



WFD SA

World Federation of Direct Selling Associations

annual report
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Message from the Chairman

WFDSA ANNUAL REPORT CHAIRMAN LETTER

We are pleased to present the second Annual Report of the World Federation of Direct Selling Associations (WFDSA). The report will serve as the primary source of information about the state of the global direct selling industry and the ongoing activities of the Federation and its national association members.

This report comes at an exciting time for our industry, as there is a global entrepreneurial movement sweeping across the world. People are looking for ways to earn extra income, to have more flexibility in their schedules and a better quality of life, which means there's no better time for direct selling than now.

Last year, Amway commissioned the fifth annual Global Entrepreneurship Report, which surveyed nearly 44,000 people across 38 countries on their attitudes toward entrepreneurship. Our research found that 75% of respondents have positive attitudes toward entrepreneurship, but only 42% of them can imagine starting their own business.

This is the perfect time for our industry to turn that attitude toward entrepreneurship into action. People today are looking for the kind of opportunity direct selling provides, a low-cost, low-risk way to earn extra income by selling high-quality products.

However, it will take all of us, working together, to make that a reality. As an industry, we are seen as mysterious and misunderstood, which creates an opportunity for us to clarify, simplify and demystify who we are.

- **CLARIFY:** Direct selling is a business model that gives people the chance to earn extra income and the flexibility to determine their own level of success.
- **SIMPLIFY:** We provide the tools, training and resources that allow people to build their business in their own way and on their own terms.
- **DEMYSTIFY:** Millions of people around the world earn money based on performance, hard work and results. While most work part-time, some build a life-long career.

People today want to be able to determine their own hours, where they work, their level of commitment and effort and their own goals. This is what direct selling has been offering people for more than a century. And it's why our industry is more compelling today than ever.

Direct selling holds tremendous appeal and potential. But we must strengthen our image by owning our story and telling it more proactively, more transparently. We need to advocate for better legal definitions of direct selling so consumers around the world will be better prepared to distinguish between legitimate direct sellers and those who are frauds. We need to continue to improve our consumer protections to build trust among our distributors and their customers.

These are big goals. They're also achievable. I am excited to work with all of you and look forward to helping people who want to become entrepreneurs achieve their goals. Together, we can help people, everywhere, reach their full potential.

Doug Devos
Chairman



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WFDSA

The World Federation of Direct Selling Associations is a voluntary, non-governmental organization that represents the global direct selling industry in more than 170 countries. More than 60 national and regional direct selling associations are members of WFDSA, united in the effort to maintain the highest ethical conduct standards among their member companies and to build understanding and support for direct selling worldwide.

Mission

The WFDSA supports direct selling associations and their member companies by:

- developing, maintaining and promoting the highest global standards for responsible and ethical conduct in direct selling;
- advocating for the industry with governments, media and key influencers such as academic and consumer group leaders;

- serving as a trusted global resource for information on direct selling; and
- facilitating interaction among direct selling company executives on issues of importance to the industry.

All WFDSA member Direct Selling Associations have implemented the WFDSA World Code of Ethics for Direct Selling in their national Codes as a minimum requirement. All direct selling companies agree to be bound by these Codes as a condition of admission and membership in a national association.

The WFDSA was founded in 1978 and is based in the United States capital of Washington, DC. To learn more about the WFDSA, its Code of Ethics and its initiatives, visit www.wfdsa.org.





Direct Selling

Direct selling is a low-cost, low-risk opportunity for people to earn extra income – or even build a business of their own – by selling high quality products and services. These sales take place through independent sales representatives who are sometimes also referred to as direct sellers, consultants, distributors or other titles. Direct sales often occur in a one-to-one, small group or party plan environment, often in the consumer's home. Direct sales also may take place in a branded shop or retail location, online via e-commerce or social media, or by subscription/automatic delivery.

Independent sellers earn income from direct selling companies on the sales they make and are backed by company-provided training and support. While many people engage in direct selling as an income opportunity, some people join direct selling companies just to buy exclusive products and services they enjoy at a discount.

Worldwide, more than 99 million entrepreneurs earn income by direct selling. They sell some of the world's most sought-after brands of nutrition, beauty, home care, jewelry, clothing, home decor and other products; and energy, telecommunications, legal, financial planning, insurance and other services. **Direct selling accounted for more than US\$182 billion in retail sales globally in 2014** – a new sales record for the industry.

No specific levels of education, experience, financial resources or physical condition are required.

People say they choose direct selling because:

- It can provide extra income. Direct sellers set their own goals for earning income and determine how to reach those goals.
- It is a low-risk way to own a business – it takes very little, if any, capital investment.
- It offers flexible work schedules. Direct sellers choose when and how much they work, whether full time or part time.
- It offers the chance to develop new skills and be mentored by experienced leaders.
- Earnings are in proportion to efforts. The level of success depends on how hard a person wants to work and the results they generate.
- It provides opportunities to meet and socialize with people.



WFDSA Governance

Chief Executive Officer (CEO) Council

The WFDSA is governed by the CEO Council. The Council is comprised of the chief operating officers of leading member companies around the world. The WFDSA chairman is a Council member elected by the Council to serve a three-year term.

The CEO Council directs WFDSA affairs, activities and establishes policies and priorities. The Council meets annually to address issues affecting the industry and to chart an action plan. The CEO Council approves the annual operating budget and business plan prepared by the WFDSA Operating Group.

The next CEO Council meeting will be held in Beijing, China on November 4-5 in conjunction with the Asian Symposium on Direct Selling, co-organized by WFDSA and the Direct Selling Research Center of Peking University.

Highlights of 2014/2015 Activities and Strategic Initiatives

Direct selling is a highly personal industry that thrives on robust relationships between companies, independent sales representatives, consumers and suppliers. The WFDSA, along with its member associations and their member companies, is heavily invested in improving the quality of the relationships between these groups by fostering trust, confidence and high standards for conduct.

WFDSA strategic initiatives are designed to increase public awareness, understanding and support for the real and meaningful difference direct selling makes in various economies, political systems and people's lives around the world, every day. WFDSA and the national associations work closely together to educate key regulatory, consumer and academic groups and to promote consumer protection initiatives.



Ethics and Self-Regulation Initiatives

Activities and Strategic Initiatives

The WFDSA Code of Ethics states that direct selling companies and independent sellers shall not use misleading, deceptive or unfair sales practices. The Ethics Committee administers, promotes and enforces the Global Code of Ethics and implements programs to improve and strengthen the self-regulatory activities of WFDSA, local and regional associations and their member companies. The committee facilitates interaction between association Code administrators and sharing of best practices across nations. They also promote awareness of the Code among member companies, media, regulators and consumer groups.

2014/2015 Activities

In 2015 the Ethics Committee will focus on the following three key initiatives: A) Continue revisions of the WFDSA Model Code which started in 2014 in order to strengthen the code and raise the bar on ethics; B) Based on the USDSA's "Resolution Complaint Survey" pilot program, collect number of complaints globally from DSAs; and C) Further promote the use of the WFDSA Code of Ethics toolkit.

http://wfdsa.org/world_codes/

Resolution Complaint Survey:

The Committee identified the markets to pilot the "Resolution Complaint Survey." Webinars are planned for the pilot markets to discuss and implement the program.

Global Code of Ethics Initiative:

More DSAs and their members are participating in the Code of Ethics Initiative, which is designed to further promote the Code and to educate various constituencies about the best business practices and protections the industry offers. DSAs and their members have to re-qualify every year to receive and be able to display the WFDSA Code of Ethics "Platinum," "Gold," "Silver" or "Bronze" Participant logo. **WFDSA wants to congratulate the following DSAs for achieving such status:**

GOLD Participants:

DSA of Baltic States, DSA of Ecuador, DSA of Malaysia, DSA of Peru, DSA of Russia, DSA of Thailand

SILVER Participants:

DSA of Guatemala



Philippe Jacquelinet
Ethics Committee Chairman

Advocacy Initiatives



Advocacy Initiatives promote the direct selling industry globally in two ways:

- 1) By developing, establishing and implementing public affairs, consumer, educational, academic, and women's economic empowerment programs and strategies
- 2) Strengthening and establishing relationships with key external stakeholders through third party research and communication.

2014/2015 Activities

Ecuador Entrepreneurship Conference: In December 2014, the Ecuadorian DSA in cooperation with WFDSA organized a conference with the main focus on entrepreneurship and direct selling. The event was attended by member companies, government officials and students from the Universidad San Francisco de Quito. Senator Dr. Sol Buendia gave the opening presentation on women entrepreneurship and the opportunity the government has with developing projects in cooperation with the DSA. WFDSA Executive Director Tamuna Gabilaia spoke about the direct selling industry and women's entrepreneurship globally and how the industry cooperates with the academic community.

The conference included a panel discussion on "Best Strategies to Encourage Entrepreneurship in the Ecuadorian Community." Digital marketing experts discussed the influence of the use of social media networks to promote direct selling.

Media and television covered the event and conducted interviews with speakers and members of the DSA. This gave an opportunity for the community to learn about the positive aspects and economic value direct selling has in the Ecuadorian marketplace as well as around the globe.

APEC Global Women's Economic Empowerment Initiative (GWEE): WFDSA and its members believe that investing in women entrepreneurs and developing woman-owned micro-enterprises will help with the overall global economic recovery and reduce poverty and inequalities in the Asia Pacific Economic Cooperation (APEC) region and beyond.

Leveraging the industry's experience as a leader in micro-finance, WFDSA and its members work with governments, women's organizations, academia and other stakeholders to train and prepare women to succeed as micro-entrepreneurs to improve the economic status of their families.

Tamuna Gabilaia, Executive Director of WFDSA and Kim Drabik, WFDSA Advocacy Chair (Amway) were part of the US delegation to the 39th APEC Small and Medium Enterprise Working Group and 21st Ministerial held in Nanjing, China in September 2014. They reported on the WFDSA Global Women's Economic Empowerment Initiative (GWEE), which is conducted in partnership with the Institute for International Business (IIB) of the Kelly School of Business. *(Kim Drabik shown left)*

The program is a true public-private partnership between APEC governments, women's organizations, the direct selling industry and individual companies. The GWEE is currently operating in Malaysia, helping women to start and sustain small businesses, and is slated to launch in Peru and South Africa.

SELDIA Women's Entrepreneurship Initiative – WFDSA continues a partnership with SELDIA with debates at the European Parliament through the pan-European Women Entrepreneurship Platform (WEP)
www.womenentrepreneurshipplatform

The WEP includes more than 40 member organizations that focus primarily on the promotion of female entrepreneurs. The platform also allows Members of the European Parliament to become "champions" for the cause.

The latest event was held in December 2014 in Brussels. The event was attended by more than 100 participants including members of the European Parliament as well as WFDSA, DSA of Ecuador and direct selling executives. The event focused on the importance of improving access to finance for women entrepreneurs with four expert speakers.

Symposium on Direct Selling:

WFDSA in partnership with the Direct Selling Research Center (PUDSRC) of Peking University (PU) will organize the Symposium on Direct Selling on November 6, 2015 in Beijing, China.

The Symposium will provide a panoramic view of direct selling across Asia and focus on such topics as direct selling in China and in Asia, government legislation vs. self-regulation, direct selling in the new digital era and preliminary results of the socio-economic impact study among other issues. External stakeholders, media and direct selling industry representatives from all over the Asia/Pacific region will participate in the event.

France Academic Initiative: The French DSA (FVD), with the support of WFDSA, organized the 3rd European Symposium "Innovation and Commerce" in partnership with the University of Paris-East Creteil. More than 120 academics, students and company representatives discussed customer and home shopping behaviors as well as entrepreneurship. The event concluded with the launch of a three-year Bachelor's degree titled "Professional License in Marketing and Management of Direct Selling Companies." It's the first direct selling degree in Europe and is supported by the French Ministry of Higher Education.

"It's a major step for industry recognition by public institutions in France as well as Europe. We would like to thank the WFDSA for its ongoing support of this framework. French DSA is already working on the next edition that will take place in another region in 2016."

~Philippe Jacquelinet,
Chairman, FVD



Russia Consumer Education Conference:

Held in October 2014 in Moscow, the consumer education conference was organized by the Russian Direct Selling Association and the International Confederation of Consumer Societies (CONFOP) with the support of WFDSA.

The conference fostered constructive public-private dialogue, resulting in solid outcomes and making way for stronger consumer protection efforts. High profile speakers from policy bodies addressed topics such as the developing trends in consumer rights protection in Russia and the global direct selling industry. The conference was conducted within the framework of the Asia-Pacific Economic Cooperation (APEC) Consumer Education and Protection Initiative (CEPI).

"I've had an opportunity to analyze the influence of WFDSA affiliation of the DSA of Russia (RDSA) and its member companies within a rather long period of time. Our Laboratory (Laboratory of Network Form Organizations at the National Research University - Higher School of Economics Moscow) carried out research projects twice since 2011, dealing with the socio-economic value of the direct selling industry. Independent direct sellers are the real drivers of the industry and the core stones of the interesting and progressive business model implemented by direct sales companies. As a result of WFDSA activities, we found how the highest global standards for responsible and ethical conduct are developing, maintaining

and promoting among the RDSA members companies. Due to WFDSA affiliation, RDSA can be considered a trusted Russian resource for information on direct selling. To understand what is really happening in the industry helps in developing new directions and future vision."

~Olga Tretyak, Professor, PhD,
Head of Department of
the Higher School of Economics, Russia

WFDSA World Congress: The World Congress XIV was held in November 2014 in Rio de Janeiro with more than 400 delegates from all over the world and more than 30 CEOs. The event covered myriad issues, including "The Future of Direct Selling in an Increasingly Connected and Borderless World," which was the topic of the CEO Council Panel.



They keynote speaker Dan Levy, Facebook Vice-President for Medium and Small Business aptly tied in the Congress theme "Direct Selling: The Original Social Network." Peter Schwartz, Global Senior Vice President at Sales Force and one of the world's leading futurists and bestselling author, talked about innovative companies and their approach in today's fast changing environment.

Other sessions and workshops included "New Generations: Enchanting Consumers through Innovative Relationships," "Global Business: Innovative Companies in a Fast Changing World" and "Direct Selling: Social Engagement and Mobilization."



Outgoing WFDSA Chairman Alessandro Carlucci received a surprise Lifetime Achievement Award for his outstanding contributions to the global direct selling industry.

John Holloway, Executive Director of Australian DSA and Miguel Arismendi, Association Advisory Member for Latin American region received Distinguished Service Awards. Pedro Dalali, the Code Administrator of the Brazilian DSA, received the Code Administrators award.



The following DSAs received Recreating History of WFDSA Awards for helping us to preserve our past while documenting our present and future: Argentina, Australia, Colombia, Chinese Taipei, Hong Kong, Italy, Singapore and Thailand.

China Socio Economic Impact Study (SEIS): WFDSA will partner with the Research Center for Direct Selling of the Peking University (PUDSRC) to conduct the study, which will show how the direct selling industry contributes to the economy and people of the second largest direct selling market in the world. The study will reveal the industry's direct and indirect contribution to the economy in terms of income creation, taxes and job creation among other things.



Association Service Committee Initiatives

2014/2015 Activities

Association Performance:

The WFDSA continues to support the national associations, working closely to continuously improve the value of the services they deliver to member companies and consumers.

Over the past year that support has included the WFDSA secretaries meeting and successful Association Performance Program (APP) events. This work continues through 2015 in a range of activities:

- **Association assistance events – A range of events are scheduled to build and support DSAs:**
 - The next WFDSA secretaries meeting is scheduled for Stockholm over June 17th and 18th. This will be followed by the Asian APP event on June 29th and 30th in Bangkok, Thailand.
 - Both events have significantly different focuses aimed to enhance and build the strength of DSAs at both the global and regional levels.
 - The South American APP will be held in Santiago, Chile on August 6th and 7th and will follow the core program, as prepared for the Asian APP, but with a focus on the South American markets.

- **Performance criteria updated.**
 - WFDSA benchmarks the national associations' operating and organizational characteristics to help their boards and staff continuously improve their associations' effectiveness.
 - The performance committee has increased some obligations for the minimum criteria under Bronze, Silver and Gold and has added alternatives for DSAs to achieve Platinum, providing they have no opportunity for mentorship.
- **Mentoring provisional members and enabling DSAs to progress.** The key criteria for attaining platinum performance recognition is that DSAs assist prospective DSAs to become members of the WFDSA at the minimum standard of Bronze. Mentorship doesn't stop at membership, as DSAs are expected to support new members in moving up from Bronze to a higher level where they too can pass on the skills and knowledge they have developed within their DSA. This work is on-going with a year-on-year requirement.

Africa Expansion Initiative:

The South African Direct Selling Association continues to work with the WFDSA to help expand the industry across the African continent. There is a need for the South African DSA to help establish DSAs in key markets such as Nigeria, Kenya and other countries.

The work done by France in establishing a DSA in Morocco shows that this effort cannot be entirely driven from South Africa. The ability to leverage existing relationships from Europe will assist with the north African states. The Association Services Committee will continue to push for more DSAs to be established and ultimately target the majority of the African nations to be represented at a WFDSA level.

Global Statistical Research:

WFDSA conducts third-party research and collects data on the socio-economic impact of direct selling and public attitudes toward the industry, to facilitate long-term industry reputation enhancement. This work has significant trend and historical data that can withstand strong scrutiny.

New data sets that allow the identification of those who join for the business opportunity versus those who join to purchase products are critical to allow a full understanding of the industry.

Development of International Standards

Initial work has commenced on developing International Standards Organisation (ISO) standards that can be recognized by governments and regulators alike. These standards will identify best practices and provide better understanding of how Direct Selling operates and why less country-specific regulation is necessary.



Global Regulatory Affairs Initiatives

The Global Regulatory Affairs Committee protects the direct selling opportunity by providing proactive, strategic and tactical government and regulatory affairs support to the national associations. The Committee facilitates global information sharing by developing best practices that are proactive and shared through education and training, and by providing consulting and advocacy assistance, when appropriate. The Committee encourages member companies to visibly promote good causes, conducts fundamental regulatory training for member companies and creates position papers on behalf of the global industry.

"The FICCI stands by WFDSA's backing for direct selling through advocating the industry's positions and interest with governments, media and key influencers. We are looking forward to work in close association with WFDSA in areas of self-regulation, consumer affairs and regulatory affairs related to [direct selling] industry."

~Shilpa Gupta,

Head of Retail, FMCG & Gems and Jewellery Committee, Federation of Indian Chambers of Commerce and Industry

2014/2015 Activities

Global Regulatory Affairs Initiatives

Training sessions are planned in conjunction with the various regional association management events to train DSAs and member companies on using the Global Regulatory Toolkit. The toolkit, which contains the Threat Report, position papers, PowerPoint presentations and a Government Relations Handbook is essential to ensure a consistent approach to legislative processes and effective lobbying practices.





Global Research

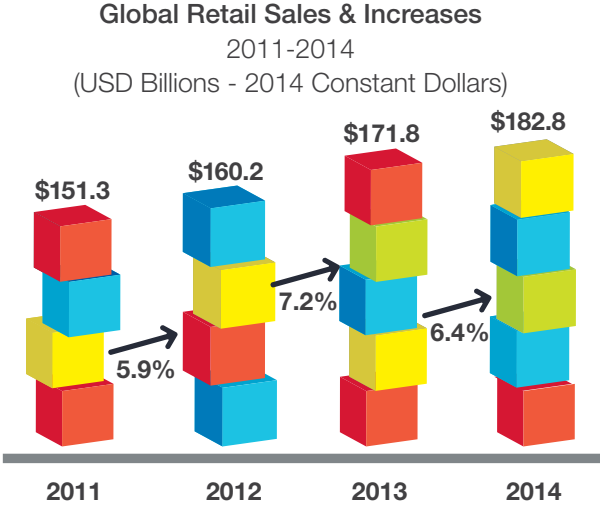
The Global Research Subcommittee works with local DSAs to gauge direct selling industry size and trends for governments, media, consumer groups and other key influencers.

Annual industry statistics show retail sales and the number of participants, fluctuation from year-to-year and longer-term trending.



Direct Selling Sales Trends

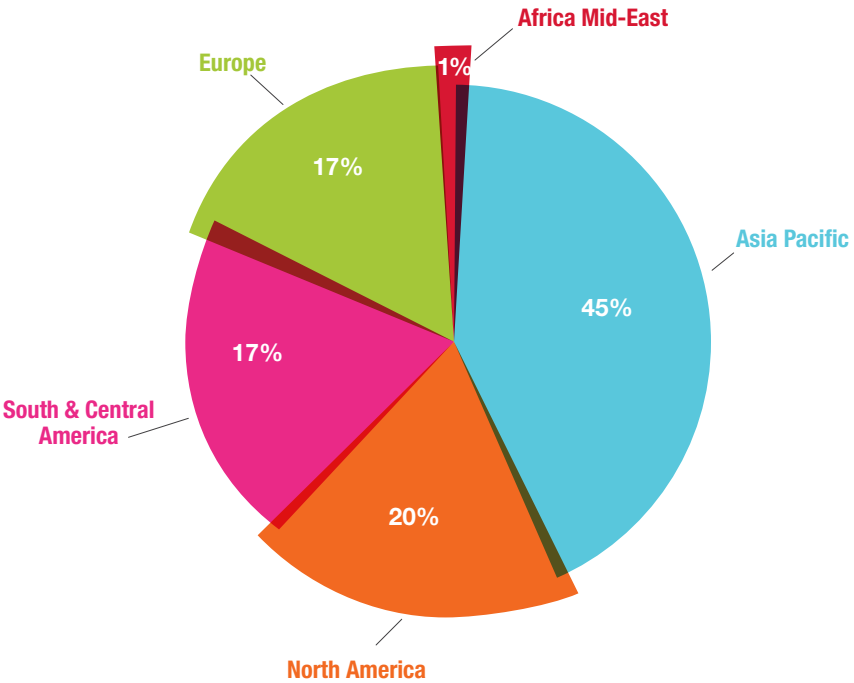
Global retail sales increased by 6.4% in 2014



All regions and three-quarters of direct selling countries showed increases in retail sales in 2014.

Global direct selling enjoyed a compound annual growth rate (CAGR) of 6.5% for the period 2011-2014, showing a solid upward trend.

CAGR
(2011-2014)
6.5%



Asia is the largest region for direct sales
Sales share by region - 2014

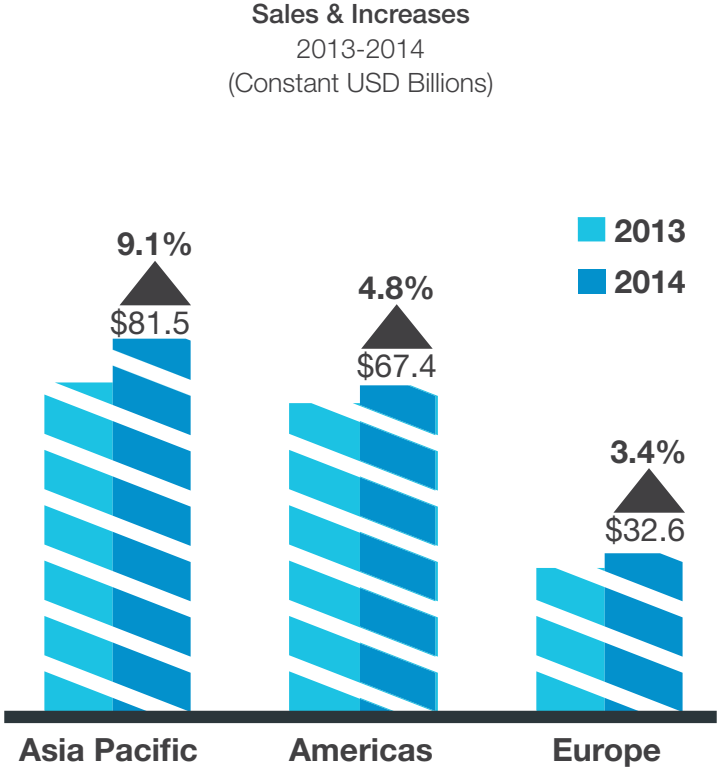
Asia remains the largest market for direct selling, accounting for 45% of global retail sales.

The Americas are the second largest region, accounting for 37%. South and Central America generates 17% and North America (United States and Canada) generates 20%.

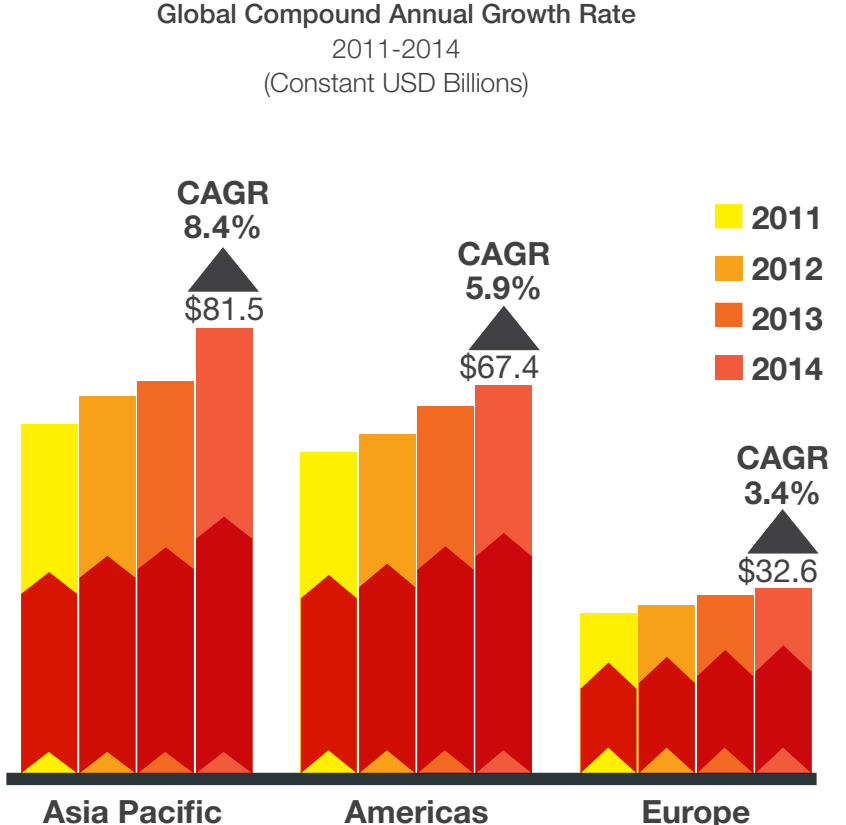
Europe, which generates 17% as a whole, breaks down into 13% of retail sales in West Europe and 4% in Central & Eastern Europe.

Africa and the Middle East, together, account for about 1% of global direct retail sales.

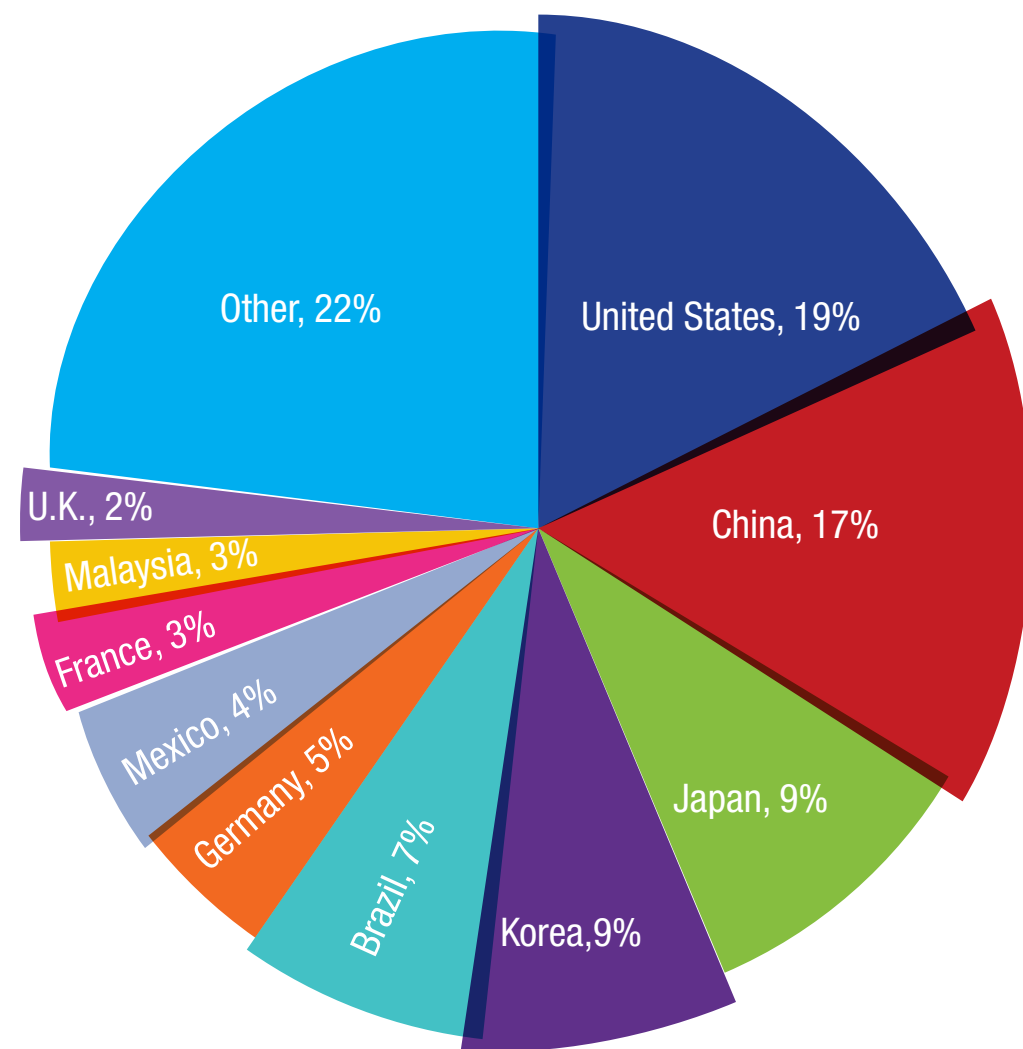
Sales increased in all regions in 2014



The growth trend is steady



Top 10 global markets

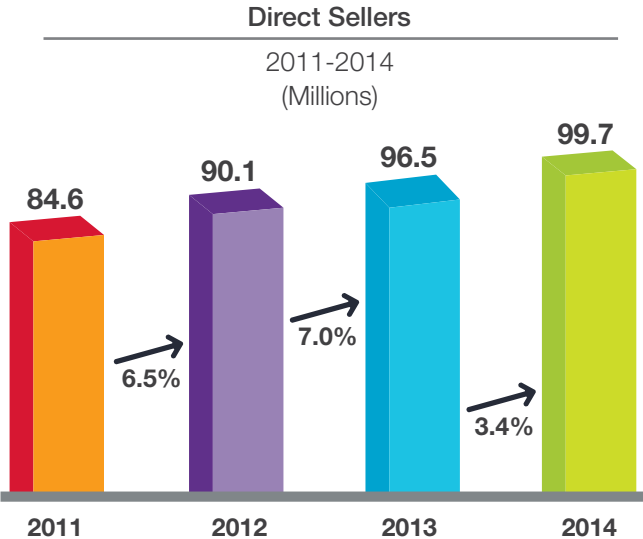


23 countries account for 93% of global direct selling retail sales

The top 23 countries are those reporting more than US\$1 billion in annual direct selling retail sales

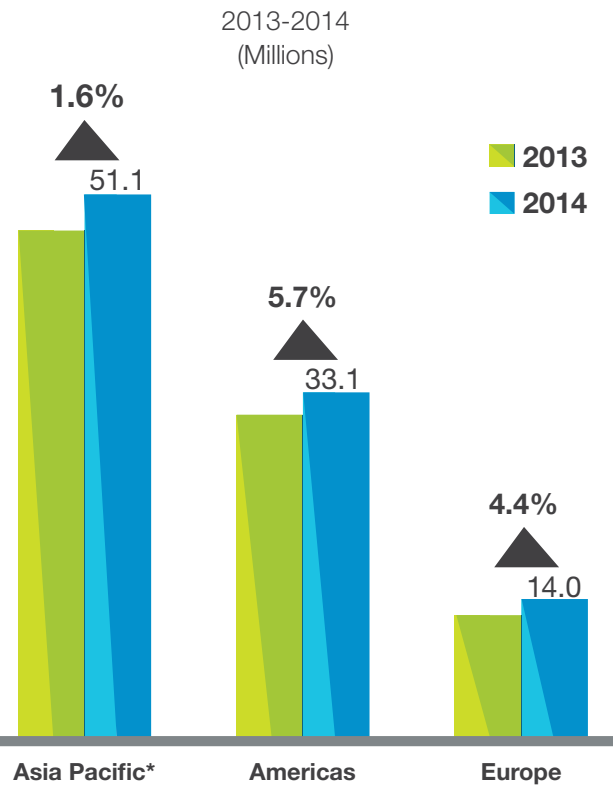
	2014 RANK	COUNTRY	RETAIL SALES (2014 CONSTANT US\$ MILLIONS)	YEAR-OVER- YEAR CHANGE (2014 CONSTANT US\$)	COMPOUND ANNUAL GROWTH RATE 2011-2014 (2014 CONSTANT US\$)	DIRECT SELLERS
Top 5 61%	1	United States	\$34,470	5.5% ▲	4.9%	18,200,000
	2	China	\$30,217	18.6% ▲	18.7%	unknown
	3	Japan	\$16,774	1.7% ▲	-2.3%	3,314,000
	4	Korea	\$16,359	8.7% ▲	8.1%	5,978,302
	5	Brazil	\$13,037	0.2% ▲	6.7%	4,495,153
Top 10 >78%	6	Germany	\$8,915	4.8% ▲	5.7%	414,057
	7	Mexico	\$7,974	2.1% ▲	5.9%	2,200,000
	8	France	\$5,335	0.0% -	2.6%	572,000
	9	Malaysia	\$5,300	5.0% ▲	8.0%	4,300,000
	10	United Kingdom	\$3,880	10.9% ▲	8.2%	544,000
Top 15 >87%	11	Russia	\$3,604	0.3% ▲	1.6%	5,425,830
	12	Taiwan	\$3,241	2.8% ▲	4.0%	3,175,000
	13	Italy	\$3,225	3.7% ▲	-0.1%	508,943
	14	Colombia	\$3,125	10.4% ▲	7.5%	2,023,948
	15	Thailand	\$2,759	-4.0% ▼	1.5%	11,000,000
Top 23 >93%	16	Peru	\$1,873	5.7% ▲	7.5%	484,369
	17	Canada	\$1,825	-2.6% ▼	-2.7%	779,688
	18	Argentina	\$1,771	37.7% ▲	28.8%	715,000
	19	Australia	\$1,414	5.4% ▲	3.9%	557,355
	20	Philippines	\$1,191	7.9% ▲	17.6%	4,020,000
	21	Poland	\$1,187	1.1% ▲	5.2%	970,933
	22	India	\$1,174	4.0% ▲	12.3%	4,383,487
	23	Indonesia	\$1,069	8.0% ▲	11.3%	11,743,600
GLOBAL TOTAL			\$169,719			85,805,665

Direct Sellers



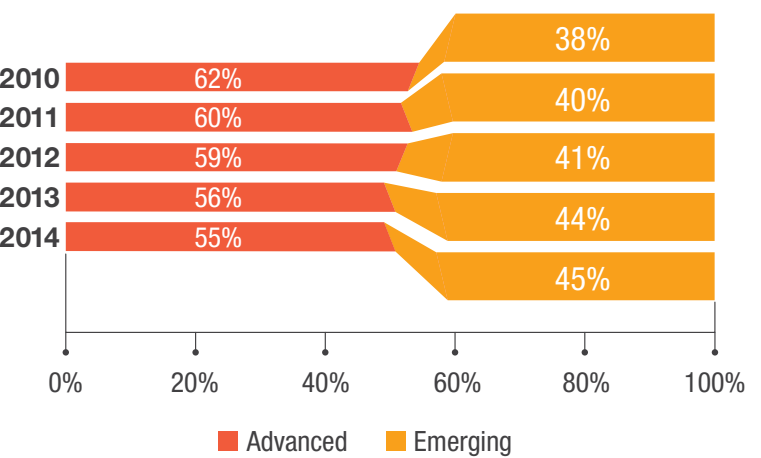
Nearly 100 million people were direct sellers in 2014, an increase of 3.4% over 2013. Two-thirds of the world's markets experienced growth in the number of people participating.

The number of Direct Sellers grew in all regions



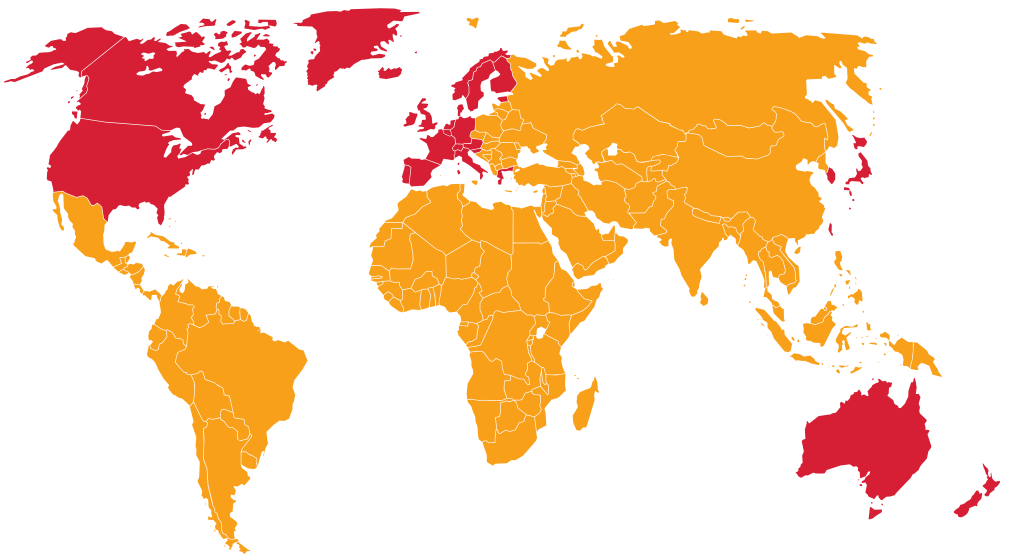
*No figures are available for China
In 2014, all regions saw growth in the number of direct sellers. Asia was up 1.6% to 51.1 million. The Americas were up 5.7% to 33.1 million. Europe was up 4.4% to 14.0 million.

Advanced and emerging market sales are increasing as a percent of global sales

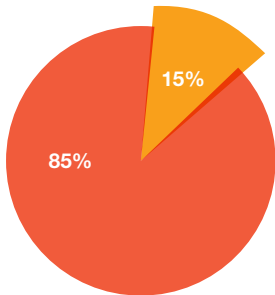


45% of direct retail sales in 2014 came from emerging markets, an increase of 7 percentage points from 2010-2014. Emerging markets as a group have experienced a 3-year compound annual growth rate (CAGR) of 10.7%, while the advanced market group shows a CAGR of just 3.5% over the same period.

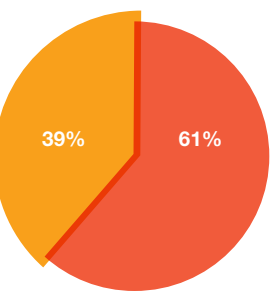
Direct sales is empowering people in emerging nations



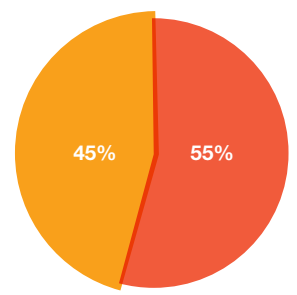
2014 population split



2014 GDP split



2014 direct sales split



Advanced Emerging

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GLOBAL INDUSTRY: \$182,823 (US\$ millions), Up 6.4% in Constant 2014 US\$

Region/Country	2014 Retail Sales (1)		% Sales Change (YOY) in Constant 2014 US\$ (2)	3-Year CAGR in Constant 2014 US\$ (2011-14)	Direct Sellers (3)
	Local Currency (millions)	US\$ (millions)			
Global	na	182,823	6.4% ▲	6.5%	99,724,641
Asia/Pacific	na	81,542	9.1% ▲	8.4%	51,069,666
Australia (4)	1,570	1,414	5.4% ▲	3.9%	557,355
China (7)	185,533	30,217	18.6% ▲	18.7%	na
Hong Kong (4)	3,556	459	-10.6% ▼	1.1%	549,489
India	71,645	1,174	4.0% ▲	12.3%	4,383,487
Indonesia	12,683,300	1,069	8.0% ▲	11.3%	11,743,600
Japan	1,777,000	16,774	1.7% ▲	-2.3%	3,314,000
Kazakhstan (5)	63,240	353	2.0% ▲	3.3%	336,000
Korea	17,225,831	16,359	8.7% ▲	8.1%	5,978,302
Malaysia	17,330	5,300	5.0% ▲	8.0%	4,300,000
New Zealand	261	216	-7.8% ▼	3.9%	100,309
Philippines (5)	52,871	1,191	7.9% ▲	17.6%	4,020,000
Singapore	512	403	0.5% ▲	7.5%	405,333
Taiwan	98,222	3,241	2.8% ▲	4.0%	3,175,000
Thailand	89,600	2,759	-4.0% ▼	1.5%	11,000,000
Vietnam (5)	8,888,607	420	3.4% ▲	18.1%	1,075,491
Other Asia/Pacific (5)	na	194	11.0% ▲	9.3%	131,300
Africa/Middle East	na	1,241	3.0% ▲	5.5%	1,584,542
Africa	na	1,082	2.8% ▲	6.4%	1,471,056
Morocco (5)	118	14	14.0% ▲	-0.8%	99,310
South Africa	7,338	676	5.6% ▲	5.4%	1,136,546
Other Africa (5)	na	392	-2.0% ▼	8.7%	235,200
Middle East	na	159	4.4% ▲	0.1%	113,486
Israel (5)	196	55	3.2% ▲	-0.4%	25,486
Other Middle East (5)	na	104	5.0% ▲	0.4%	88,000
Americas	na	67,431	4.8% ▲	5.9%	33,100,221
North America	na	36,295	5.1% ▲	4.4%	18,979,688
Canada	2,026	1,825	-2.6% ▼	-2.7%	779,688
United States	34,470	34,470	5.5% ▲	4.9%	18,200,000

Region/Country	2014 Retail Sales (1)		% Sales Change (YOY) in Constant 2014 US\$ (2)	3-Year CAGR in Constant 2014 US\$ (2011-14)	Direct Sellers (3)
	Local Currency (millions)	US\$ (millions)			
South & Central America	na	31,136	4.6% ▲	7.8%	14,120,533
Argentina	14,310	1,771	37.7% ▲	28.8%	715,000
Bolivia (4)(5)	2,261	327	-3.8% ▼	11.8%	297,010
Brazil	30,637	13,037	0.2% ▲	6.7%	4,495,153
Chile (5)	268,356	471	3.3% ▲	5.4%	341,943
Colombia	6,255,099	3,125	10.4% ▲	7.5%	2,023,948
Ecuador	922	922	6.0% ▲	9.5%	1,004,000
Mexico	105,975	7,974	2.1% ▲	5.9%	2,200,000
Peru (4)	5,320	1,873	5.7% ▲	7.5%	484,369
Uruguay (5)	2,175	94	17.0% ▲	13.1%	92,700
Venezuela (2)(5)	22,400	747	40.0% ▲	19.8%	1,417,950
Central America/Caribbean (5)	na	770	2.0% ▲	3.0%	1,022,640
Other South & Central America (5)	na	26	4.0% ▲	9.2%	25,820
Europe	na	32,609	3.4% ▲	3.4%	13,970,212
Western Europe	na	24,619	4.0% ▲	3.7%	3,420,322
Austria (5)	224	298	2.4% ▲	-0.3%	165,270
Belgium (5)	193	258	1.6% ▲	3.5%	20,910
Denmark (5)	486	87	3.1% ▲	1.2%	62,580
Finland	184	245	2.3% ▲	3.6%	84,120
France	4,001	5,335	0.0% ▲	2.6%	572,000
Germany (6)	6,686	8,915	4.8% ▲	5.7%	414,057
Greece (5)	151	202	-7.6% ▼	-5.7%	194,290
Ireland	27	36	-46.0% ▼	-18.8%	24,000
Italy	2,419	3,225	3.7% ▲	-0.1%	508,943
Luxembourg	42	55	0.0% ▲	1.2%	2,700
Netherlands	111	148	0.3% ▲	3.9%	48,144
Norway	838	133	3.8% ▲	5.3%	102,762
Portugal (5)	209	279	0.4% ▲	1.3%	195,180
Spain	634	845	7.8% ▲	-1.3%	205,265
Sweden	2,241	327	-3.0% ▼	-4.8%	99,891
Switzerland (5)	306	333	0.9% ▲	-1.1%	156,210
United Kingdom	2,367	3,880	10.9% ▲	8.2%	544,000
Other Western Europe (5)	20	20	4.0% ▲	-0.1%	20,000
Central & Eastern Europe	na	7,990	1.8% ▲	2.8%	10,549,890
Bulgaria (5)	158	107	3.3% ▲	2.8%	118,340
Croatia	320	56	18.9% ▲	-14.4%	39,986
Czech Republic (5)	6,432	310	-0.3% ▼	0.5%	276,390
Estonia (4)	31	41	2.5% ▲	13.0%	36,150
Hungary	53,305	229	-5.6% ▼	4.1%	470,544
Latvia (4)	30	40	1.6% ▲	8.8%	47,093
Lithuania	94	125	2.7% ▲	7.8%	103,336
Poland	3,740	1,187	1.1% ▲	5.2%	970,933
Romania (5)	1,250	373	1.4% ▲	6.8%	302,500
Russia	138,305	3,604	0.3% ▲	1.6%	5,425,830
Slovakia (5)	130	173	-1.0% ▼	5.3%	180,380
Slovenia	15	20	-16.4% ▼	-3.4%	21,000
Turkey	1,920	877	10.5% ▲	5.4%	1,145,768
Ukraine	5,674	477	-2.2% ▼	-1.9%	1,041,940
Other Central & Eastern Europe (5)	na	371	15.0% ▲	5.0%	369,700

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(1) Sales figures are expressed at Estimated Retail level and exclude Value Added Tax. Figures are based on the size of the entire industry, unless otherwise noted.
(2) Sales figures for 2013 and 2014 are expressed in US Constant 2014 Dollars to exclude the impact of foreign exchange and ensure comparability. Average annual exchange rates from the International Monetary Fund have been used to convert data from local currency to US dollars. A notable exception is Venezuela, where an average of exchange rates used by some direct selling companies in the market was used.
(3) Direct Sellers include individuals who are career minded entrepreneurs building their own businesses ... or part-time entrepreneurs earning extra income. All enjoy significant discounts on products. In fact, some choose only to enjoy and use the products and not to sell at all.
(4) Figures are based only on DSA member companies and not the entire industry.
(5) WFDSA research estimate
(6) The German DSA (Bundesverband Direktvertrieb Deutschland - BDD) commissions the University of Mannheim to conduct its annual statistical research; final report to be published in August. Preliminary figures indicate the size of the German market at €15.3 billion, including VAT, based on a broader definition of Direct Selling than that used by WFDSA. In 2015, BDD is not including the Construction and Finance/Insurance sectors. For the sake of global comparability, WFDSA has further excluded items such as VAT, Energy, and Telecommunications.
(7) WFDSA research estimate. Source: 2014 China Direct Sales Annual Performance Report [Vol. 1028], produced by the World Direct Selling (China) Research Center.

Socioeconomic Impact of Direct Selling

Direct sellers and companies they represent support the service economy everywhere they operate. We use hotels, restaurants, transportation, travel-related services and various professional services including legal counsel, communications and advertising support.

Direct selling organizations innovate, develop and manufacture quality products. Globally, this generates billions of dollars in incremental revenue and tax payments, while providing employment for thousands of people. Following are regional case studies in brief.

United States

Size

The United States is the world's largest direct selling market.

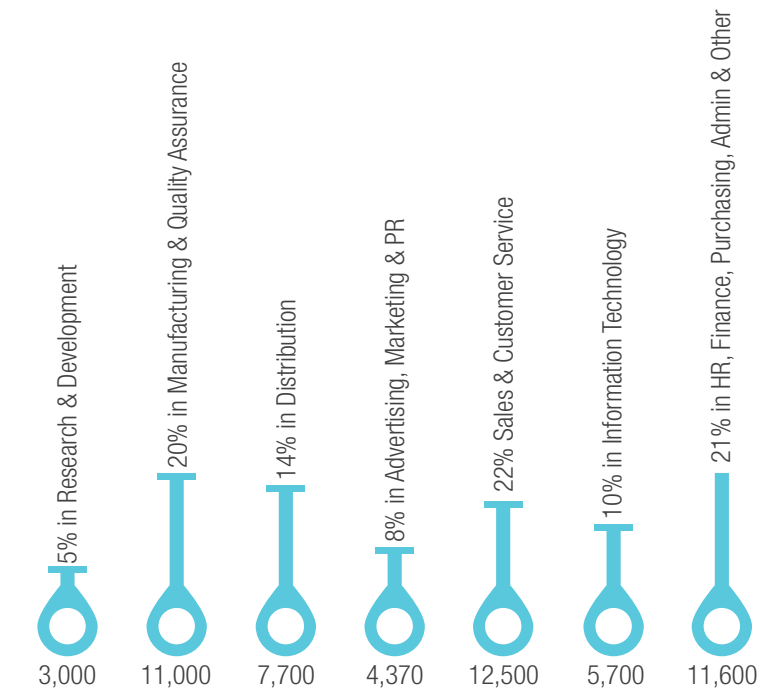
- In 2014 direct selling in the US generated US\$ 34.5 billion in estimated retail sales, up 5.5% and a US record.
- There were 18.2 million direct sellers in the US in 2014, up 8.3% from the previous year and a US industry record.
- Three-quarters of them are women. That's nearly 14 million women who appreciate the direct selling opportunity for the flexibility to set their own schedules and raise their families.

According to the USDSA National Sales Force Survey - 2014, these independent contractors provide over 60 million repeat retail customers with knowledgeable, personal service.

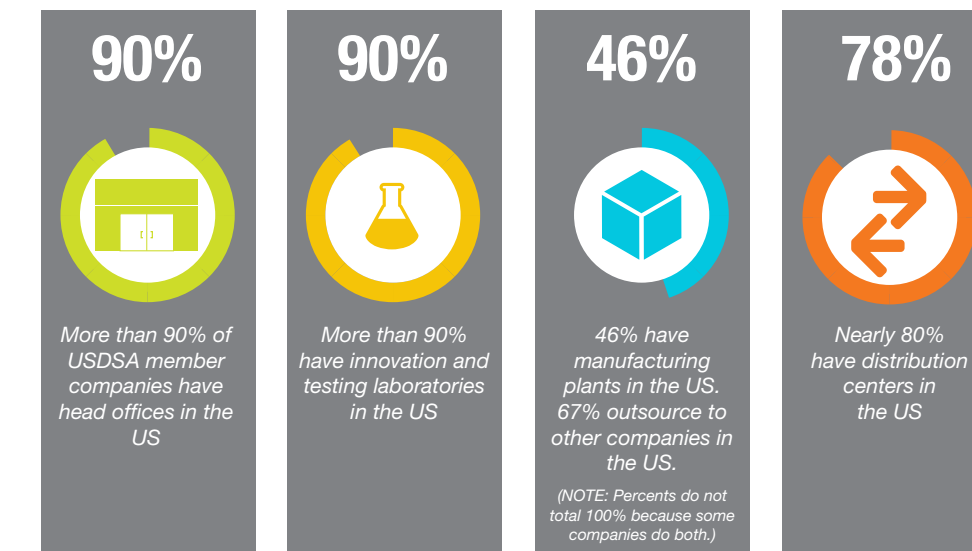
Two out of three direct sellers used the products themselves before ever becoming a company representative.

Employees/Experts

- These 18.2 million US direct sellers are in business FOR themselves, but not BY themselves. The 180 USDSA member companies and 61 pending company members these direct sellers represent employ:
- More than 55,300 people in the US are experts in their fields – and serve as resources to help independent representatives grow their businesses.
- Nearly 3,000 (more than 5% of the employee total) are science professionals who are leading chemists, biologists, engineers and more. (see graphic, upper right)



Direct Selling Supply Chain



Argentina

Size

- In 2014, the independent sales force size numbered some 715,000, up 2.1% over 2013 and a market record.
- 95% of these are women ... that's 680,000 female entrepreneurs with independent direct selling businesses of their own.
- In 2014, direct retail sales in Argentina reached US\$ 1.8 billion, an increase of 38% year-over-year, and a record for that country.
- Argentina is the world's 18th largest direct selling market.

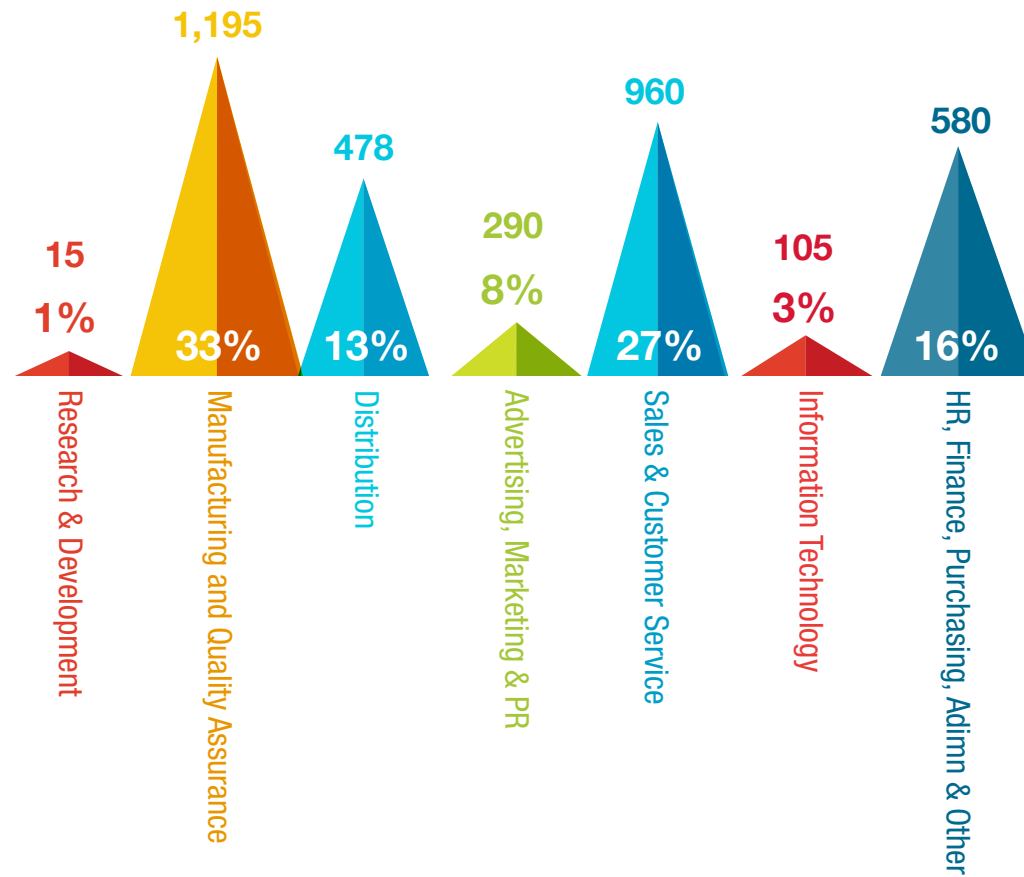
Supply Chain

- Direct Selling creates manufacturing jobs. 36% of member companies manufacture in-house in Argentina. 73% outsource to other Argentine companies. *(Note: Percents total more than 100% because some companies do both.)*
- Of the 3,621 paid employees of direct selling companies in Argentina, 1,210 have jobs in Manufacturing and Quality Assurance, with support from R&D. Another 478 are in Distribution.

Employees/Experts

The independent salespeople in Argentina represent the country's 11 national association member companies.

These companies employ some 3,621 people as pictured at right.



Poland

Size

- Poland is #21 in the Top 23 largest direct selling markets in the world.
- In 2014, direct retail sales in Poland reached US\$ 1.2 billion, up 1.1% over 2013, and a record for that country.
- Poland shows a respectable compound annual growth rate (2011-2014) of 5.2%.
- The independent sales force size was 970,933, up 7.9%.
- A total of 87% of these are female entrepreneurs with independent direct selling businesses of their own.

Employees/Experts

Direct selling company employees provide expertise to support independent direct sellers in growing their businesses.

The independent sales people in Poland represent the nation's 22 DSA member companies.

These companies employ over 1,500 people as shown at right.



Russia

Size

- Russia is the world's 11th largest direct selling market.
- Russian 2014 direct retail sales were in excess of US\$ 3.6 billion, up 0.3% year-over-year, showing a 3-year compound annual growth rate of 1.6% (2011-2014). The 2014 sales figure is a record for Russia.
- Yet the number of independent direct sellers showed a 7.6% increase to 5.4 million ... often a forward indicator of future sales increases.
- 88% of Russian direct sellers are women ... that's 4.9 million women with direct selling businesses of their own.

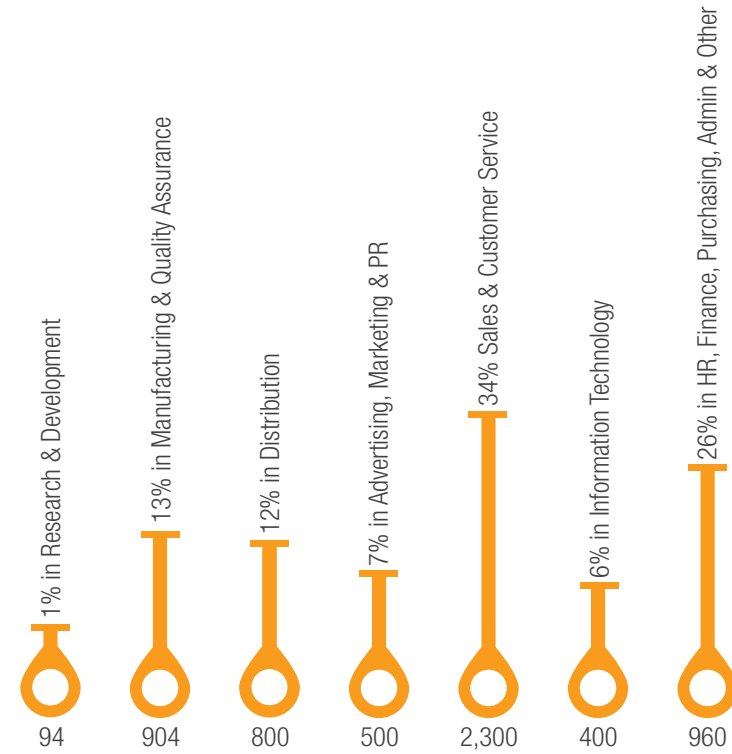
Supply Chain

- One-third of Russia DSA member companies manufacture in Russia; and nearly 40% out-source to other Russian companies. (NOTE: Some of these companies do both.)
- 70% of member companies have national head offices in Russia
- To serve the vast Russian territory, 34% of member company staff are in Sales and Customer Service, and 12% are in Distribution.

Employees/Experts

The independent salespeople in Russia represent the nation's 19 direct selling association member companies.

These companies employ some 6,743 people as shown at upper right.



Australia

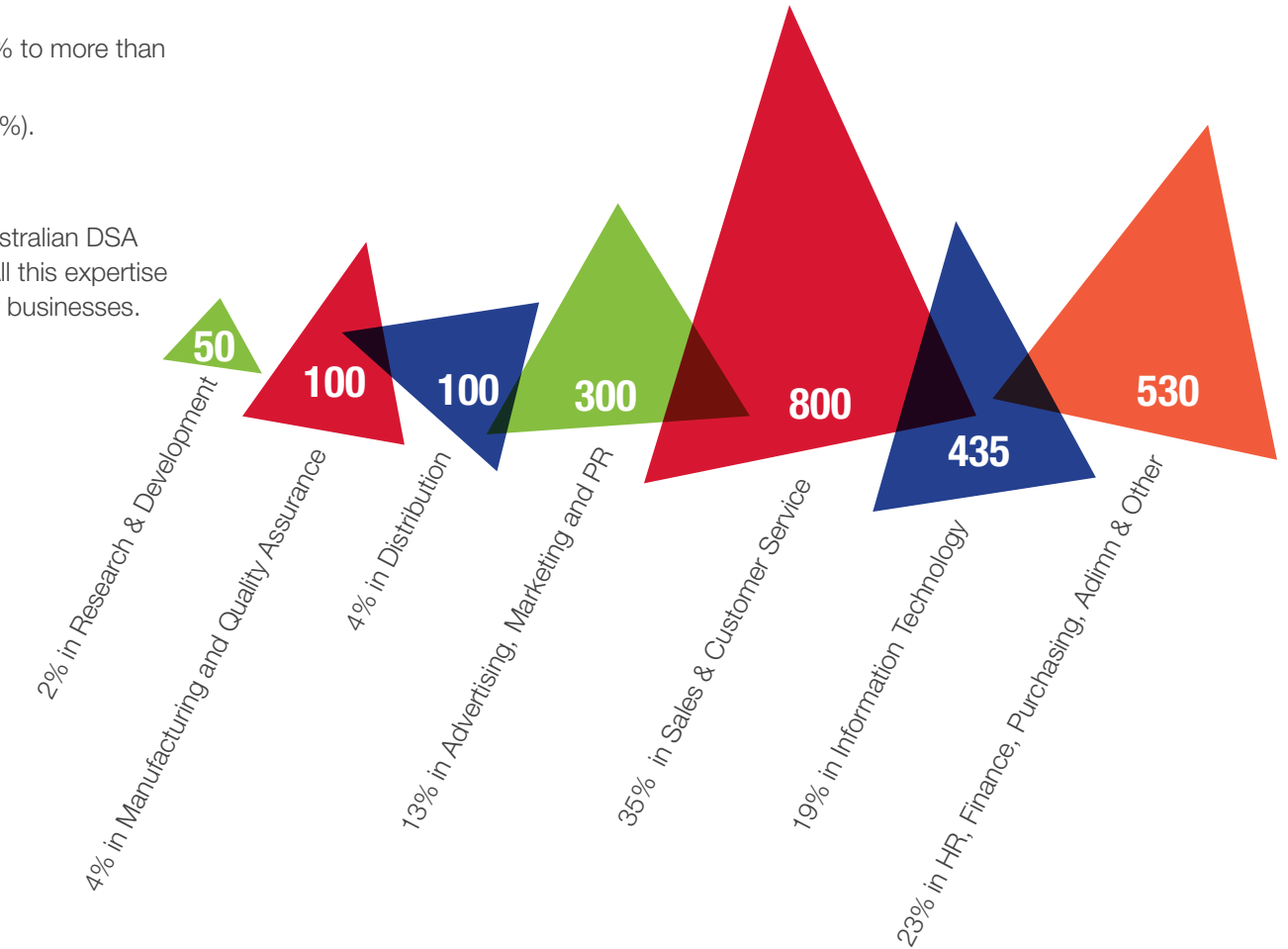
Size

Australia is the 19th largest direct selling market in the world.

- In 2014, Australia's direct retail sales were up 5.4% to US\$ 1.4 billion, with a compound annual growth rate of 3.9% during the period from 2011 through 2014.
- The direct sales force grew by 10.2% to more than 557,000 direct sellers.
- Nearly 80% of these are women (78%).

Employees/Experts

Reporting member companies of the Australian DSA employ over 2,300 experts in the field. All this expertise supports direct sellers as they build their businesses.





Indonesia

Size

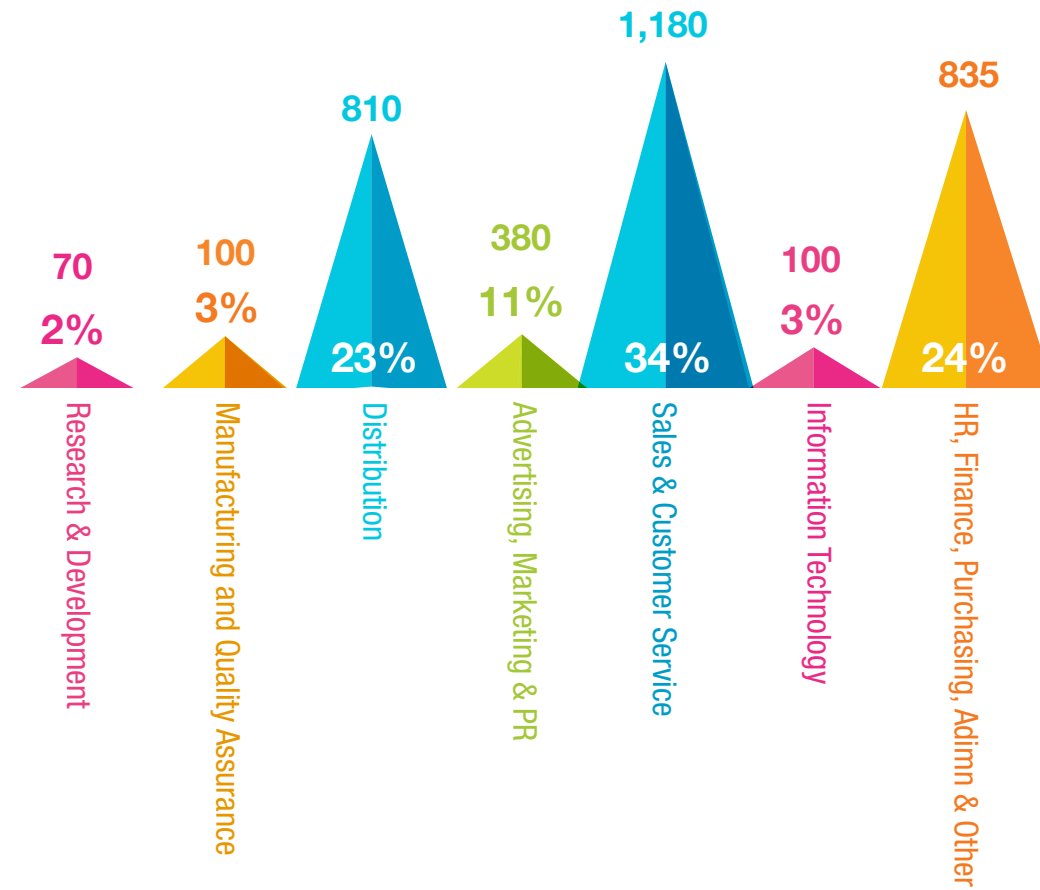
- Indonesia is the #23 largest direct selling market in the world.
- Direct retail sales in this developing market reached US\$ 1.1 billion in 2014, up 8% vs. 2013.
- Compound Annual Growth Rate in Indonesia is 11.3% (2011-2014).
- 2014 sales force numbers were up 14.5% to over 11.7 million sellers.

Supply Chain

- 1 in 5 DSA member companies have manufacturing plants in Indonesia. 2 in 5 outsource to other Indonesian suppliers.
- Member companies operate 120+ distribution centers / warehousing facilities to service Indonesian customers.

Employees/Experts

DSA member companies in Indonesia employ 3,472 people.



Turkey

Size

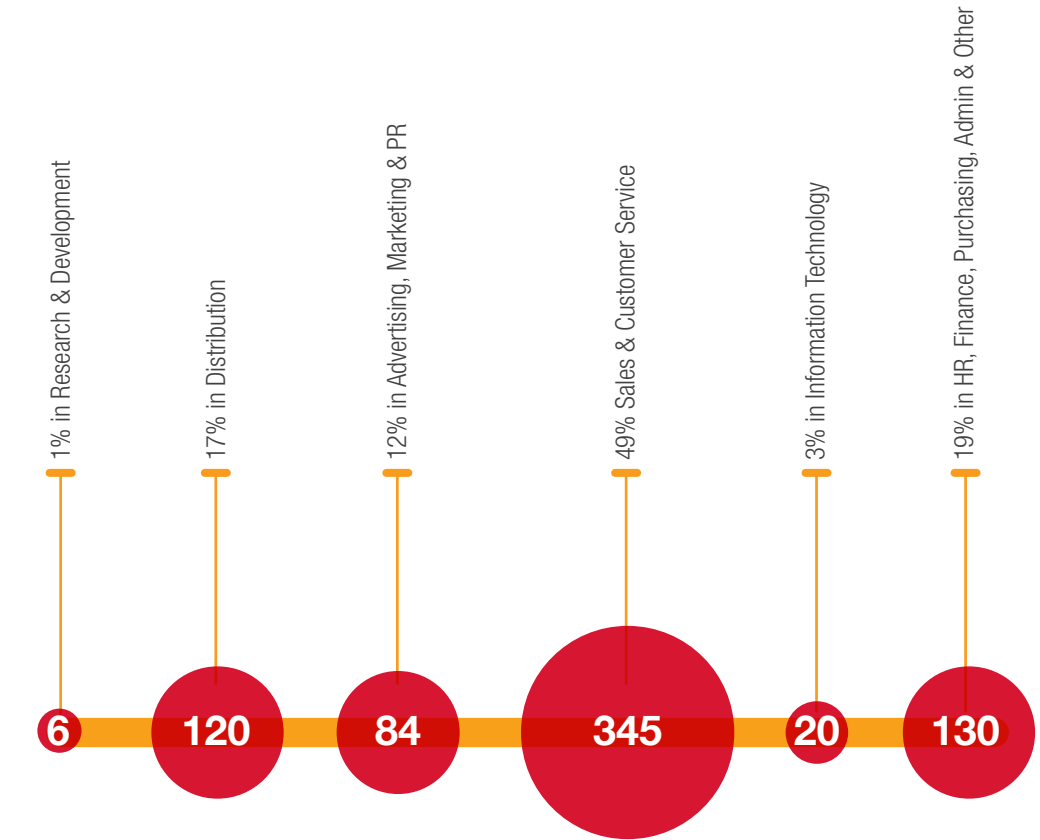
- Turkey's 1.1 million direct sales people, increased in numbers by 2.1% in 2014.
- 84% are women. That's nearly a million female entrepreneurs.
- Retail sales rose to US\$ 877 million in 2014, up 10.5% year-over-year.
- The country achieved CAGR of 5.4% during the period from 2011 through 2014.

Supply Chain

Just 2 of the 10 Turkish DSA members are Turkey-based companies. For the others, communications, customer service and IT functions are largely supported by direct selling company regional infrastructure in other countries. In this, Turkey provides a strong example of the interdependence of nations and how direct selling helps attract direct foreign investment to a market.

Employees/Experts

The Turkish DSA has 10 member companies, employing 702 employees as shown upper right.



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