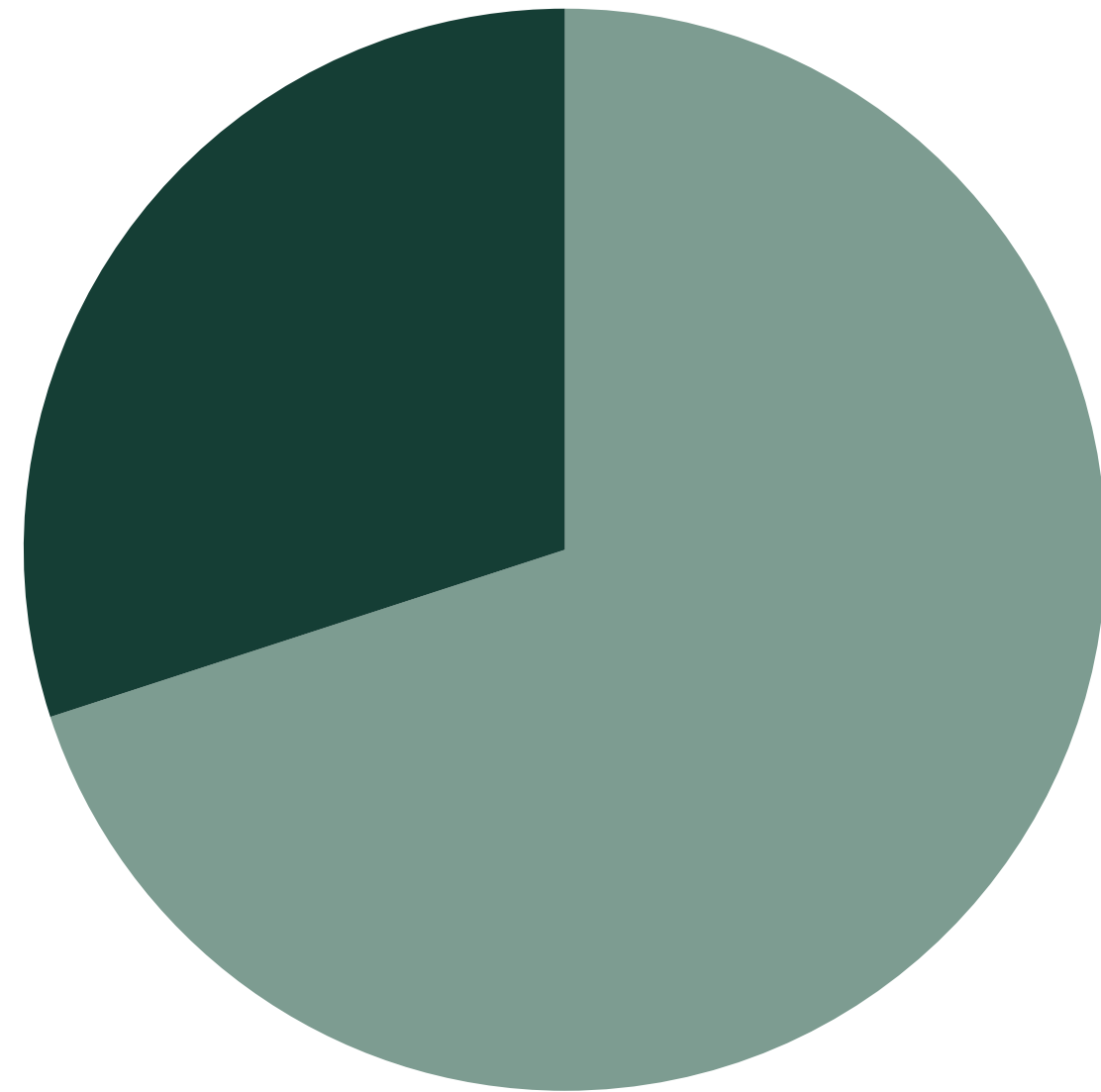


# The Shaklee Opportunity

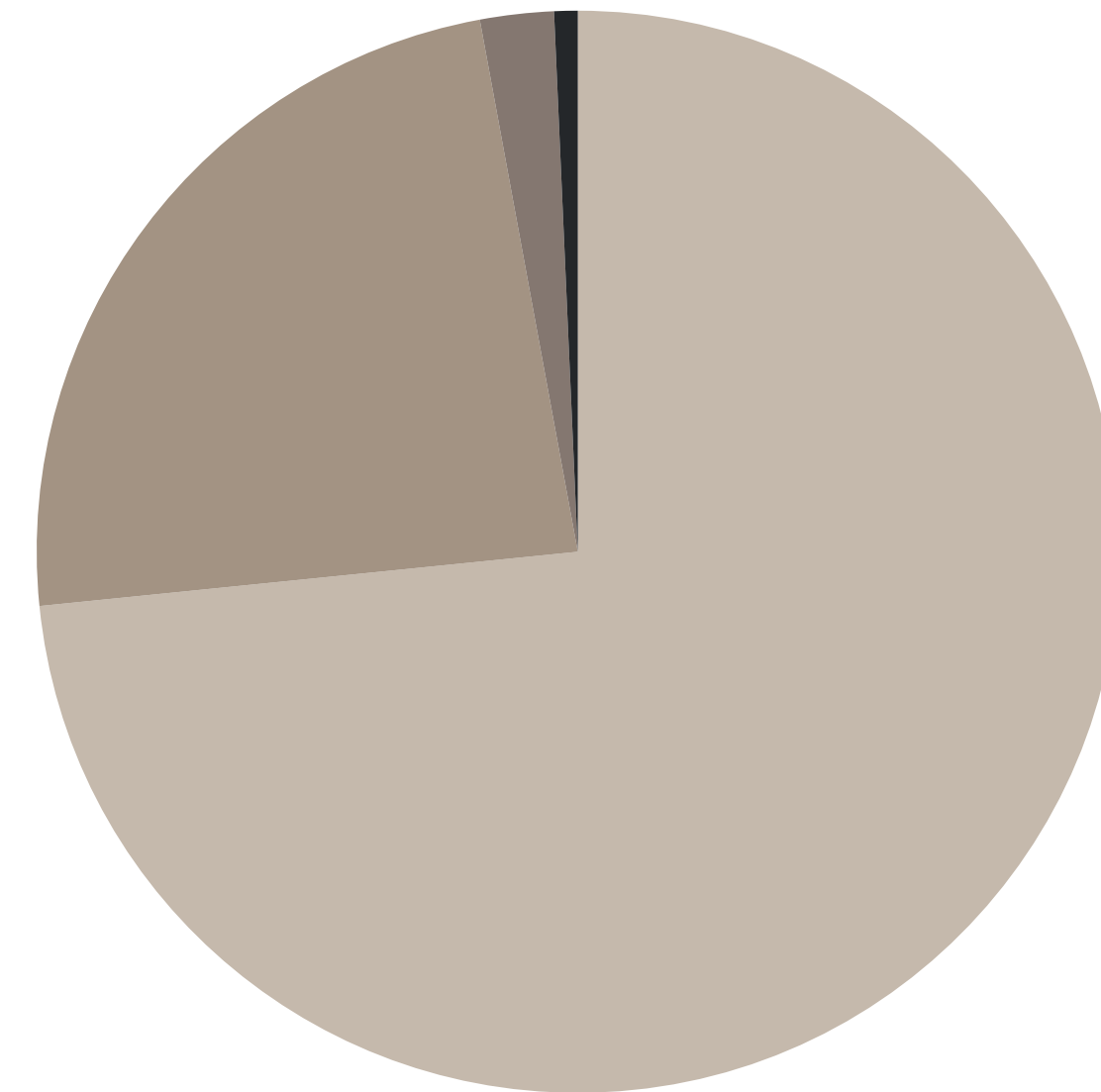
## 2019 Average Annual Earnings Statement

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

- 70% Members and Customers
- 30% Business Owners



### Shaklee Business Owners

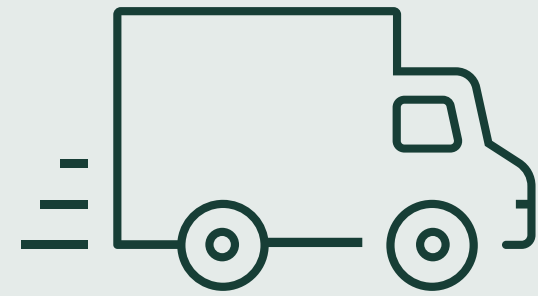
- 73.4% Getting Started
- 23.7% Business Builders
- 2.2% Business Executives
- 0.6% Business Masters

# Members and Customers

70% of our people are Customers (~3%) and Members (~67%) 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  
products



Free shipping on all  
orders of \$150 or more,  
and 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  
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# Business Owners\*

30% 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  
can be earned an unlimited number  
of times each month!

## PAID MONTHLY\*\*

### Commissions:

Discover your income potential with the  
earnings charts to the right

### Loyalty Bonuses:

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

Distributors and Associates make up 73.4% of our Shaklee Business Owners. They are our earliest ranks and are just getting started as Shaklee Business Owners.

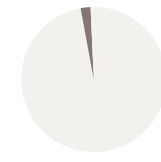
LEADERSHIP LEVEL	AVERAGE OF LOWEST 1/3	AVERAGE	AVERAGE OF HIGHEST 1/3
Distributor (34.9%)	\$146	\$685	\$1,478
Associate (38.5%)	\$244	\$1,230	\$2,567

## Business Builders

23.7% 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 (15.3%)	\$4,364	\$10,760	\$19,708
Senior Director (1.8%)	\$6,929	\$13,996	\$23,708
Coordinator (4.2%)	\$10,493	\$22,487	\$38,144
Senior Coordinator (2.4%)	\$18,615	\$34,178	\$53,808

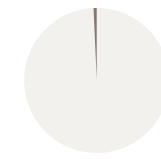
# Business Executives



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%)	\$29,797	\$48,666	\$72,142
Senior Executive Coordinator (0.8%)	\$40,626	\$62,408	\$87,722
Key Coordinator (0.5%)	\$57,794	\$96,909	\$145,562
Senior Key Coordinator (0.2%)	\$81,410	\$120,740	\$172,335

# Business Masters



0.6% 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.

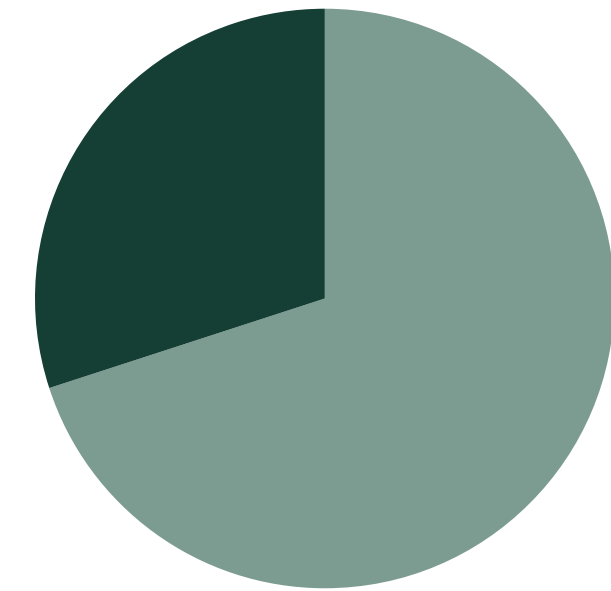
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Master Coordinator (0.5%)	\$115,629	\$200,986	\$316,095
Senior Master Coordinator (0.1%)	\$187,526	\$273,127	\$386,451
Presidential Master Coordinator (0.1%)	\$341,176	\$574,037	\$911,208



# The Shaklee Opportunity

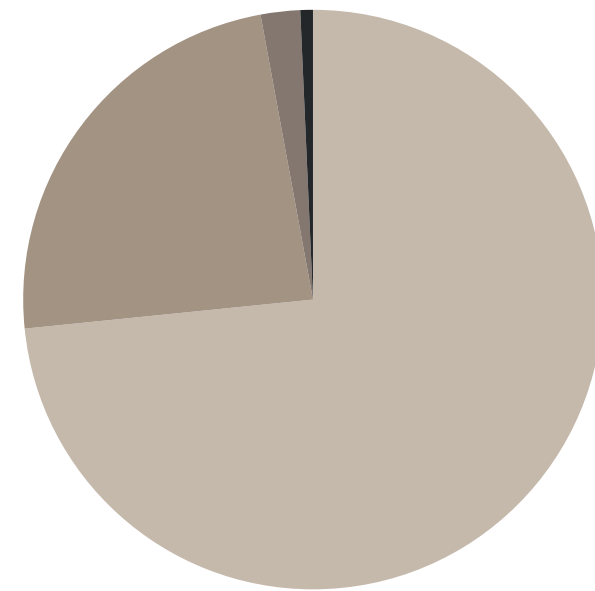
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\*Average annual income for 2019 is based on the monthly amounts reported on Form MISC-1099 for all at that rank. The sum of these monthly averages is the figure reported above. Results will vary with effort. These earnings do not include costs to 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 2019 who have no earnings represent 17.1% 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](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 Distributors in the U.S. and Canada.

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.