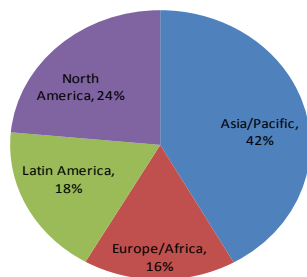


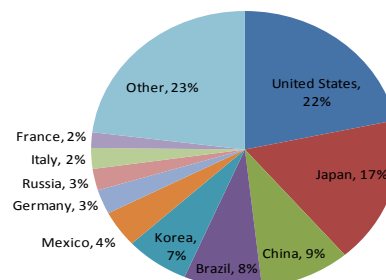


## Global Statistical Report - 2010

Published 11-3-2011



Regional Sales



Top 10 Global Markets

Global Industry: \$132,222 (US\$ millions)

| Region/Country       | 2010 Retail Sales         |                 | Number of Sales People |
|----------------------|---------------------------|-----------------|------------------------|
|                      | Local Currency (millions) | US\$ (millions) |                        |
| <b>Global</b>        | na                        | 132,222         | 87,681,032             |
| <b>Asia/Pacific</b>  | na                        | 55,663          | 47,310,414             |
| Australia            | 1,600                     | 1,468           | 500,000                |
| China (1)            | 84,769                    | 12,521          | na                     |
| Hong Kong            | 2,386                     | 307             | 174,706                |
| India (2)            | 41,200                    | 901             | 3,021,000              |
| Indonesia (2)        | 6,691,492                 | 736             | 6,247,506              |
| Japan (3)            | 1,989,000                 | 22,659          | 2,700,000              |
| Korea (2)            | 10,268,100                | 8,882           | 4,200,853              |
| Malaysia (2)         | 6,800                     | 2,111           | 4,250,000              |
| New Zealand (2)      | 246                       | 177             | 134,322                |
| Philippines (2)      | 24,610                    | 546             | 3,210,000              |
| Singapore (2)        | 398                       | 292             | 446,841                |
| Taiwan (2)           | 60,900                    | 1,933           | 4,570,000              |
| Thailand (2)         | 60,000                    | 1,894           | 15,321,485             |
| Vietnam (4)          | 3,512,773                 | 184             | 1,015,000              |
| Other Asia/Pacific   | na                        | 1,052           | 1,518,701              |
| <b>Europe/Africa</b> | na                        | 22,089          | 14,523,891             |
| Austria (2)          | 200                       | 265             | 14,600                 |
| Belgium              | 159                       | 210             | 17,548                 |
| Bulgaria             | 96                        | 65              | 130,136                |
| Croatia (3)          | 597                       | 109             | 7,670                  |
| Czech Republic (3)   | 7,496                     | 393             | 221,000                |
| Denmark (2)          | 350                       | 62              | 72,583                 |
| Estonia              | 204                       | 17              | 21,000                 |
| Finland (3)          | 174                       | 230             | 80,000                 |
| France               | 1,810                     | 2,397           | 300,000                |
| Germany (2)          | 2,840                     | 3,762           | 660,968                |

|                           |     |           |        |            |
|---------------------------|-----|-----------|--------|------------|
| Greece                    | (3) | 164       | 217    | 154,846    |
| Hungary                   |     | 27,267    | 131    | 239,024    |
| Ireland                   | (2) | 54        | 72     | 22,000     |
| Israel                    | (2) | 359       | 51     | 24,750     |
| Italy                     | (2) | 2,421     | 3,207  | 390,482    |
| Latvia                    |     | 12        | 23     | 25,900     |
| Lithuania                 |     | 82        | 31     | 30,500     |
| Luxembourg                |     | 10        | 13     | 600        |
| Netherlands               | (3) | 95        | 126    | 30,489     |
| Norway                    |     | 714       | 118    | 81,000     |
| Poland                    | (2) | 2,277     | 755    | 875,600    |
| Portugal                  |     | 126       | 167    | 76,101     |
| Romania                   |     | 756       | 238    | 272,724    |
| Russia                    |     | 100,849   | 3,321  | 4,403,104  |
| Slovakia                  |     | 72        | 95     | 98,980     |
| Slovenia                  | (2) | 19        | 25     | 30,000     |
| South Africa              |     | 8,138     | 1,112  | 1,191,000  |
| Spain                     |     | 447       | 592    | 202,000    |
| Sweden                    | (2) | 2,628     | 365    | 120,175    |
| Switzerland               |     | 424       | 406    | 10,151     |
| Turkey                    |     | 805       | 535    | 680,656    |
| Ukraine                   |     | 4,492     | 566    | 1,352,778  |
| United Kingdom            | (2) | 1,200     | 1,855  | 442,000    |
| Other Europe/Africa       |     | na        | 559    | 2,243,526  |
| <b>Latin America</b>      |     | na        | 23,774 | 9,144,908  |
| Argentina                 | (2) | 5,442     | 1,397  | 612,552    |
| Bolivia                   |     | 1,084     | 154    | 116,644    |
| Brazil                    | (2) | 19,044    | 10,827 | 2,757,128  |
| Chile                     | (2) | 208,167   | 408    | 298,530    |
| Colombia                  | (3) | 3,248,792 | 1,711  | 951,739    |
| Ecuador                   | (2) | 695       | 695    | 515,000    |
| Mexico                    | (2) | 71,146    | 5,630  | 2,000,000  |
| Peru                      | (2) | 2,975     | 1,053  | 340,000    |
| Uruguay                   |     | 1,307     | 65     | 59,215     |
| Venezuela                 | (5) | 3,175     | 1,228  | 740,150    |
| Central America/Caribbean | (6) | na        | 539    | 704,038    |
| Other Latin America       |     | na        | 67     | 49,912     |
| <b>North America</b>      |     | na        | 30,696 | 16,701,819 |
| Canada                    | (2) | 2,200     | 2,136  | 901,819    |
| United States             | (2) | 28,560    | 28,560 | 15,800,000 |

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Note: Figures are based on DSA member companies unless otherwise noted. Annual average exchange rates for 2010 were used to convert local currency to US dollars.

(1) The estimated 2009 size of the China Direct Selling industry was arrived at by using the revenue (net sales) figure of US\$8.79 billion given in "Direct selling industry rises against economic downturn" by Song Jingli, *China Daily*, 11-30-2009, then uplifted by 25% to estimate a retail sales figure. 2010 sales were estimated by WFDSA based on market trends.

(2) Sales and number of sales people include non-member companies.

(3) Sales include non-member companies.

(4) The estimated 2009 size of the Vietnam Direct Selling industry was arrived at by using the revenue (net sales) figure of US\$109.2 million given in "Direct Approach" by Do Huong, *VnEconomy News*, May 25, 2010, then uplifted by 25% to estimate a retail sales figure. 2010 sales were estimated by WFDSA based on market trends.

(5) Number of sales people includes non-member companies.

(6) Central America/Caribbean includes Dominican Republic, Costa Rica, El Salvador, Guatemala, Honduras and Panama.