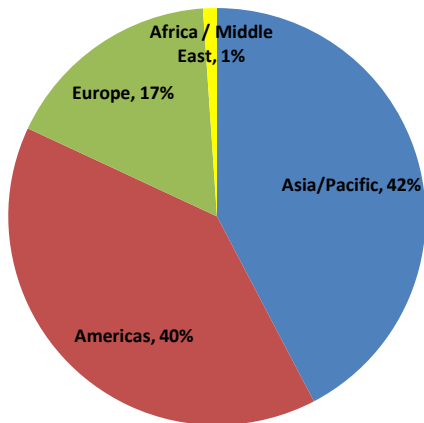


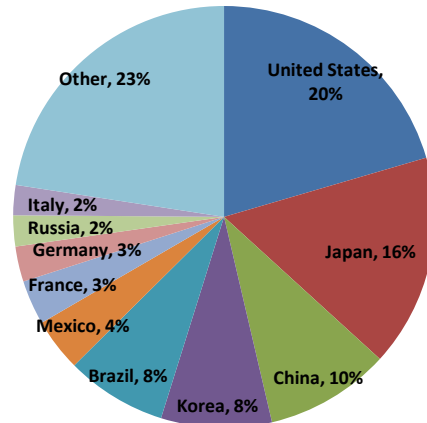


Global Statistical Report - 2010

Restated 7-16-2012



Regional Sales



Top 10 Global Markets

Global Industry: \$141,201 (US\$ millions)

Region/Country	2010 Retail Sales		Number of Direct Sellers (5)
	Local Currency (millions)	US\$ (millions)	
Global	na	141,201	84,297,925
Asia/Pacific	na	59,744	45,274,207
Australia (1)	1,600	1,468	500,000
China (2)	90,400	13,353	na
Hong Kong (1)	2,386	307	174,706
India	38,049	832	3,021,000
Indonesia (1)	8,360,000	920	7,500,000
Japan	1,998,000	22,761	3,380,000
Korea	13,690,800	11,843	4,200,853
Malaysia	6,800	2,111	4,250,000
New Zealand	246	177	134,322
Philippines	29,960	546	3,210,000
Singapore	398	292	446,841
Taiwan	81,200	2,578	2,120,000
Thailand	60,000	1,894	15,321,485
Vietnam (3)	2,800,000	146	1,015,000
Other Asia/Pacific (2)	na	516	na
Africa/Middle East	na	1,530	na
Africa	na	1,270	na
South Africa	6,507	889	1,277,000
Other Africa (2)	na	381	na
Middle East	na	261	na
Israel	189	51	24,750
Other Middle East (2)	na	210	na
Americas	na	55,979	25,834,963
North America	na	30,696	16,701,819
Canada	2,200	2,136	901,819
United States	28,560	28,560	15,800,000

Region/Country	2010 Retail Sales		Number of Direct Sellers (5)
	Local Currency (millions)	US\$ (millions)	
South & Central America	na	25,283	9,133,144
Argentina	5,442	1,397	612,552
Bolivia (1)	1,084	154	116,644
Brazil	19,044	10,827	2,757,128
Chile	208,167	408	298,530
Colombia	3,248,792	1,711	951,739
Ecuador	695	695	515,000
Mexico	71,146	5,630	2,000,000
Peru	2,975	1,053	340,000
Uruguay	1,307	65	59,215
Venezuela	7,055	2,728	740,150
Central America/Caribbean (4)	na	597	742,186
Other South & Central America (2)	na	17	na
Europe	na	23,949	11,887,006
Western Europe	na	16,633	2,928,475
Austria (2)	200	265	14,600
Belgium	131	210	17,548
Denmark	350	62	72,583
Finland	174	230	80,000
France	3,620	4,795	450,000
Germany	2,840	3,762	660,968
Greece (1)	164	217	201,799
Ireland	54	72	22,000
Italy	2,421	3,207	390,482
Luxembourg	10	13	600
Netherlands	95	126	30,489
Norway	714	118	90,968
Portugal (1)	126	167	108,612
Spain	562	745	252,500
Sweden	2,628	365	120,175
Switzerland (2)	424	406	10,151
United Kingdom	1,200	1,855	405,000
Other Western Europe (2)	na	19	na
Central & Eastern Europe	na	7,316	8,958,531
Bulgaria (1)	96	65	130,136
Croatia	597	109	7,670
Czech Republic	7,496	393	221,000
Estonia (1)	17	23	21,000
Hungary	39,761	191	431,911
Latvia (1)	15	29	25,900
Lithuania (1)	245	94	30,500
Poland	2,277	755	875,600
Romania (1)	756	238	272,724
Russia (1)	100,849	3,321	4,403,104
Slovakia (1,2)	72	95	98,980
Slovenia	19	25	30,000
Turkey	1,651	1,098	1,047,163
Ukraine	4,594	579	1,362,843
Other Central & Eastern Europe (2)	na	302	na

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Note: Figures are based on the entire industry (i.e., DSA member and non-member companies) unless otherwise noted. Sales figures are expressed at estimated retail level and exclude VAT. Annual average exchange rates for 2010 from the International Monetary Fund were used to convert local currency to US dollars.

(1) Figures are based only on DSA member companies.

(2) Source: WFDSA research estimate.

(3) Source: Sales and number of direct sellers are from *Vietnam News* 4/7/2011.

(4) Central America/Caribbean includes the Dominican Republic, Costa Rica, El Salvador, Guatemala, Honduras, Nicaragua and Panama. Source: WFDSA research estimate.

(5) Direct Sellers are **career-minded entrepreneurs building their own businesses ... or part-time entrepreneurs earning extra income**. Through Direct Selling, they learn **new skills**, make **new friends/contacts**, gain **greater self-esteem**, and have the opportunity to **give back to the community** through the many social responsibility initiatives that Direct Selling companies undertake. Of this diverse group, **many were customers of the products/services prior to becoming a company representative**. As Direct Sellers, all enjoy significant discounts and in fact, **some choose only to enjoy and use the discounted products and decide not to sell at all**.