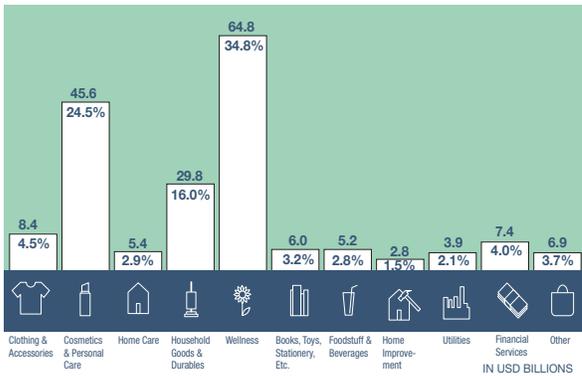


Fact Sheet

Founded in 1978, the World Federation of Direct Selling Associations (WFDSA) is the leading international, non-governmental, voluntary organization representing the global direct selling industry in more than 170 countries. Today, WFDSA is based in the United States capital, Washington, DC. Our members are a diverse, dedicated group of more than 60 national and regional DSAs who share a common vision and voice to pursue the highest ethical conduct; foster partnerships with government, consumer and academic leaders; strengthen the management of DSAs and their member companies; and promote greater understanding and support of direct selling worldwide.



GLOBAL SALES SALES BY PRODUCT

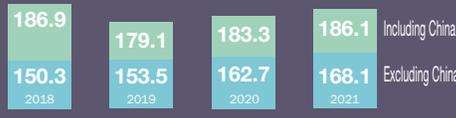


Cosmetics/Personal Care (24.5%) and Wellness Products (34.8%) together account for more than 59% of category sales. Household Goods & Durables increased from 14.4% in 2020 to 16.0% in 2021, while Clothing & Accessories decreased from 4.7% to 4.5%.

All WFDSA members must implement the WFDSA World Code of Ethics for Direct Selling in their national Codes. As the cornerstone of our commitment to ethical business practices and consumer protections, our Code of Ethics is a living document that is regularly enhanced to meet the demands of direct selling.

Direct selling is a \$186.1 USD billion industry worldwide that encompasses 128.2 million independent representatives. These independent representatives affiliate with a direct selling company but enjoy the freedom of building a business on their own terms and time. Many join because they love a company's products or services and want to purchase them at a discount. Others sell to their friends, family and communities and earn commissions on their sales. The most successful sponsor other independent representatives and mentor them into building successful businesses, too.

SALES CONTINUED STRENGTH



Excluding China sales, the industry continued growth with a three-year compound annual growth rate of 3.8% for the 2018-2021 period. (CAGR including China was -0.1%)

IN USD BILLIONS

Sales figures are expressed in 2021 Constant USD at Estimated Retail, less value-added tax.

78%

of global sales are generated by the Top 10 countries

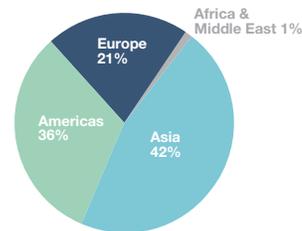
United States is the #1

Top Selling market in the World in 2021.
TOP 10 MARKETS IN USD MILLIONS

1. United States	42,670
2. Korea	19,421
3. Germany	18,959
4. China	17,961
5. Japan	14,248
6. Malaysia	8,367
7. Brazil	7,048
8. Mexico	5,788
9. France	5,419
10. Taiwan, China	4,901

Sales figures are expressed in 2021 constant USD at estimated retail, less value-added tax.

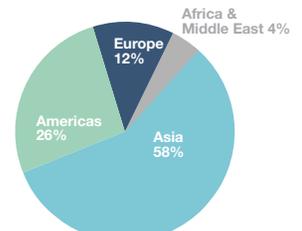
GLOBAL BUSINESS RESULTS



GLOBAL SALES

IN USD BILLIONS 186.1

Asia Excluding China*	60.0 - up 1.4%
China*	18.0 - down 12.5%
Americas	68.0 - up 5.8%
Europe	38.4 - up 2.8%
Africa & Middle East	1.8 - down 10.0%



GLOBAL SALES FORCE

128.2 MILLION

Asia Excluding China*	71.4 - up 3.4%
China*	3.1 - down 13.6%
Americas	32.4 - flat
Europe	15.7 - up 8.4%
Africa & Middle East	5.5 - down 28.1%

Please refer to wfdsa.org/global-statistics for further information regarding Global Business results.



- **LOW RISK BUSINESS OWNERSHIP**

It takes very little, if any, capital or start-up costs.

- **EXTRA INCOME**

Individuals set their own financial goals, business plan and pace.

- **FLEXIBILITY**

Individuals choose when, how and how much they want to work.

- **TRAINING AND MENTORSHIP**

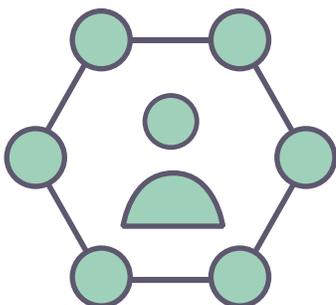
It offers the chance to develop business expertise through free training, education and mentoring by experienced leaders.

- **PERFORMANCE PAYS**

The greater your effort, the greater your earning potential

Direct selling is a highly personal industry that thrives on robust relationships between companies, independent sales representatives, consumers and suppliers. WFDSA, member DSAs and their member companies are invested in fostering trust, confidence and high standards for conduct among these groups.

Who's in charge of WFDSA?



We're so happy you asked. Our great organization is governed by our esteemed CEO Council, which is comprised of WFDSA members who are also chief executive officers at some of the world's leading companies. The WFDSA chairman is a Council member elected by the Council to serve a three-year term. The CEO Council directs WFDSA affairs and establishes policies and priorities. The Council meets annually to address issues affecting the industry, create strategic action plans and approve the annual operating budget and program of work prepared by the WFDSA Operating Group.