prices on all Shaklee products</p> |  <p>Free shipping on all orders of \$150 or more, and flat-rate shipping on everything else</p> |  <p>Earn up to 15% of their purchases back in Loyalty Rewards points to redeem for free product with a monthly Loyalty Order of \$100 or more*</p> |
|--|--|---|

## 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**   | PAID MONTHLY**  |
|--|---|
| <p><b>Star Club Bonus:</b> \$75</p> <p><b>Prove It Challenge® Bonus:</b> \$25</p> <p>The Star Club and Prove It bonuses can be earned an unlimited number of times each month!</p> | <p><b>Commissions:</b><br/>Discover your income potential with the earnings charts to the right</p> <p><b>Loyalty Bonuses:</b><br/>Up to an additional \$1,500 on top of your commissions</p> |

## Getting Started

Distributors 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          | AVERAGE OF LOWEST 1/3 | AVERAGE | AVERAGE OF HIGHEST 1/3 |
|---------------------|-----------------------|---------|------------------------|
| Distributor (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               |
| Senior Director (1.8%)    | \$6,812               | \$14,366 | \$25,230               |
| Coordinator (3.6%)        | \$10,827              | \$25,494 | \$44,101               |
| 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.

| LEADERSHIP LEVEL                    | AVERAGE OF LOWEST 1/3 | AVERAGE   | AVERAGE OF HIGHEST 1/3 |
|-------------------------------------|-----------------------|-----------|------------------------|
| 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.

| LEADERSHIP LEVEL                       | AVERAGE OF LOWEST 1/3 | AVERAGE   | AVERAGE OF HIGHEST 1/3 |
|--|-----------------------|-----------|------------------------|
| 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              |

\*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 Distributors joining Shaklee in 2021 who have no earnings represent 22.1% of total Distributors (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.

\*\*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. These offers are only valid for Shaklee Distributors in the US and Canada.