



 **HERBALIFE**  
**NUTRITION**  
**CORPORATE**  
**PROFILE**  
EUROPEAN UNION

 **HERBALIFE**  
Vitamin 1  
Shake Mix



## WELCOME TO HERBALIFE

Making positive lifestyle changes, such as eating a balanced diet or getting more exercise, takes motivation and discipline. And very often, once you reach your goal, maintaining your results can be a challenge. For lasting change, there is no overnight solution. It takes a daily plan that includes the right nutrition, a little sweat and consistent support. That's where we can help.

For more than 36 years, our mission at Herbalife has been to change people's lives by providing the best nutrition and weight-management products in the world and the best business opportunity for supplemented earnings. Our products are not sold in stores. Instead, they are available exclusively to and through our network of hundreds of thousands of Independent Herbalife Members in more than 90 countries around the world. Our members provide a personalised nutrition programme that you simply can't get in a traditional retail setting. They educate, coach and mentor their customers on the basics of good nutrition and how Herbalife® products can support a balanced diet.

Quality is integrated into the fabric of each and every Herbalife product, backed by science and research, in accordance with our "Seed to Feed" philosophy. A thorough and hands-on approach to our products that influences every aspect of the manufacturing process, from the ground in which our seeds are planted in, to labelling, packaging, distribution, and beyond, a commitment to quality and traceability is at the heart of everything we do.

It's all about supporting our Members and their customers with balanced nutrition to help them live healthy, active, happy and fulfilling lives.



“We are changing the daily nutritional habits of the world, one person at a time, with products that make the healthy choice an easy choice.”

**Michael O. Johnson**  
Chairman and Chief Executive Officer, Herbalife

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# HERBALIFE AT A GLANCE

## Commitment to Growth

**\$4.5 Billion**  
net sales in 2015

Operations in  
**95+**  
countries

**8,200+**  
global employees

**96,000+**  
Nutrition Clubs  
around the world

Traded on the  
New York Stock Exchange  
**(NYSE: HLF)**

**Millions**  
of daily consumers

In business for more than  
**36 years**

## Commitment to Quality

**14** steps in our  
*Seed to Feed* process,  
which ensures high  
quality and safety in  
our products

Over 10 working  
laboratories, where quality  
assurance, quality control,  
research and development  
and testing occur

**300+**  
scientists on staff

## Commitment to Giving Back

**130+**  
Herbalife Family  
Foundation (HFF) Casa  
Herbalife programmes  
around the world

**100,000+**  
children receive healthy  
nutrition from Casa Herbalife  
programs every day

● Countries where  
Herbalife is currently  
operating

## A nutrition company with a difference

Herbalife is a global nutrition company dedicated to helping people around the world lead a healthy, active lifestyle. Simply put, we are the producers of top quality, scientifically-formulated products; products that are loved by our community of like-minded individuals on the road to becoming the best version of themselves. Millions of people have already achieved and maintained great results, and we're committed to helping more people do the same.

### PERSONAL SERVICE AND SUPPORT

Herbalife is unique because of the one-on-one coaching and support that Herbalife members provide to their customers. Herbalife customers receive much more than a product. They get steady support and a plan to meet or exceed their personal nutrition, weight-management and fitness goals.

Herbalife nutrition isn't about fad diets, quick fixes or eliminating food groups. Instead, we take a supportive, community-based

approach that will help our customers change their life in an enjoyable, effective and sustainable way. What makes Herbalife different is the personal support of an Independent Herbalife Member, who will guide the customer throughout their journey. How do they do this? By working together to set their personal goals – be it to lose weight, feel healthier or improve fitness – and develop a healthy, active lifestyle plan.

And because research shows it is more likely to reach goals and easier to stick to a plan with the support of others\*, the Independent Herbalife Member will also help the customer to connect with other like-minded people, and invite them to attend activities that are suited to their needs.

Our growth is driven by millions of consumers who use our shakes, snacks, energy and fitness drinks and personal care products. To meet the steadily growing demand for our products, we've built a network of company-owned manufacturing facilities around the world.

## Global Statistics

**1,500+** product  
access  
points

**1.53 billion** servings of Formula 1  
Nutritional Shake Mix  
served worldwide  
in 2015

**21.73** million product units  
sold per month\*\*

**67.1 million canisters  
of Formula 1 were  
sold worldwide  
in 2015.**

**That's more than  
8,000 miles of canisters  
stacked end-to-end.**

**Herbalife is the #1 brand  
in the world in meal  
replacement.\*\*\***

\*Hersey et al. Prevent. Med 2012; 54.

\*\*Average total over recent two-year period (2014–2015)

\*\*\*Source Euromonitor International Limited;  
per Consumer Health 2016ed,  
meal replacement slimming category definition;  
% RSP share GBO, 2015 data.

### HERBALIFE NUTRITION PRODUCTS



WEIGHT  
MANAGEMENT



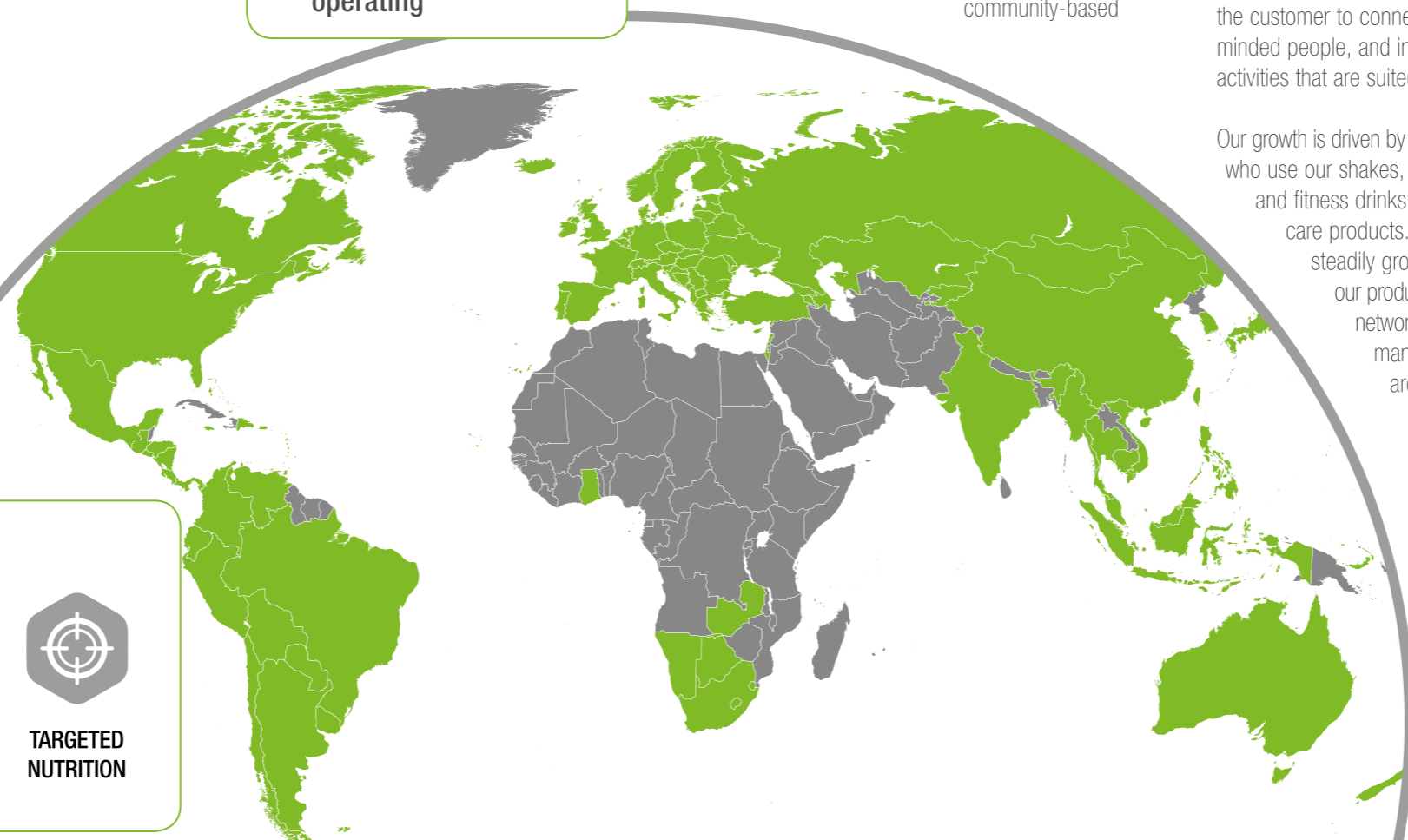
ENERGY, SPORT  
& FITNESS



PERSONAL CARE,  
OUTER NUTRITION



TARGETED  
NUTRITION



# HERBALIFE IN THE EU

## A global nutrition company committed to helping people persue a healthy, active life

In 1984, the United Kingdom was the first country in the EU where Herbalife established operations. In 2015, Herbalife EMEA recorded net sales of US \$755.1 Million, representing about 17% of global revenues for the company. More than 65% of our products distributed in Europe are also produced in Europe.

We have put policies and strategies in place that aim to increase this number to 75%.

### Direct deliveries from Venray to Members and Customers:

- |           |           |                  |               |
|-----------|-----------|------------------|---------------|
| ● Austria | ● France  | ● Netherlands    | ● Norway      |
| ● Belgium | ● Germany | ● Sweden         | ● Switzerland |
| ● Denmark | ● Ireland | ● United Kingdom |               |
| ● Finland | ● Malta   |                  |               |

### Manufacturing Partners:

- |                      |                                 |
|----------------------|---------------------------------|
| ● Fine Foods (Italy) | ● Atlantic Multipower (Germany) |
| ● VSI (Netherlands)  | ● Cosmint Spa. (Italy)          |
| ● Benning (Germany)  |                                 |

### Herbalife Warehouses:

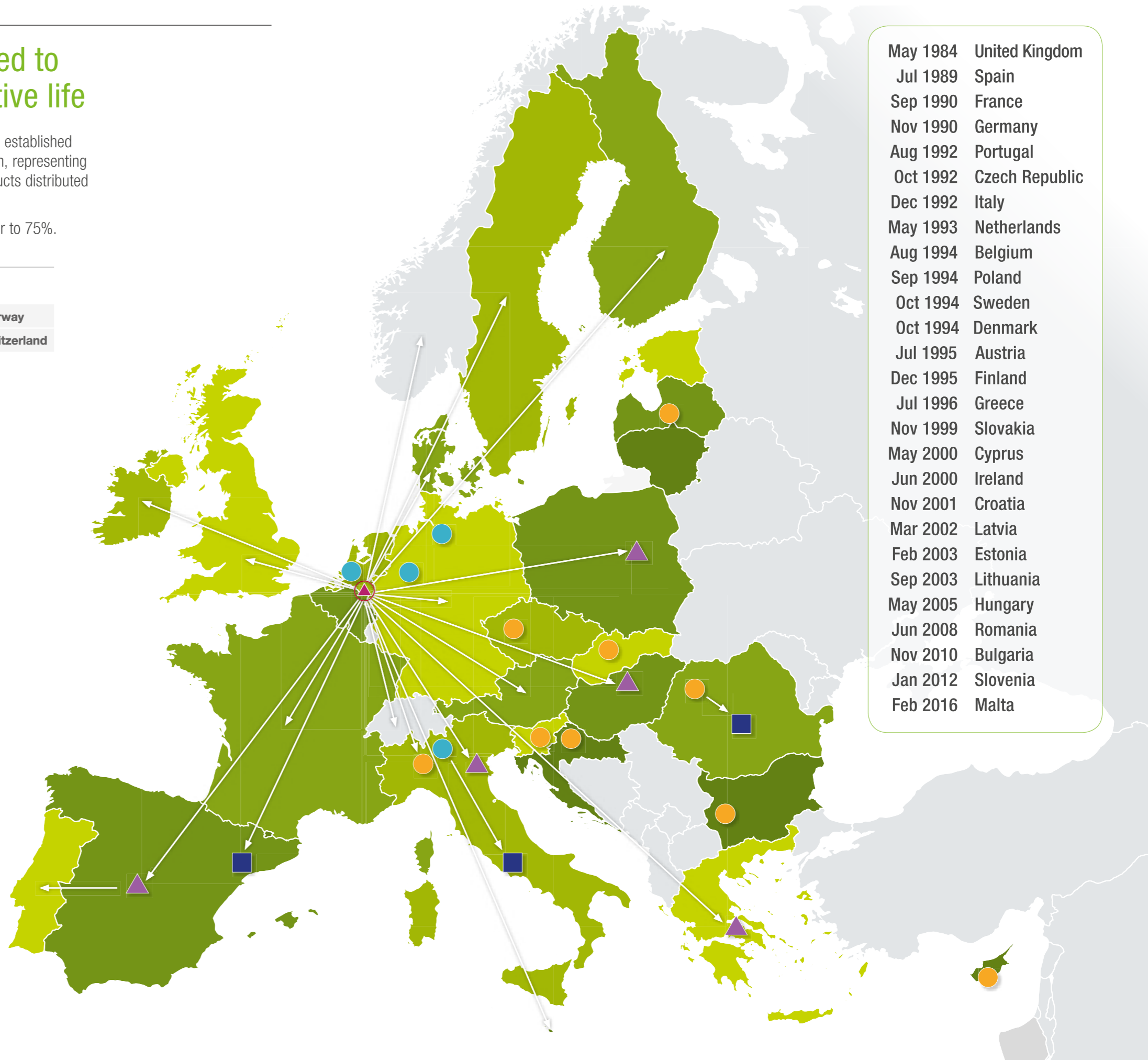
- |           |               |          |
|-----------|---------------|----------|
| ▲ Greece  | ▲ Italy       | ▲ Poland |
| ▲ Hungary | ▲ Netherlands | ▲ Spain  |

### ● Importer Distribution Center / Third Party Warehouse

### ■ Sales Center

### Herbalife's European Distribution Center Venray (Netherlands):

- **23,000m2 facility** with a state of the art order fulfilment system capable of shipping up to **6,500 orders daily**.
- Supplying the EU countries plus 57 other countries worldwide.
- Direct shipping (B2C):
  - 13 countries
  - 110,000 orders / month
  - 1,300,000 units / month
  - 3,000 - 6,500 orders / day



May 1984	United Kingdom
Jul 1989	Spain
Sep 1990	France
Nov 1990	Germany
Aug 1992	Portugal
Oct 1992	Czech Republic
Dec 1992	Italy
May 1993	Netherlands
Aug 1994	Belgium
Sep 1994	Poland
Oct 1994	Sweden
Oct 1994	Denmark
Jul 1995	Austria
Dec 1995	Finland
Jul 1996	Greece
Nov 1999	Slovakia
May 2000	Cyprus
Jun 2000	Ireland
Nov 2001	Croatia
Mar 2002	Latvia
Feb 2003	Estonia
Sep 2003	Lithuania
May 2005	Hungary
Jun 2008	Romania
Nov 2010	Bulgaria
Jan 2012	Slovenia
Feb 2016	Malta

# OUR PRODUCTS

## FORMULA 1 HEALTHY MEAL NUTRITIONAL SHAKE

### INNOVATIVE, HIGH-QUALITY PRODUCTS BASED ON PROVEN NUTRITION SCIENCE

Herbalife's product range includes meal replacements, protein shakes and snacks, food supplements, a dedicated sports line as well as skin and hair products.

Our Formula 1 nutritional shakes and food supplements offers a range of key nutrients such as fibre, vitamins and minerals. Herbalife products, when consumed within a balanced and varied diet as part of a healthy and active lifestyle, can help our customers live healthier lives.

### GLOBAL NUTRITION PHILOSOPHY

The Herbalife Global Nutrition Philosophy is based on balanced nutrition, leading a healthy, active life and following a personalised program to lose weight and improve healthy nutrition habits with the support of an Independent Herbalife Member. This philosophy is helping to change the nutrition habits of the world, one person at a time whether, the objective involves weight management, loss or gain, improved fitness performance, or cardiovascular health.



## FORMULA 1 AT A GLANCE

### Herbalife - Number 1 brand in the world of meal replacement<sup>1</sup>

It is important to eat balanced nutritious meals every day. A Formula 1 meal replacement for weight control<sup>2</sup> provides customers with an easy-to-prepare healthy and balanced meal.

Formula 1 provides a balance of protein, fats and carbs for good nutrition and weight management. It is one way to help achieve a recommended daily intake of essential nutrients when consumed as part of a healthy and nutritious diet. While most Formula 1 varieties are made with soy protein, other protein sources are available, including whey, milk, and pea protein.

### One serving of Formula 1 meal replacement shake, made with 250ml semi-skimmed milk, provides:

**9g** of soya protein per serving (26 g of powder)

**17g** of protein when mixed with 250 ml of semi-skimmed milk

up to **22** vitamins and minerals\*

An excellent source of **Vitamins A, C, D & E**

Offers a variety of great tasting **flavours**



### One serving of Formula 1 meal-replacement shake\*, made with 250 ml of semi-skimmed milk (1.5 % fat), provides:

VITAMIN A	VITAMIN C	VITAMIN D	VITAMIN E	CALCIUM
44% of your recommended daily intake of Vitamin A	24% of your recommended daily intake of Vitamin C	50% of your recommended daily intake of Vitamin D	43% of your recommended daily intake of Vitamin E	51% of your recommended daily intake of calcium

\* Nutritional values indicated above are based on the Formula 1 - Vanilla flavour. Values may vary depending on flavour chosen.

<sup>1</sup> Source Euromonitor International Limited; per Consumer Health 2016ed, meal replacement slimming category definition; % RSP share GBO, 2015 data.

<sup>2</sup> Substituting two of the main daily meals of an energy restricted diet with meal replacements contributes to weight loss.

<sup>3</sup> Substituting one of the main daily meals of an energy restricted diet with a meal replacement contributes to the maintenance of weight after weight loss.

# SEED TO FEED

## From ingredients to products

We source ingredients from select agricultural regions around the world. At company-owned and partner manufacturers around the world, we turn these ingredients into products that provide just the right blend of protein, fiber and essential vitamins. Our staff, state-of-the-art equipment and quality control systems throughout the entire manufacturing process help us ensure every product meets Herbalife's standards of quality.



# SCIENTIFIC LEADERSHIP

## Our nutrition experts

The development of Herbalife products is guided by our scientific experts in the fields of nutrition and health who ensure that Herbalife products are based on the highest principles of good nutrition.



**JOHN AGWUNOBI,**  
M.D., M.B.A., M.P.H.

Chief Health and Nutrition Officer

Former Assistant Secretary of Health for the U.S. Department of Health and Human Services. Responsible for the company's nutrition philosophy; nutrition and product education; supporting the Herbalife Nutrition Institute and Herbalife's advisory boards.



**LOUIS IGNARRO,**  
PH.D.

Nobel<sup>†</sup> Laureate in Medicine Member, Herbalife Nutrition Advisory Board

Has made exceptional contributions to science. A Nobel<sup>†</sup> Laureate in Physiology or Medicine in 1998 for his discovery of nitric oxide's range of benefits to the human body.



**DAVID HEBER,**  
M.D., PH.D., F.A.C.P., F.A.S.N.

Chairman, Herbalife Nutrition Institute

Specialties: Obesity treatment and nutrition for cancer prevention and treatment. Founding Director of the Center for Human Nutrition at the University of California, Los Angeles.\*



**LUIGI GRATTON,**  
M.D., M.P.H.

Vice President, Worldwide Nutrition Education and Development, Chairman, Nutrition Advisory Board

Focused on educating and training independent Herbalife members around the world on the fundamentals of good nutrition and how Herbalife products support a healthy diet.



**JOHN HEISS,**  
PH.D.

Senior Director, Sports and Fitness, Worldwide Product Marketing

One of the scientists behind Herbalife24, a line of high-end sports nutrition products. He is responsible for setting the strategy for sports nutrition and developing a portfolio of products based on the latest science.



**ROCIO MEDINA,**  
M.D.

Vice President, Worldwide Nutrition Training Vice Chairwoman, Nutrition Advisory Board

A former professor of nutrition and obesity who with other professors, designed a program of study in these areas at the University of Monterrey in Mexico, to help prepare professionals in this field.



**GARY SMALL,**  
M.D.

Member, Herbalife Nutrition Advisory Board

Has authored over 500 scientific works and received numerous awards and honors.



**VASILIOS "BILL" FRANKOS,**  
M.S., PH.D.

Senior Vice President, Global Regulatory Compliance and Product Safety

One of the country's foremost authorities on dietary supplements who exemplifies Herbalife commitment to providing science-based nutritional supplements of the highest quality available in the marketplace.



**STEVE HENIG,**  
PH.D.

Member, Herbalife Nutrition Advisory Board

Served as Senior Vice President, Technology and Innovation at Ocean Spray Cranberries, Inc., where he revitalised the company's new products program and medical research programme.



**DANA RYAN,**  
PH.D., M.A.

Sports Performance & Education

A former collegiate athlete and coach with a Ph.D. in Physical Activity, Nutrition and Wellness along with a Master's degree in Kinesiology and a Certificate in Nutrition for Optimal Health, Wellness and Performance.

## NUTRITION ADVISORY BOARD

As an extension of our commitment to quality and scientific integrity, Herbalife has established a Nutrition Advisory Board (NAB). The NAB is comprised of leading experts in nutrition, science and health from around the world. The NAB helps to educate and train Independent Herbalife Members on leading a healthy, active lifestyle and getting proper nutrition, including the purpose and use of Herbalife products.



**JULIAN ALVAREZ GARCIA M.D., PH.D.**  
SPAIN



**JOAQUIM CAETANO M.D.**  
PORTUGAL



**MARION FLECHTNER-MORS PH.D.**  
GERMANY



**CAREL LE ROUX M.D., PH.D.**  
IRELAND & UNITED KINGDOM



**JACQUES MANIC M.D.**  
FRANCE



**GEORGIOS MOULINOS PH.D.**  
GREECE



**CORINA ZUGRAVU PH.D.**  
ROMANIA



**MAURIZIO CASASCO M.D.**  
ITALY

<sup>†</sup> The Nobel Foundation has no affiliation with Herbalife and does not review, approve or endorse Herbalife products.

\* The University of California does not endorse specific products or services as a matter of policy.

## RESEARCH AND DEVELOPMENT



In 2015, Herbalife spent US \$69 Million combined on research and development, technical operations, scientific affairs, quality assurance and control, product safety and compliance efforts. We partner with world-class suppliers such as DuPont, BASF, DSM and Archer Daniels Midland, to leverage their science, research and production competency and to better our own products.

Since its arrival in Europe in 1984, Herbalife has been a promoter and supporter of a strong regulatory framework for functional foods, including products for energy restricted diets and food supplements.



## INFORMED SPORT

### Quality & Safety

All Herbalife24 products are batch tested for prohibited substances by an independent third party.

### What is Informed-Sport?

A quality assurance programme for sports nutrition products, suppliers to the sports nutrition industry, and supplement manufacturing facilities.

### What does it do?

The programme certifies that all nutritional supplements and/or ingredients with the Informed-Sport logo have been tested for banned substances by the world class sports anti-doping lab, LGC.

### What does it mean?

For the elite athletes, doping can mean the end to their career. For the everyday athlete, Informed-Sport certification means you can trust the safety of the products you consume.

For more information, please visit [informed-sport.com](http://informed-sport.com)



## HERBALIFE NUTRITION INSTITUTE

The Herbalife Nutrition Institute is an online educational resource on nutrition. The website includes papers, research and information from doctors, scientists and nutrition experts.



## Clinical Studies

Herbalife has supported clinical research at major universities to provide scientific support for protein-rich meal replacements in weight management in various local markets including Germany, Russia, China, India, Mexico, Taiwan and other countries around the world where Herbalife products are sold. Herbalife has a robust science-based product development, validation and clinical testing process conducted by experienced Herbalife scientists, developing future products that meet the nutritional needs of Herbalife members and customers.

### This research demonstrates that:

- Substituting two of the main daily meals of an energy restricted diet with meal replacements contributes to weight loss.
- Substituting one of the main daily meals of an energy restricted diet with a meal replacement contributes to the maintenance of weight after weight loss.



“One of our most important values, and something the company and our members take to heart, is that we make our communities better places to live and work.”

**John Agwunobi, M.D., M.B.A., M.P.H.**  
Chief Health and Nutrition Officer, Herbalife



# ECONOMIC WELFARE

## Contribution to the economy

Herbalife and the direct selling industry are contributing to the European economy and economic welfare as they facilitate non-traditional earning opportunities such

as part-time working, encourage self-employment and growth of micro-enterprises, and create entrepreneurship opportunities especially for young people and women.

### WHAT DO YOU LOOK FOR IN A JOB?



### A SECOND INCOME SOCIETY? A DRIVER OF FLEXIBLE WORK

There is a growing demand for second jobs in the European Union and taking on extra work outside of one's primary role is a reality, as 50% of Europeans have done so. According to the latter, extra work offers clear benefits as it boosts quality of life and offers flexibility. Herbalife's study reflects that 4 in 5 women and men over the age of 50 who have taken on extra work strongly recommend the benefits of pursuing a second income.

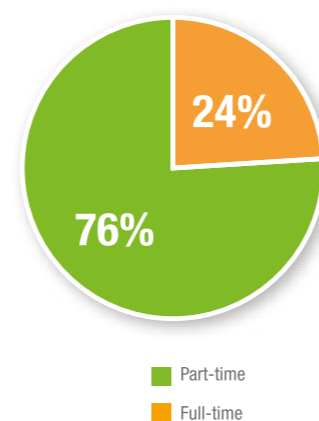
The overwhelming reason why Europeans take on a second job in any field is mainly to meet their perceived basic needs (69%), indicating the critical role extra income streams play in people's lives, particularly in tough economic times. Herbalife's research shows that an extra job in the direct selling sector is just as popular as in conventional retail, underlining its potential role as a driver of flexible work, should jobs in traditional retail face permanent decline.

### PART-TIME AND WORK FLEXIBILITY: ONE SOLUTION AGAINST UNDEREMPLOYMENT

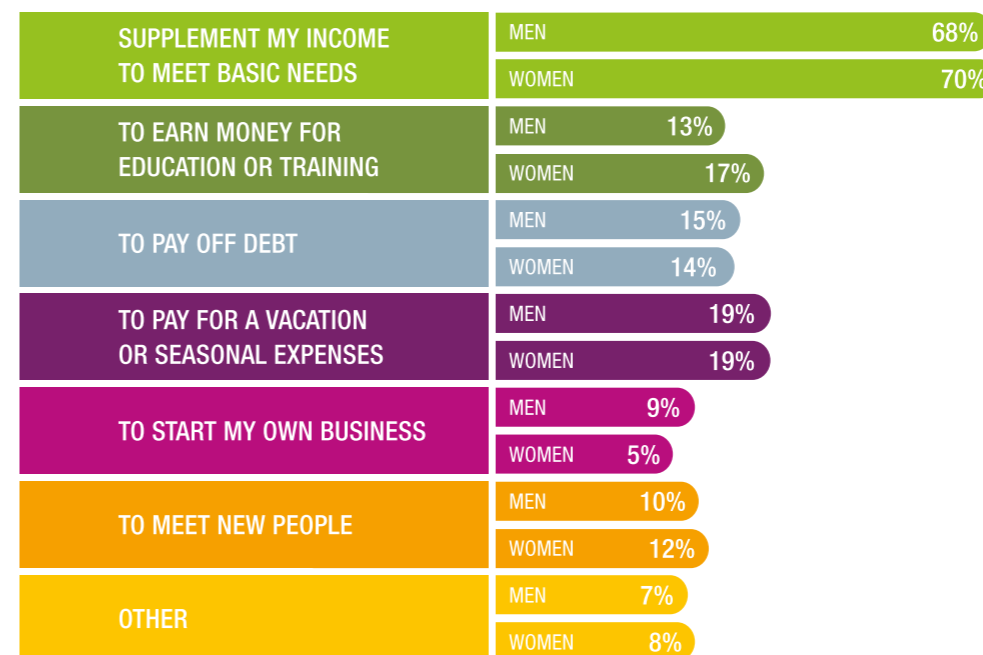
Herbalife provides real opportunities for people who wish to earn extra income with low start-up costs, or to work as independent entrepreneurs that have a drive and ambition to start a business. As much as 76% of European direct sellers work on a part-time basis for various reasons, such as the need for extra income to increase the living standards for them and their family, or the choice not to take full-time employment to balance work alongside other responsibilities.

An economic study<sup>1</sup> conducted by Herbalife to explore the European labour market showed that attitudes towards work are in transition. Flexible working hours were cited by nearly half of respondents (48%) when asked what they look for in a job, while the opportunity to gain skills and experience was nearly as important (46%).

Direct sellers in the EU



### WHY DID YOU TAKE ON ADDITIONAL WORK?



### PROMOTING YOUTH EMPLOYMENT

Young people (aged 18-24) have a healthy appetite for self-employment, with 62% considering going into business for themselves, and 8% having already set up their own business. This finding is in line with direct selling industry data, pointing to a rise in the number of university graduates considering direct selling as a career choice and route into entrepreneurship.

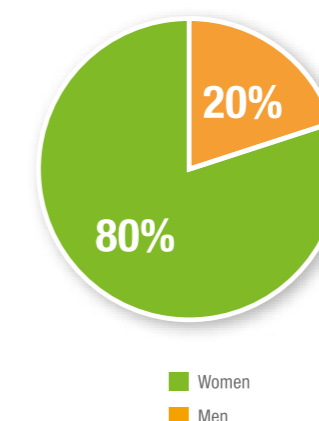
Direct selling is also accepted as a serious alternative for those who cannot find a full-time job. While no formal qualifications are required, it allows people, and especially young people embroiled in the difficult graduate job market, to develop professional skills and a job profile in general, which will improve their chances to find full-time employment.

### STIMULATING FEMALE ENTREPRENEURSHIP

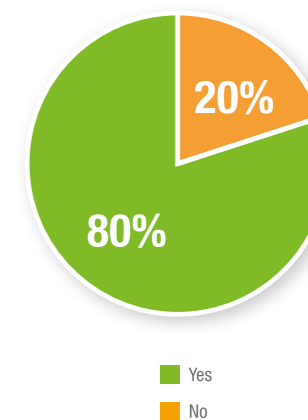
Self-employment opportunities, that are attractive to women, tend to be flexible, home-based and scalable, allowing them to build a business alongside domestic opportunities. In the EU, 80% of direct sellers are women.

Herbalife and direct selling specifically offers women a unique opportunity to become financially independent and to develop a professional activity at their own pace.

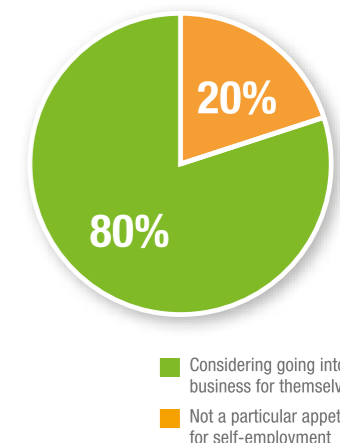
Direct sellers in the EU



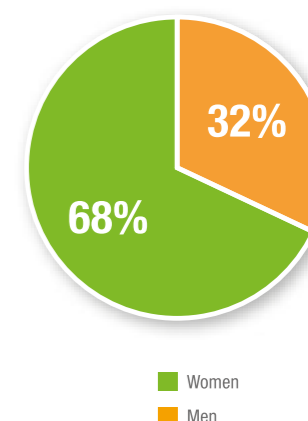
Would you recommend doing additional work to your friends and family?



Young people (aged 18-24)



Self-employed in the EU



<sup>1</sup> Herbalife, Second Income Society, 2013.

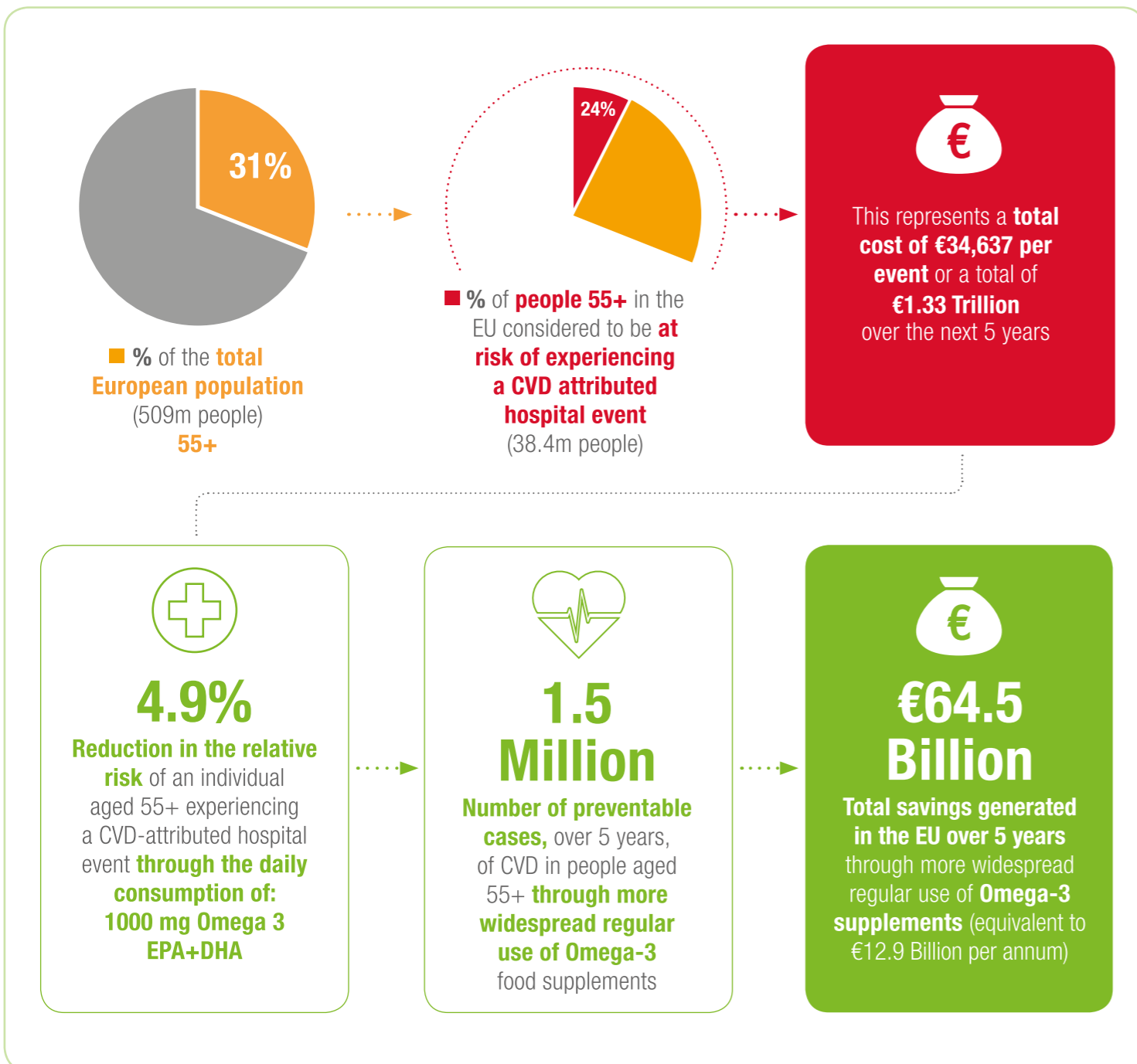
# HEALTHCARE COST SAVINGS

## The example of Omega-3 food supplements

In order to better understand the potential value of the supplementation to society, Food Supplements Europe commissioned economic consultants, Frost & Sullivan, to evaluate the potential healthcare cost savings that could be derived from supplement intake in the European Union (EU). The study explored the potential for

generating healthcare cost savings in the EU through more widespread regular use of Omega-3 food supplements. The study focused on people 55+ as this demographic group is considered to be at high risk of developing cardiovascular disease (CVD). According to the study, the total savings generated

in the EU over a period of five years through more widespread regular use of Omega-3 supplements is €64.5 Billion - equivalent to €12.9 Billion per annum.



# INDUSTRY AFFILIATIONS

## Commitment to industry leadership



The European Direct Selling Association



International Alliance of Dietary/Food Supplement Associations



Herbalife is affiliated with and actively involved in a large number of industry trade organisations.

The company is a member of the World Federation of Direct Selling Associations (wfDSA), European Direct Selling Association (SELDIA), and more than 150 trade associations around the world.

Herbalife is a founding member and provides consistent leadership to the International Alliance of Dietary/Food Supplement Associations (IADSA), Council for Responsible Nutrition (CRN) in the United States and the United Kingdom, and Food Supplements Europe (FSE). Herbalife is also affiliated to Specialised Nutrition Europe (SNE) network and a member of national food/food supplement associations throughout the EU as well as globally.

Furthermore, Herbalife is actively engaged in a number of business associations including EuroCommerce (EU federation of retail, wholesale, and other trading companies), the American Chamber of Commerce to the EU (AmCham EU) and a number of its affiliations within Europe as well as globally.

# DISTRIBUTION MODEL

## Industry leading distribution model and compliance programmes

- Herbalife products are sold exclusively to and through a network of Independent Herbalife Members. Like many other direct sellers, most participants join simply to receive a discount on products they plan to consume, but some also join to make part-time income through the business opportunity.
- Herbalife's compensation to members is entirely based on the sales of product, not on mere recruitment of other Members.
- Herbalife has a robust and loyal consumer base. A study performed by Lieberman Research in 2012 found that 5.7 million U.S. households had purchased Herbalife products in the previous three months. Of those consumers, 92% were non-members. In 2013, another study by the Nielsen Company found that 3.3% of the U.S. adult population, or 7.9 million people, have purchased a Herbalife product within the prior three months of the study, of which 87% self-reported to be non-members.
- Herbalife provides the **Gold Standard** in consumer protection.



Low start-up costs for the Herbalife Member Pack and no minimum purchases required.

Clear, accurate and timely disclosures are provided to prospective Members regarding potential income in Herbalife's Statement of Average Gross Compensation.

### 90-day

money-back guarantee for the cost of the Herbalife Member Pack if membership is cancelled for any reason.

Strong product and business opportunity claim guidelines.

### 100%

refund guarantee on product for the return of all unsold products purchased in the prior 12 months, plus return shipping costs, if membership is cancelled for any reason.



# MARKETING PLAN

## How revenue from product sales is paid out

The Herbalife Marketing Plan details how members who decide to sell Herbalife products can earn extra income. Let's take Formula 1 Healthy Meal Nutritional Shake Mix in Italy, as an example of how the revenue is allocated. If a member sells Formula 1 at the suggested retail price of €39.13, the money is distributed like this:



### RETAIL PROFIT / DISCOUNT

Members purchase product at a discount and can keep the difference between that price and their retail price.

### INGREDIENTS AND PRODUCT DEVELOPMENT

The remaining portion pays employee salaries, farmers and suppliers, the cost of production, income taxes and profit.

### ROYALTIES

Herbalife pays a total of 15% in the form of royalties by rewarding up to 5% generated by other members they have brought into the business, up to three levels below them.

### MONTHLY PRODUCTION BONUS

Herbalife pays a monthly bonus of up to 7% to members who have built successful sales organisations.

### ANNUAL BONUS (€0.37)

Herbalife awards 1% annually to members who have excelled.

# SPORT SPONSORSHIPS



**CRISTIANO RONALDO**  
PORTUGAL

## Commitment to a healthy, active lifestyle through sport sponsorships

Herbalife sponsors over 200 sporting events, teams and athletes around the world, including more than 70 top athletes and teams in Europe, that define the company's commitment to a healthy, active life supported by good nutrition.

These include world-renowned soccer star Cristiano Ronaldo; MLS Champions, LA Galaxy; U.S. triathlete Heather Jackson; Colombian golfer Paola Moreno and Indian cricket star, Virat Kohli; among others.

Herbalife's sponsorships in Europe reach far and wide and also incorporate cricket (Sussex County Cricket Club in the UK), swimming (Italian Swimming Federation), cycling (Trans Alp Tour in Germany and Italy) and rugby (Osprey's in Wales).

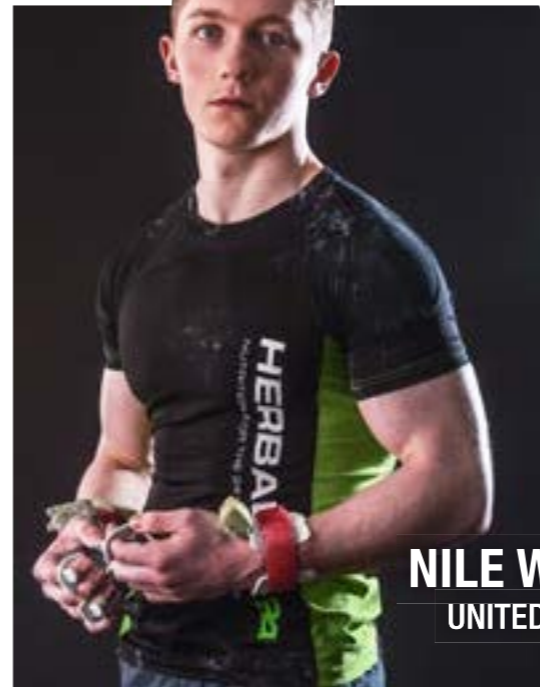
The nature of sponsorship development at Herbalife also means that some less well-known sports are included in the sponsorship roster list, including wrestling (Jerry Pitkänen, Finland), handball (Cergy Pontoise Handball 95, France), decathlon (Pascal Behrenbruch, Germany), cross-country skiing (Ragnar Bragvin Andresen, Norway) and even BMX racing (Jonathan Dermot, Sweden).



**TRENTINO**  
ITALY



**TINE HOLST**  
GERMANY



**NILE WILSON**  
UNITED KINGDOM



**J-80**  
SPAIN



**MARIEKE VERVOORT**  
BELGIUM



**RACHELE BRUNI**  
ITALY

# SOCIAL RESPONSIBILITY

## Special Olympics International

In September 2016, Herbalife announced its 1-year, \$1 million collaboration with Special Olympics International (SOI) to support the organisation's fitness programming around the world, focusing on increasing physical activity and improving nutrition and hydration. More than 300 staff scientists and 36 Ph.Ds. from Herbalife specialising in nutrition and sports performance are making nutrition expertise and materials available for coaches, athletes, care givers and the broader Special Olympics community.



## Commitment to helping children in need

Herbalife Family Foundation (HFF) is a non-profit organisation dedicated to improving children's lives by helping organisations provide healthy nutrition to vulnerable children. HFF supports more than 130 Casa Herbalife programmes globally and serves the daily nutritional needs of more than 100,000 children around the world through annual grants to NGOs and charities that cater to vulnerable children. Additionally, HFF often supports disaster relief efforts.

In 2005, HFF was proud to introduce Casa Herbalife, a programmes to help provide healthy and nutritious meals and education by partnering with existing charities serving children. This programmes for vulnerable children is named after an orphanage HFF built in Brazil in 1998 and continues to support today.



## HFF Casa Herbalife in the European Union

Country	Casa Herbalife Program	Date opened
Belgium	Pedagogisch Centrum Wagenschot .....	2011
Bulgaria	SOS Children's Villages .....	2015
Croatia	Dom Tuškanac .....	2009
Czech Republic	Dětské Centrum Zlín .....	2009
England	Action for Children – Hackney Young Carers Project .....	2006
France	SOS Villages d'Enfants France .....	2012
Germany	Deutsches Kinderhilfswerk e.V. ....	2010
Greece	SOS Children's Villages .....	2006
Italy	SOS Children's Villages .....	2006
Italy	CasaOz .....	2010
Netherlands	Koninklijke Nederlandse Zwembond (KNZB) .....	2005
Poland	The Children's Home at Falbogi .....	2008
Portugal	Obra Do Frei Gil.....	2006
Portugal	Adbrava .....	2015
Romania	General Direction of Social Assistance & Child Protection, District 5..	2010
Scotland	Action for Children – North Lanarkshire Young Carers Project ....	2010
Slovakia	Detský domov Anjelik Secovce .....	2015
Spain	SOS Children's Villages .....	2006



**IN THE EUROPEAN UNION,  
WE HAVE LAUNCHED  
CASA HERBALIFE  
PROGRAMMES IN 16  
COUNTRIES, HELPING  
TO IMPROVE THE DAILY  
LIVES OF MORE THAN  
12,800 CHILDREN.**

**130+** HFF Casa Herbalife programmes around the world, **100,000+** children served by HFF every day

### Projects funded through the Herbalife Family Foundation Casa Herbalife Programme support the following activities:

- Meals, food supplies and nutrition education for children and families
- Health-related services, such as screenings, immunisation and medicine
- Construction/renovation of kitchens, food and water storage equipment, sports facilities and libraries
- Youth sports, arts and recreation programmes

HFF is a 501(C) (3) non-profit organisation.





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