

## Key Facts About an Isagenix Membership

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### MEMBERSHIP TYPES

ISAGENIX HAS TWO MEMBERSHIP TYPES: (1) CUSTOMERS AND (2) ASSOCIATES:

- Customers and Preferred Customers can purchase Isagenix products at reduced prices for their own or household use but cannot resell Isagenix products or participate in the Isagenix Team Compensation Plan or other business promotions.
- Associates can purchase Isagenix products at reduced prices for their own or household use; they also have the opportunity to earn money by selling Isagenix products to Retail Customers and from purchases made by Personally Enrolled Members, which include both Customers and Associates.

A majority of Isagenix Members join Isagenix primarily to purchase Isagenix products at a discount. As a result, approximately 80% of Isagenix Members in the U.S. did not receive any earnings from Isagenix in 2017.

### CUSTOMER BENEFITS

CUSTOMERS ENJOY THE BENEFITS OF OUR NO-COMPROMISE, SCIENCE-BASED PRODUCTS.

CUSTOMERS HAVE THE OPTION TO CHOOSE:

- Basic membership: Fast, simple, free sign-up offering discounted prices on Isagenix products.
- Preferred membership: Fast, simple sign-up offering additional discounts on Isagenix products for an annual membership fee of \$39 (\$29 if on Autoship program).
- Autoship program: Optional program offering convenience and eligibility for Customer Loyalty Rewards. Customers are not eligible to participate in the Compensation Plan.

A Customer may update his or her status from Customer to Associate at any time within the first two years.

### ASSOCIATE BENEFITS

ASSOCIATES ENJOY THE SAME BENEFITS AS CUSTOMERS, WITH THE ADDITIONAL BENEFIT OF HAVING THE OPPORTUNITY TO PARTICIPATE IN THE ISAGENIX COMPENSATION PLAN AND OTHER PROMOTIONS.

PURSUING THE INCOME OPPORTUNITY:

- Does not require a significant investment in inventory, sales tools, or other materials, and you can set your own hours and workplace.
- May be rewarding, but like any worthwhile business venture, results vary widely depending on many factors, including your skill, effort, time, demographics, and even luck.
- Does not offer quick riches or guarantees of success. Building any long-term business is challenging, and relatively few achieve significant long-term financial success.

### HOW CAN ASSOCIATES EARN MONEY?

ASSOCIATES MAY EARN MONEY IN SEVERAL DIFFERENT WAYS:

- Retail profits (from in-person sales to Retail Customers).
- Retail direct profits (from online sales through approved websites).
- Product Introduction Bonuses (based on qualifying sales to new Members).
- Team Bonuses, known as Cycles (based on recurring sales to Customers and other Associates).
- Executive Matching Team Bonuses (as described in the Isagenix Compensation Plan).
- Special incentives and other promotions (including Rank Advancement Bonuses).

Associates cannot earn money simply for recruiting or sponsoring new Members.

For more details, refer to the Isagenix Compensation Plan.

### HOW MUCH MONEY CAN AN ASSOCIATE REASONABLY EXPECT TO EARN?

IN 2017, APPROXIMATELY 78,000 U.S. ASSOCIATES (APPROXIMATELY 20% OF U.S. MEMBERS) EARNED SOME COMPENSATION. OF THESE ASSOCIATES (EXCLUDING ANY RETAIL PROFIT):

- 50% (about 39,000) made more than \$337, and the other half made less. (Top 50% median=\$985; top 50% average=\$6,237.)
- 10% (about 7,800) made more than \$3,094. (Top 10% median=\$7,446; top 10% average=\$27,163.)
- 1% (about 780) made more than \$40,323. (Top 1% median=\$84,804; top 1% average=\$184,725.)
- As of Dec. 31, 2017, there were 254 Isagenix Millionaires globally (Associates who exceeded \$1 million in cumulative gross earnings since joining Isagenix, with 180 of those millionaires being U.S. Associates). Those in this U.S. group averaged approximately 6 years as an Isagenix Associate before becoming an Isagenix Millionaire, with the longest being over 15 years.

Earning representations reflect gross amounts that do not include any business expenses associated with pursuing the opportunity. Associates are responsible for their own business expenses, and these expenses will vary greatly.

### WHAT IS THE

In addition to the product satisfaction guarantee that is available to all Associates and Customers, Isagenix will buy back any