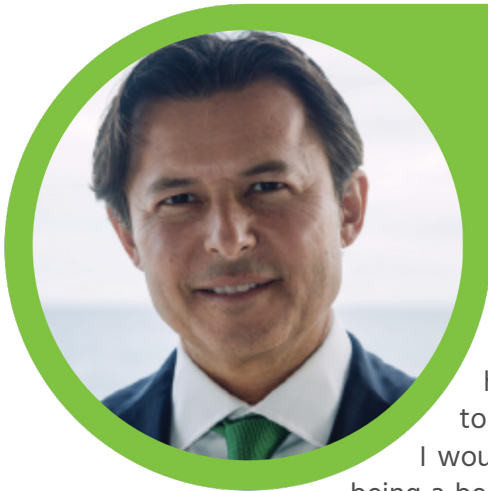


2021/2022

ANNUAL REPORT



WFDSA



REIMAGINE REINVENT REDEFINE

During the past few years of tremendous disruption, the direct selling industry has provided high quality, proven products, and an economic opportunity to millions of people. As Chairman of the World Federation of Direct Selling, I would like to thank and congratulate everyone in the industry on your role in being a beacon of hope and optimism to so many. Direct selling provides a vital role in providing beneficial products and an economic opportunity, particularly for women. And in my other role as Chairman of Shaklee, I have seen first-hand how much of an impact we have had on the hundreds of thousands of people who joined our Shaklee family over the last two years.

We are living in challenging times in the world. We have war, inflation...and turmoil in the financial markets. A 20-year bull run may be ending and it seems after decades of globalization we are drifting more apart than together. And yet, almost every country in the world experienced the covid pandemic over the last two years and that changed so much. It changed our perspective on health, it changed how we work, how we live, how we interact with one another, and how we shop. The pandemic brought a sharpened focus on disparities in quality of life based on income, on gender, and on race. While it is challenging to say that there is anything good that came from a global pandemic, there was a renewed sense of how we are all connected... for worse...and for better. Many of us reevaluated our personal relationships to focus more on what really matters to each of us. We saw great acts of altruism. The pandemic also accelerated the future. The future of where the world is going. The future of where our industry is going. And most importantly, how the direct selling industry can help redefine the future livelihoods for hundreds of millions of people. Livelihood is an interesting term. It has come to be associated with earning an income. But its real definition is "the means of securing the basic necessities of life". That is where our industry can lead. To show the world there is a proven, scalable way for all humans to secure the basic necessities of life. That includes health, income, a sense of connection and purpose, hope, knowledge, personal development – these are the elements that our direct selling industry provides. And we provide it to anyone and everyone who chooses to join us.

With all the volatility in the world, I believe this is the time for our industry to rise and shine. Now is the time we bring a more powerful and inclusive business model to the forefront of the world's attention. NOW is our time to broaden our view of our stakeholders to care not just for our customers, our distributors and our employees, but to also care for our communities and our planet. This is our moment to lead.

The past two years has highlighted the compelling need for what our industry offers. During this time in which unemployment increased in every major country in the world...the direct selling industry ADDED 5 million people. While women, have been steadily declining in the work force for decades in the largest economy in the world, our industry is different. The majority of our 128 million representatives are women. Why? Because we have redefined work to be part time and flexible. And that is what both women and men increasingly want. A few other statistics: Outside of China, we grew our sales and distributor count in almost every region of the world. With the global direct selling industry, health and wellness is the largest product category followed by beauty and household. Together these represent a trillion dollars of addressable market. In sum, we are growing and resilient...we represent the future of work...the future of livelihood, and the future of corporate impact to society. What does all this mean? It

simply means that there is a lot of opportunity for everyone who is part of the direct selling industry. But we must never rest on our past. We must always embrace the future. Last year we had the highest level of sales and the most number of people in the 100+ year history of the direct selling industry. And that is precisely why now is the right time to reimagine, reinvent and redefine what our industry is. That is how we will ensure we will continuously set new sales and impact milestones.

What do I mean by reimagining, reinventing, and redefining our industry?

We need to reimagine what it's like in a digital world to build a direct selling business. Today more than one of every four human beings on our planet are connected through some sort of social media platform. In every country, the percentage of retail sales that are made through e-commerce is growing. Increasingly e-commerce is shifting to social commerce and that is what our industry pioneered more than 100 years ago. The direct selling industry has the opportunity to deploy these digital technologies in a way that significantly enhances and expands the earnings opportunity for our representatives. But we also need to continue to create community and connection in both a digital and physical medium. Reimagining how we create community in a digital world is an important and exciting challenge. And when we do, we will provide even greater connection and support to millions around the world.

We also have to reinvent our notions about who is a direct seller. Entirely new global industries have been created in the last ten years as a result of the technology behind the cell phone and the need for hundreds of millions of people to earn a flexible part time income. Called the "Gig Economy" in the US, marketplaces for buyers and sellers of services have cropped up in virtually every free market economy in the world. These industries have created clear and simple propositions of associating specific actions with clear and simple compensation. By reinventing who is a direct seller and how they get rewarded, we can expand our industry and include more people in the future.

And finally, we need to redefine the conversation about what direct selling is. As companies, we need to put ethical practices at the forefront of everything we do, so that we can elevate our reputation and demonstrate our positive social and economic impact to the countries in which we operate. We will be quantifying the collective impact of our industry and emphasizing how the direct selling industry provides a diverse, powerful, inclusive economy for all.

As part of our process to Reimagine, Reinvent, Redefine, WFDSA has undertaken some transformative initiatives which we hope to complete during the next two years. Our focus has been on Advocacy, Ethics, and Regulatory. We have assembled an amazing combination of our industry's brightest minds, external consultants, and outside thought leaders to elevate our reputation and our impact. Each committee is led by the Chief Executive of some of the largest companies in our industry. During 2022, we are preparing each initiative for the implementation stage and we expect significant accomplishments to share with you later this year and during 2023.

Finally, I would like to share a personal reflection. I have always said. "The greatest luxury in life is choosing how to earn a living." Some of us were born in this industry, some found it by chance, and others like myself searched for years to find a business which could be both profitable and make a positive impact for millions of people. However, we all got here, I believe we are all fortunate to be part of this noble industry. Where the more we help others... the more successful we become. And so, on behalf of the 128 million members of the direct selling industry, I would thank you for all that you do make a better life for so many people globally.

Warm regards,
Roger Barnett



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Empowering, Inclusive, Innovative, Adaptable, Diverse

I want to extend my deep appreciation to all my colleagues and friends all over the world for everything you do to promote our inclusive, diverse, empowering industry we all love so much.

Despite the universal factors that impacted most industries, including prolonged community lockdowns, job displacements, global supply chain disruptions, we saw many direct selling companies and their independent representatives adapt and find new ways to stay connected with their customers and grow their businesses. We saw that the global industry growth during pandemic underscores the strength and adaptability of the industry.

We couldn't hold our in-person meetings due to the pandemic but through many virtual meetings and conference calls, we've remained very connected by reaching into each other's home offices and living rooms, while working through this time shared by everyone worldwide. We held our first ever virtual World Congress which was an incredibly successful event and I want to thank our gracious host Thai DSA for all their efforts in putting this event together which we will always remember.

We also reconfirmed that nothing can substitute the authentic human connection and the need for social interactions which is ingrained in us and is part of who we are as humans and what our industry is all about. As Melinda Gates said "Deep human connection is ... the purpose and the result of a meaningful life – and it will inspire the most amazing acts of love, generosity, and humanity".

I want to thank the CEO Council, the Operating Group, the Association Advisory Council members and all our DSAs staff and company volunteers for all their contributions which makes our progress possible.

Tamuna Gabilala
WFDSA Executive Director



170
COUNTRIES

61
DSAs

1
WFDSA



WFDSA

The World Federation of Direct Selling Associations is the only non-governmental global organization that represents the global direct selling industry in more than 170 countries. More than 60 national 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 continuous 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.



A **\$186.1** BILLION
INDUSTRY

Learn more about the WFDSA Code of Ethics at wfdsa.org.

WHY DIRECT SELLING?

“Amway gives us an opportunity to connect and help the society, serving and enabling people to have their own business and become self-reliant.”
~ Amway Business Owner, India

People say they choose direct selling because:

- It is a low-risk way to own a business – it takes very little, if any, capital investment.
- It can provide extra income. Direct sellers set their own goals for earning income and determine how to reach those goals.
- 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.
- It provides opportunities to meet and socialize with people.



Direct selling is the person-to-person sale of a product or service by 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 or 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 sale of products. They join a direct selling business opportunity to earn extra money or even build a business with very low entry cost, low risk and company-provided training and support. Some people join direct selling companies just to buy exclusive products and services they enjoy at a discount.

Worldwide, more than 128 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 186.1 billion in retail sales globally in 2021.

People of all ages and backgrounds succeed in direct selling. No specific levels of education, experience, financial resources or physical condition are required. Sellers receive training and support from established companies.

GOVERNANCE

CHIEF EXECUTIVE OFFICER (CEO) COUNCIL



Josephine Mills
Governance and
Finance, Chairman

“ This past year has been another year of disruption around the globe. The COVID Variants, the Russia – Ukraine war, Global Inflation, the squeeze on investments due to the possible end of the bull market all weigh heavy on us and all impact our business and our personal lives. And yet, it is a year at WFDSA, where we are progressing like never before. With emphasis on three areas: Advocacy, Ethics, and Global Regulatory, and focus on elevating our industry reputation, we have been planning and scoping during 2021-2022, and are preparing for implementation in 2022, the most aggressive and promising initiatives WFDSA has ever undertaken. This is all possible due to the leadership of Roger Barnett, and the can-do-it attitude of the CEOs Chairs of the major standing committees. Congratulations to the Committee Members and everyone involved for bringing their expertise to WFDSA and for working in concert for the benefit of the industry. It is more exciting now to be involved with WFDSA than it ever has been before. And it will be more and more exciting along the way, as we accomplish our goals during the next 12 months. Here’s to a successful prior year and an even more successful year to come. ”

The WFDSA is governed by the CEO Council. The Council is comprised of chief executive 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 and establishes priorities. The Council meets annually to address issues affecting the industry and chart the action plan. The CEO Council approves the annual operating budget and program of work prepared by the WFDSA Operating Group.



The CEO Council met virtually on March 14, 2022 to discuss WFDSA key initiatives in order to Reimagine, Reinvent and Redefine the direct selling industry moving forward. The next in person CEO Council meeting will be held in Miami, Florida on November 17-18, 2022.

2021/2022 HIGH POINTS

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



“

I am very honored to be the Ethics Committee Chairman amid such challenging times. As the world continues to face complexity and uncertainty, our industry keeps offering our independent entrepreneurs an important source of income and support. By promoting and enforcing ethical standards, we will be able to have an even greater positive impact through our network. I cannot wait to see new initiatives coming to life during 2022”

”

João Paulo Ferreira

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 associations' Code administrators and sharing of best practices across nations. It also promotes awareness of the Code among member companies, media, regulators and consumer groups.

The Ethics Committee goal is to make direct selling be recognized as one of the most socially responsible industries in the world. The committee aims to do that by continuously raising WFDSA and DSAs' self-regulatory standards and ensuring national Direct Selling Association's member companies and independent direct sellers full adherence to them. Additionally, the committee intends to go beyond ethical standards and foster an industry's corporate behaviour that promotes human rights, human development, sustainability, social prosperity, income generation, financial and social inclusion.

“Starting my direct sales business was the best decision for myself and my family. Everything changed, because we could build our business flexibly from home. Thanks to this opportunity, we could start a family. Today, I have enough time for my son and my wife.”

~ Sven Weiß, PM-International Vice President, Germany



2021/2022 HIGH POINTS

WFDSA hired Ernst & Young to identify the integrity risks applicable to the direct selling industry globally. With the completion of the assessment, priorities were identified to enhance governance, strategy, structure and data analysis. Policies / procedures are currently being revised to support this assessment and to improve our use of data to strengthen the DSA members and our industry on a long-term basis.



“Direct Selling is the gateway that crosses into humans greatest potential. Where equal opportunity isn’t just spoken, it’s the way of life uniting all borders, all cultures, all beliefs and backgrounds. Never before has their been a collective community that builds more bridges and provides more hope so that not just a few survive but anyone willing to put forth the effort and growth can become a lighthouse for the world that can oftentimes feel so dark.”
~Distributor, USANA



ADVOCACY



The reputation of our industry is a culmination of every member company and the behavior or actions of its management teams and sales forces. This is powerful when we think of the extremely strong impact we can have on the world when we work together. The reality is that as a collective industry, we empower all walks of life to look, feel, and live better, and through our unique form of distribution that we encourage, uplift and empower millions of people every year to build their own personal businesses. The key to building a strong industry reputation is to focus on creating experiences where everyone who is touched by our products, services and businesses is uplifted and encouraged to become better versions of themselves.



**Ryan Napierski,
Advocacy Committee Chairman**

Objectives

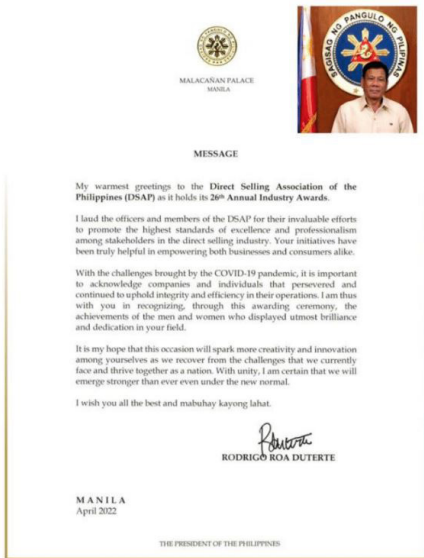
To improve the direct selling industry's reputation by repositioning our industry to win in the emerging "empowerment economy". The Advocacy Committee worked diligently to come up with the plan to define the value we contribute to the global economy and how the value we provide drives positive perception.

The Committee will accomplish this by developing and executing a Global Reputation Plan that:

- Defines aligned strategic imperatives
- Outlines an operating plan
- Identifies key capabilities and resources
- Works with a third-party agency to help develop and execute a reputation campaign

Advocacy initiatives develop and strengthen relationships with key industry stakeholders through 3rd party research and communication and various local, regional and global educational initiatives.

2021/2022 HIGH POINTS



In April 2022, Direct Selling Association of Philippines (DSAP) organized 26th Annual Industry Awards to celebrate achievements of the industry and its growth despite the challenges presented by the global pandemic. On this occasion, DSAP was honored to receive a letter from President Duterte congratulating DSAP and its members for their invaluable efforts to promote the highest standards of excellence and professionalism among stakeholders in the direct selling industry. Ramon Lopez, Secretary of the Department of Trade and Industry keynoted the event.

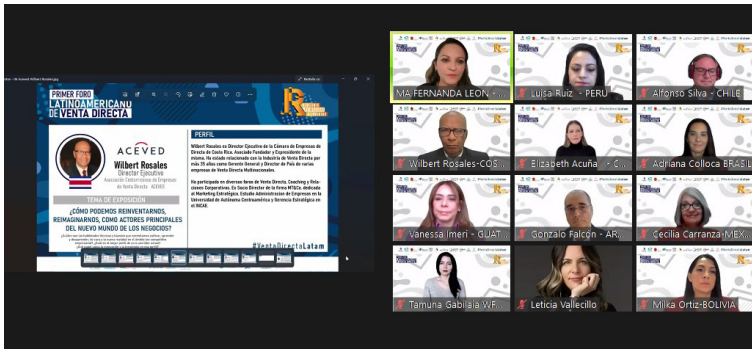


"Direct selling means to us being able to give other people a professional opportunity - with all the freedom - that we ourselves have been practicing successfully for decades."
~ Petra & Frank Leuschner/
Germany, LR Health & Beauty



French Direct Selling Association (FVD) organized an in person annual congress in Toulouse, France. Participants exchanged ideas, learned from each other and shared best practice experiences. The event concluded with a Gala Dinner and various awards. WFDSA Executive Director Tamuna Gabilaia was presented with the International Leadership Award for her contributions to the global direct selling industry.

During the FDV's 34th annual congress which was organized in Bordeaux, FVD renewed partnership between the Ministry of the Armed Forces represented by Défense mobilité and French DSA to offer jobs in the direct selling industry to military personnel and their spouses which represents an important milestone and FVD commitment to create jobs.



The first digital Latin/Central American Conference titled “Reimagine, Reinvent, Redefine” was held in April 22, 2022. Executives from 10 countries in the region and WFDSA participated in the event and exchanged information on entrepreneurship, fostering highest ethical standards, direct selling industry’s performance during the pandemic and its continued contributions to the society.

A vehicle that empowers us to get out of our comfort zones doing things that we never even dare doing. As we unleash our potential from within, we are able to turn what seemed impossible to become possible, a small step closer to success. A business that is not build in a day but rather build daily.
 ~ Distributor, USANA



12th July 11.00Am
1ST CEDSA DIRECT SELLING CONCLAVE
 Panel Discussion 1- Rationale of Direct Selling

PANELIST

- Mr. Anil Narang, Key Leader- Amway
- Mr. Sidharth Singh, Key Leader- Vestige
- Ms. Seema Vishal, Director and Head of Office- PM International India Pt Ltd
- Mr. Hem Pandey, Former Secretary, Ministry of Consumer Affairs, GOI
- Ms. Tamuna, WFDSA Executive Director
- Mr. Ved Prakash Ojha, Key Leader- IMC

MODERATOR

- Mr. Chetan Bhardwaj, General Manager- IDSA

Help Desk- Mobile Number: 9857772581, 9007441908 | Email ID: cedsa@shooliniuniversity.com

In July 2022, Indian Direct Selling Association in collaboration with the center of Excellence for Direct Selling in Academics (CEDSA) of the Shoolini University hosted a two day event on the University campus. The primary objective was to bring the industry's key players together to discuss the growth strategies for the sector.



WFDSA 2023 دبي
World Congress DUBAI
 16-18 October

WFDSA World Congress XVII “Reimagine the Future” will be held on October 16-18, 2023 in Dubai, United Arab Emirates (UAE) and hosted by the Direct Selling Association of UAE. . It will be a premier event focusing on various topics of interest to the direct selling industry. The event will bring together over 600 participants from the DSAs, company executives, government officials, academia and the media from all over the world.

GLOBAL REGULATORY AFFAIRS



“

As we continue into 2022, the GRAC remains dedicated to improving the trust in our industry through having clear and enforced laws and regulations. We have worked with local DSAs and governments around the world to help distinguish direct selling as a reputable industry with strong consumer protections for our sales force and our customers. For example, the committee has provided support to Vietnam and India as they advocate for fair and balanced rules on Direct Selling to their governments. As a committee, we have also finalized direct selling model themes that we hope serve as a “true north” for our industry that can guide us as we engage with government officials in the months and years to come.

”

Milind Pant
Global Regulatory Affairs Chairman

The Global Regulatory Affairs Committee (GRAC) protects the direct selling opportunity by providing proactive, strategic and tactical Government/Regulatory Affairs support to national DSAs to address and resolve direct selling issues.

The Committee facilitates global information sharing by developing best practices that are proactive and shared through education and training, 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 direct selling industry.

The GRAC finalized model regulatory themes for the Direct Selling Industry and is in the process of referencing examples from specific markets that support good consumer protection measures.

The Committee collected and are currently analyzing/prioritizing information and next steps regarding the Independent Contractor issues with key challenges prevalent in the US, Latin America and Europe.

The GRAC identified and will provide support to several countries in Latin/Central America which would like to introduce model Direct Selling Laws/Anti-Pyramid Legislation. It continues actively monitoring and collecting intelligence on legislative and regulatory challenges and opportunities impacting direct selling globally

The Committee will continue to expand its regulatory toolbox with examples of direct selling-specific consumer protection legislation around the world that should be promoted by the industry and can be used as examples in discussions with policymakers.



WFDSA's first ever virtual World Congress XVI "Tomorrow is Now" which was hosted by the DSA of Thailand was held on October 6-7, 2021. The event was a great success with an attendance of 1,273 delegates from more than 49 countries around the world, various government officials, academics, representatives from consumer organizations and media. Moreover, for the first-time independent representatives were invited to attend the first the first day of the event.

Her Royal Highness Princess Maha Chakri Sirindhorn, a scholar, an educator, an advocate for health globally and an ambassador who promotes friendship and goodwill across cultures and national boundaries gave an opening address. WFDSA Chairman Roger Barnett gave an inspiring keynote speech and stated that "Now is the time where we can bring the future of livelihood to everyone. Now is the time we bring a more powerful and inclusive business model to the forefront of the world's attention. Now is our time to broaden our view of our stakeholders to care not just for our customers, our distributors and our employees, but to also care for our communities and our planet. This is our moment to lead. To rise, to shine."

Highlights of the event included the CEO panel moderated by Chairman Barnett with WFDSA Operating Group members titled "How to Reimagine, Reinvent, Redefine the Direct Selling Industry", Q&A keynote session between Roger Barnett and Marc Benioff Chair and CEO of Salesforce and many other informative panels on digital transformation, regulatory trends, business environment in the post-covid world and a few others.

WFDSA Executive Director Tamuna Gabilaia announced that the next World Congress will take place in Dubai, United Arab Emirates in 2023.

The virtual award program included direct selling song "Tomorrow is Now – 16th WFDSA World Congress Anthem" composed with the participation of the participants and written and performed by Song Division.

WFDSA is profoundly grateful to the Thailand DSA for all their efforts in organizing a truly remarkable virtual event.

WFDSA World Congress XVI Award Ceremony



Direct selling industry is all about empowerment and recognition and therefore, the World Congress concluded with the recognition of those individuals and DSAs who contribute to WFDSA and the global direct selling industry and tirelessly continue to advance our collective agenda.

WFDSA Global Service Award



The WFDSA Global Service Award which is presented on occasion was given to Tim Samson, Vice President – WW Sales Strategy & Analysis (Herbalife) and current Co-Chair of the WFDSA Global Research Sub-Committee. Tim continuously challenges the status quo with strategically driven research and goes above and beyond to gather, consolidate and analyze data which is essential to predict trends and plan for the future.

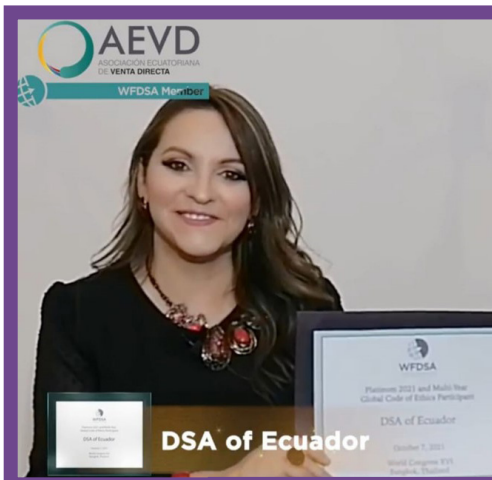


WFDSA World Congress XVI Award Ceremony

WFDSA Code of Ethics Initiative Multi Year Platinum Participant Award



WFDSA recognized the DSA of Ecuador, Peru, Russia, Thailand and Ukraine with the WFDSA Multi Year Platinum Participant Award for leading the way in implementing the above initiative and requalifying each year. Thanks to all DSAs and members who participate/requalify in the program on an annual basis.



WFDSA Code Administrator Award



The WFDSA Code Administrator Award was presented to Diana Sork who serves as the Russian DSA Code Administrator since 2005. She is a lawyer and the Chairman of the Bar Association of the Moscow Region “Force of Law” and is a member of the Supreme Coordination Council of the International Confederation of Consumer Societies (CONFOP).

Diana is the co-author and editor of the textbook “Economics” which is recommended by the Ministry of Education and Science of the Russian Federation for use in the various educational institutions.



The WFDSA Global Code of Ethics is the cornerstone of the direct selling industry commitment to ethical business practices and consumer protection. The code administrator is an independent person or body appointed by local Direct Selling Associations to monitor the member companies' compliance with the local DSA Code and to resolve complaints under the code.

WFDSA Distinguished Service Award



The Distinguished Service Award is presented to individuals who made outstanding contributions over the years to advance the goals of the direct selling industry. The award was presented to Scott Balfour, the Vice President and Deputy General Counsel-Lead Regional Counsel for the Asia and Greater China Regions, Amway and Philippe Jacquelinet, the CEO of Captain Tortue and the former WFDSA Ethics Committee Chair.

Scott has served the WFDSA over two decades by actively participating on the various WFDSA committees, traveled throughout the world with representatives of WFDSA and other direct selling companies in support of critical direct selling issues.

Philippe served as a two-term Ethics Committee Chair and led the revisions of the Global Code of Ethics among many other initiatives and helped to raise the bar on ethics globally.

WFDSA Lifetime Achievement Award



The Lifetime Achievement Award was presented to Doug DeVos, Co-Chair of Amway Board of Directors and a former WFDSA Chairman, Vice Chairman, Treasurer and the Advocacy Committee Chair. Doug has not only been a leader for his company but has been a great Ambassador for the entire direct selling industry, a visionary, the most generous sharer of his time and resources, and a great human being. Congratulations, Doug.

The awards videos are available on our [YouTube Channel](#)



ASSOCIATION SERVICES



“2021 was a year that continued to challenge with many borders still closed and the slow roll out of vaccines that offered the prospect of in person meetings in 2022. Still we managed to hold a virtual World Congress with perhaps the highest attendance achieved for a World Congress. Our secretaries meeting and association performance programmes remained virtual but we continued to see our DSAs perform strongly. The Direct Selling industry had boomed during 2020 and while we thought that this bounce in numbers would fall back in 2021, most markets continued to perform strongly. Our member DSAs continued to communicate with their members using webinars as their primary tool and many found that working from home was sometimes more efficient than time in the office which is something that many Direct Sellers have known for some time due to the nature of our industry. Association assistance events are powerful tools in both building DSA’s skills and sharing information between DSAs.

The Association Services Performance Program for the Latin American region was held in Mexico City, Mexico, on September 19-20, 2022 and hosted by the Direct Selling Association of Mexico. It was the first gathering of the DSA and company executives since November 2019 event which was held in Quito, Ecuador, with the agenda focused on advocacy, standards of excellence and how we can Reinvent, Reimage and Redefine the direct selling industry as envisioned by WFDSA Chairman Roger Barnett.

The Asia/Pacific Association Performance Seminar will be held on December 14-15, 2022 in Kuala Lumpur, Malaysia, in conjunction with the Malaysian Direct Selling Associations Annual Gala dinner. ”

Garth Wyllie
Chairman

Direct selling industry is an incredible business opportunity that allows EVERYONE to be part of. Aligning with a company that you trust and value offers you the potential to Create and design a lifestyle that you desire. For me, family, freedom, flexibility, growth and contribution are core values of mine. The Direct selling Industry allows me to prioritize these values.
~ Distributor, USANA



WFDSA Secretaries Meetings

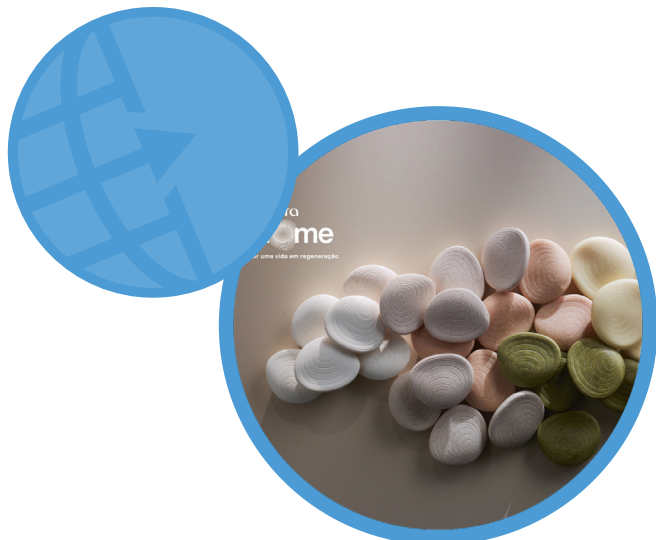
With most international travel ceasing in 2020, WFDSA Secretaries meetings changed from being in person two-day event to several 1 to 2 hour virtual meetings. DSAs continued to exchange information and share best practices. We gained an understanding of what each DSA was undertaking to support their members during pandemic lockdowns and shared what challenges they face. The Secretaries from DSAs across the world used the time to brainstorm industry issues, exchange best practices and review DSA performance standards and new initiatives.

Association Performance Program

In addition to the Secretaries meetings virtual Association Performance Program meetings were held regionally enabling a focus on core issues ranging from logistics to member retention when members might not be able to trade. Early on it became evident that our companies had pivoted online and similarly DSAs also transformed the way they operated virtual meetings across topics benefited member companies. Regional meetings were held for Asia Pacific, Latin America and Europe zones and continue to occur.

DSA Ranking

We continue to see DSAs improve their performance year on year with now 19 DSAs reaching the Platinum level for their activities in spite of Covid lockdowns. Equally we have seen strong movement from Silver to Gold status in the latest round of rankings demonstrating the desire for excellence by our DSAs around the globe.



DSA Standards Level Achievements

Congratulations to members who requalified or reached the following DSA Standards in 2019.

Platinum

	Argentina		Malaysia
	Australia		Mexico
	Brazil		New Zealand
	Canada		Peru
	Chile		Philippines
	Colombia		Poland
	Ecuador		Russia
	France		South Africa
	India		Thailand
	Italy		Ukraine
	Korea		United States

Gold

	Baltics (Estonia, Latvia, Lithuania)		Singapore
	Germany		Spain
	Indonesia		Sweden
	Japan		Chinese Taipei
	Kazakhstan		UK

Silver

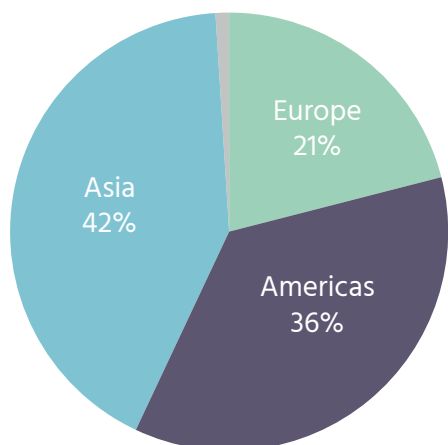
	Bolivia		Netherlands
	Costa Rica		Portugal
	Guatamala		Switzerland
	Hong Kong		Turkey
	Hungary		UAE
	Ireland		

Bronze

	Croatia		Slovenia
	Czech/Slovak		

GLOBAL BUSINESS RESULTS

Africa & Middle East 1%

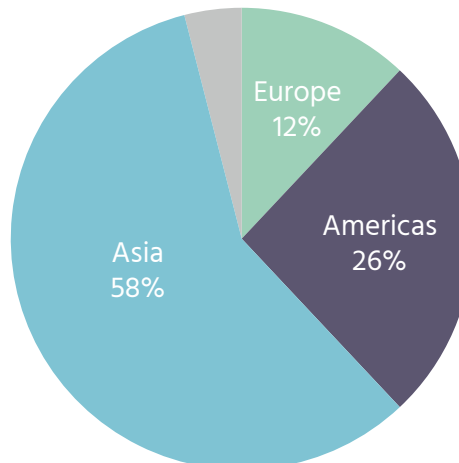


GLOBAL SALES

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%

Africa & Middle East 4%



GLOBAL SALES FORCE

128.2 MILLION

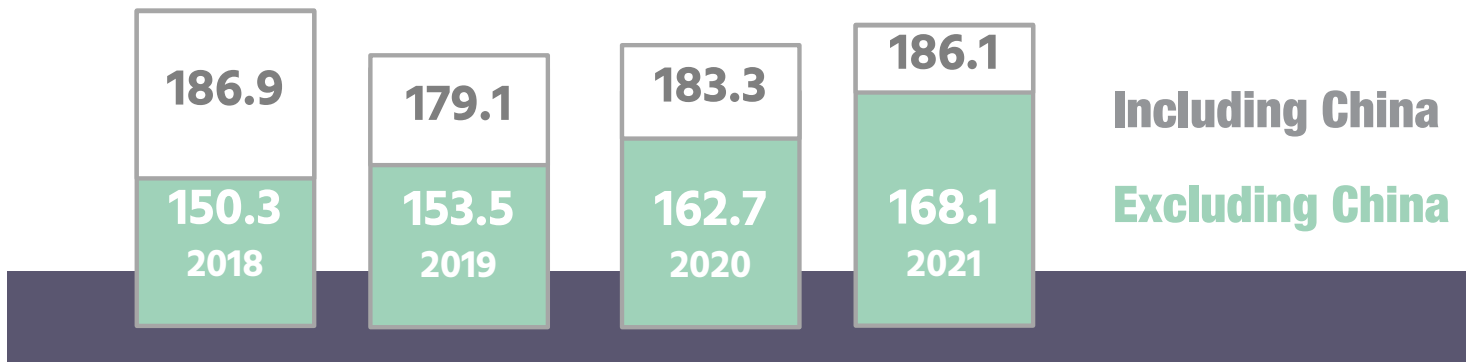
Asia Excluding China*	71.4 - up 3.4%
China*	3.1 - down 13.6%
Americas	32.4 - flat
Europe	15.7 - up 8.4%
Africa & Middle East	5.5 - down 28.1%

3 of 4 REGIONS HAD SALES GROWTH, EXCLUDING CHINA

While COVID-19 continued to have significant impact on the global economy in 2021, the Direct Selling industry was generally well placed to offer either flexible product access and/or supplemental income opportunities to offset some of this impact in many markets, with some markets more severely impacted than others. China had its third consecutive year of decline with the impact of COVID-19 more materially impacting the industry in China, which was still recovering from unrelated events that impacted 2019 sales. (WFDSA estimate of China sales based on the data sources available.)

78% of GLOBAL SALES are generated by the top 10 countries.

GLOBAL DIRECT SALES CONTINUED STRENGTH



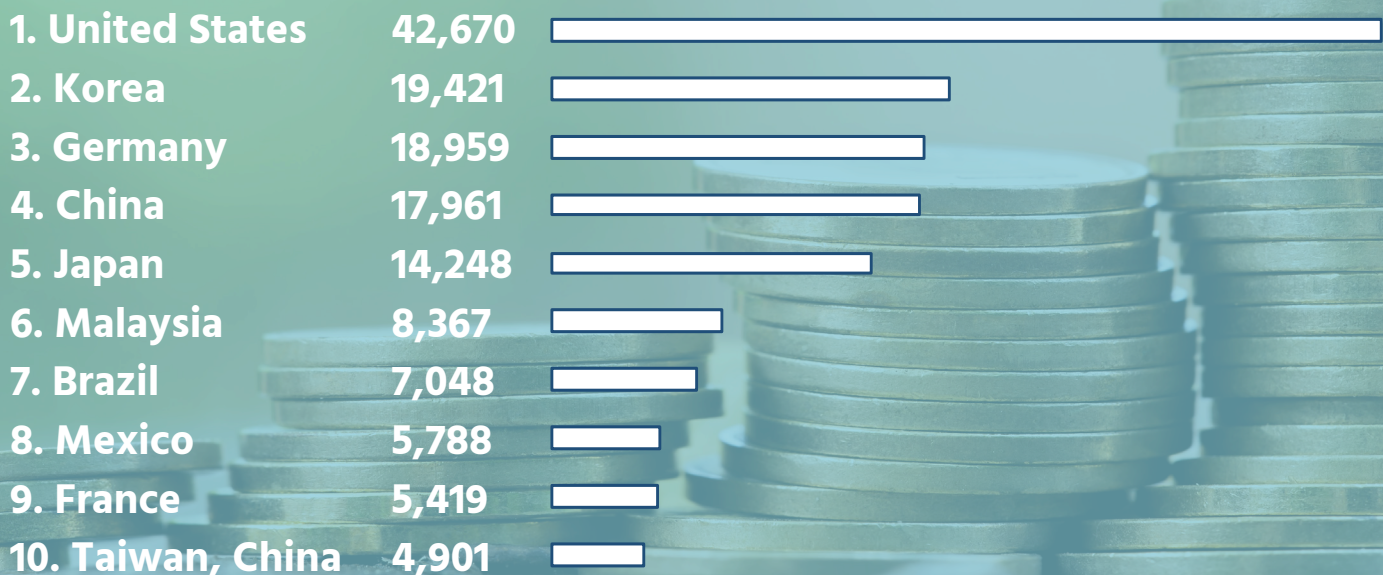
IN USD BILLIONS

*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%)

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

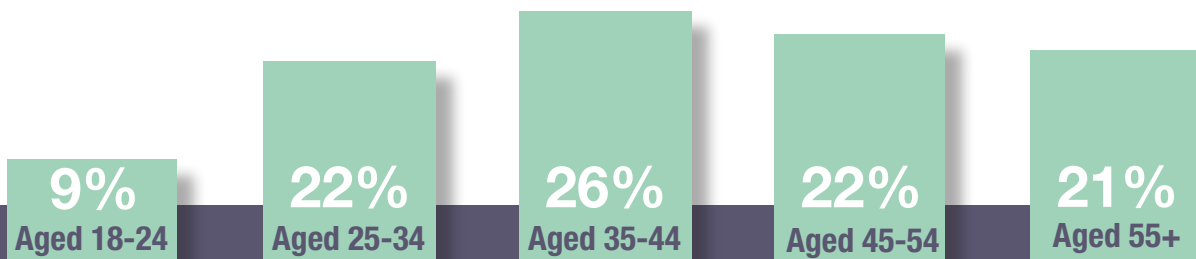
United States is the #1 Top Selling Market in the World in 2021.

TOP 10 MARKETS IN USD MILLIONS



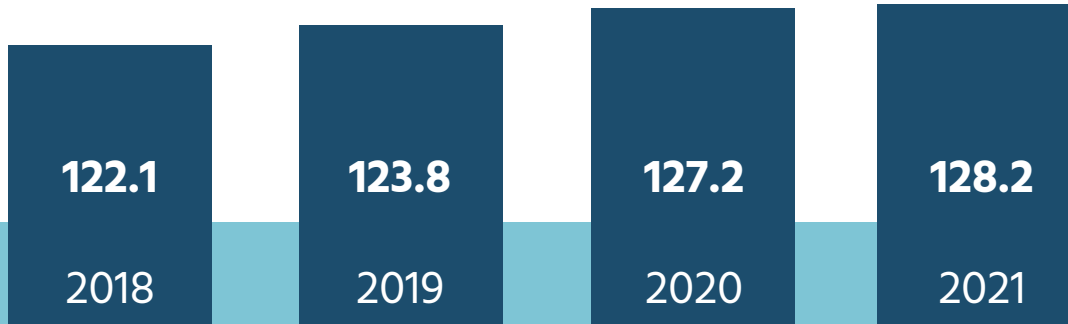


PEOPLE OF DIRECT SELLING ON RAMP TO SUCCESS



Gen Z as the next generation of direct sellers is now almost 10%, while overall Direct Selling remains an equally attractive opportunity among all ages.

128.2 MILLION PEOPLE IN DIRECT SELLING



IN MILLIONS

Global sales were generated by over 128 million independent representatives, an increase of 1.5% from 2021. The sales force has expanded at a three-year compound annual growth rate of -0.1% from 2018-2021.

OF THESE 128.2 MILLION...

- **20.2 million** are estimated to be full-time, devoting 30+ hours weekly to building their direct selling businesses.
- **54.2 million** are part-time, devoting up to 30 hours weekly to building their businesses.
- **53.5 million** others include those who have recently joined; many who join because they love the product and want to purchase at a discount; and others who join but just never become active.

Preferred customer programs continue to develop...

In addition to these **128.2** million...

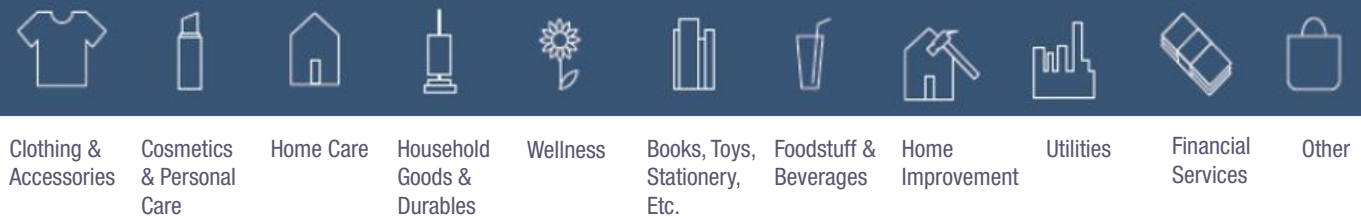
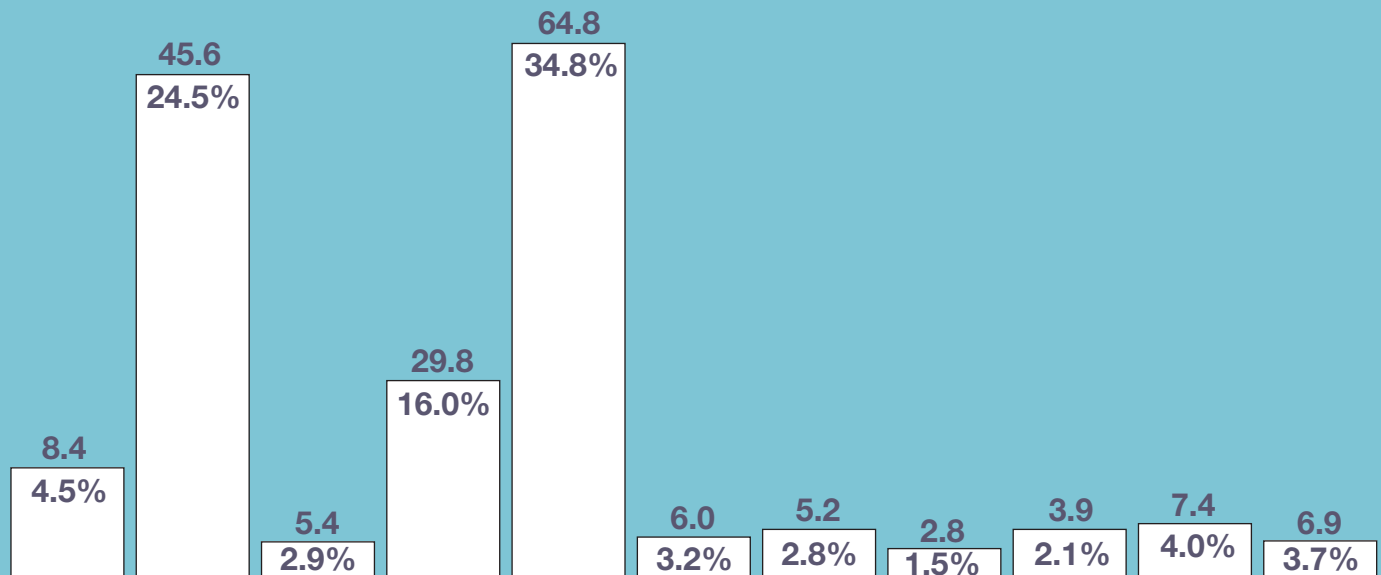
30 million preferred customers in **36** markets...

(Many would have appeared as "other" sellers before these programs)

70% WOMEN / 30% MEN

While the proportion of men increased from 26% to 30% in 2021 (likely due to the pandemic), Direct Selling continues to be an attractive opportunity for women, providing flexible options for supplemental income for everyone.

GLOBAL SALES BY PRODUCT



Clothing & Accessories Cosmetics & Personal Care Home Care Household Goods & Durables Wellness Books, Toys, Stationery, Etc. Foodstuff & Beverages Home Improvement Utilities Financial Services Other

IN USD BILLIONS

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%.

EMERGING V. ADVANCED ECONOMIES



Direct Selling is in more than 170 countries, covering both emerging and advanced economies.

Advanced markets represent a 64.4% share of global direct selling.

The emerging markets, including China comprise 35.6% of the global direct selling share in 2021.

Emerging markets continue to present growth opportunities

Excluding China, emerging markets grew by 2.9% over 2020, with a three-year compound annual growth rate of 5.1% (2018-2021), continuing to outpace the overall industry growth.

WHAT THE WORLD IS SAYING:

"WFDSA's world allows DSAs to be updated and aware of challenges in different countries so we can anticipate them and use solutions already experienced. For sure, keeping in touch and connected makes direct selling a great network evolving and getting even better each day. Studies and researches are also an important part of WFDSA's role since it allows us to measure and benchmark with different countries and channels."

~ DSA of Brazil



"The WFDSA play a key role in how we function as an association in Dubai. Their unwavering support and knowledge of the global industry has been invaluable to us, especially during a time that saw all associations faced with so many new and different challenges. Collaborating with the WFDSA has meant we have been able to grow as an association through shared knowledge and experience" ~ DSA of United Arab Emirates





“During the year in which we met the "new normal", the interaction with peers was fundamental so that those associated with the different DSAs could understand this phenomenon never seen before. Thanks to the different committees that work in the WFDSA, companies found the new way to travel this new era, preserving the path of growth. We once again demonstrated that together we are stronger and that both the WFDSA and each of the DSAs in their respective countries added value by discovering the path to the post-pandemic era.” ~ DSA of Argentina



In the past year, everyone in the world was struggling with the Covid-19 epidemic and economic issues that affect all member companies of the direct selling associations. However, thanks to technology that makes us connect easier, more often than ever, we have received good support by WFDSA, especially for the WFDSA World Congress XVI event that thrives our memorable moment and uplift the Direct Selling image in Thailand, even if we met online. Appreciate all advice and thank you very much to all WFDSA Management team. ~ DSA of Thailand



REIMAGINE REINVENT REDEFINE



WFDSA