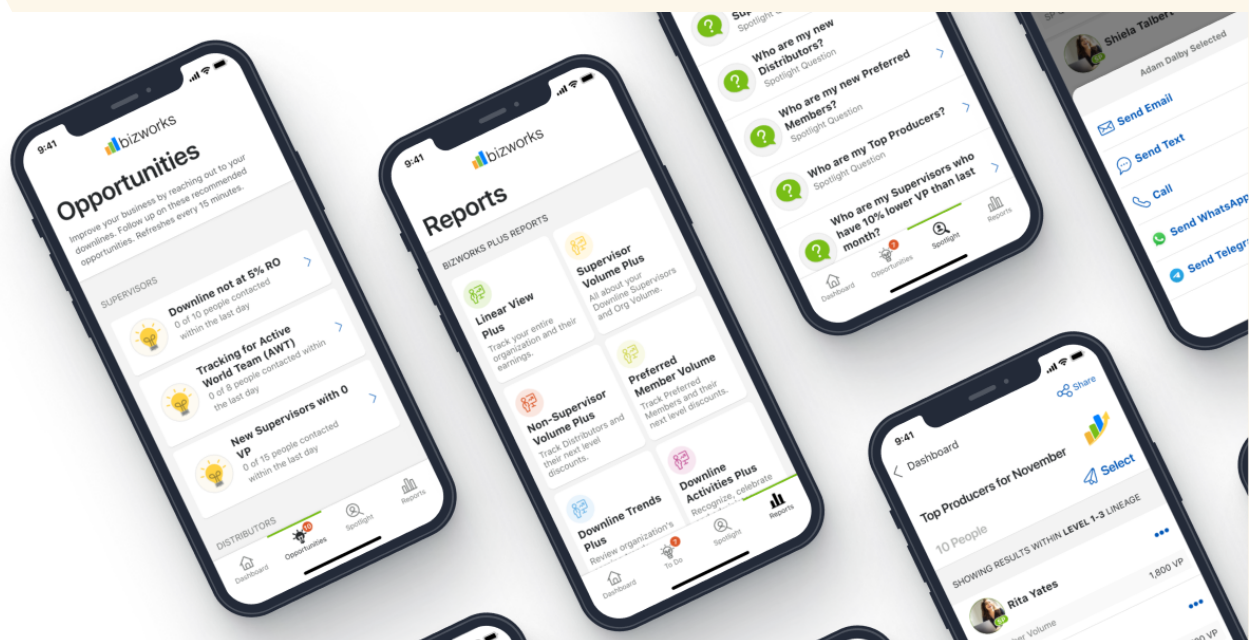
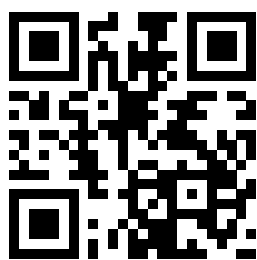


Try it out today!



The Innovation & Vision

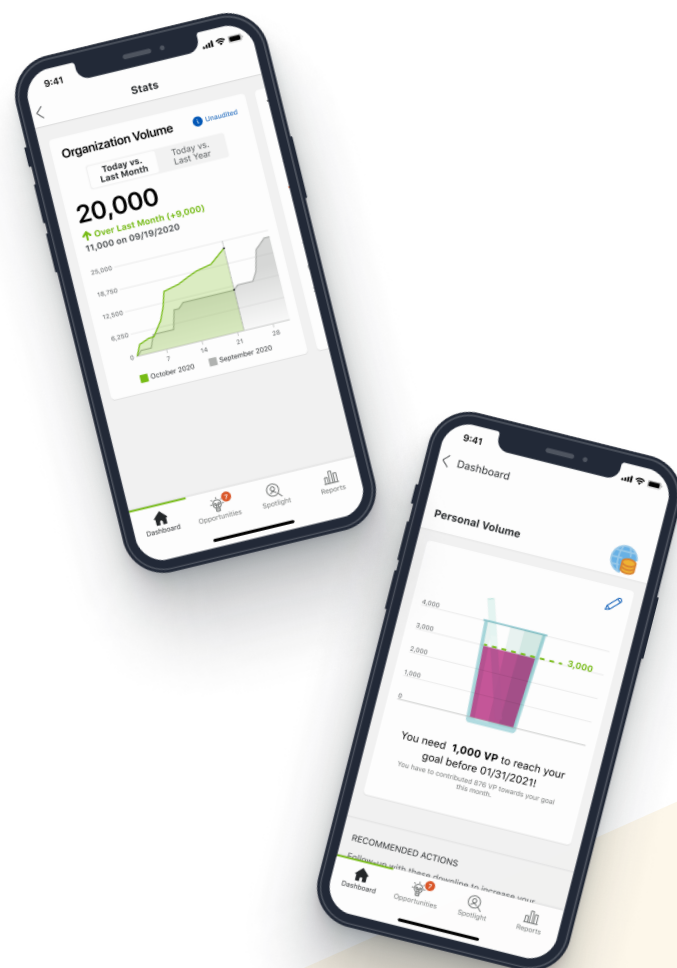
BizWorks is a tool that helps Herbalife Nutrition Distributors track, manage, and grow their downline business by providing near real-time business insights and reports. It enables Distributors to make timely & targeted actions and communications to support the growth of their business. Bizworks has a suite of reports, dashboards, and widgets available to access on a Desktop.

In 2021 Herbalife Nutrition launched a new BizWorks Plus Mobile App with the vision to help:

- **Simplify the complexities** of managing a multilevel marketing business.
- A tool for Distributors to **stay on top of their business** anywhere, anytime.
- Distributors to **find opportunities** through data insights in real time.
- Stay **engaged** and always **connected** with downlines and leaders from all over the world!

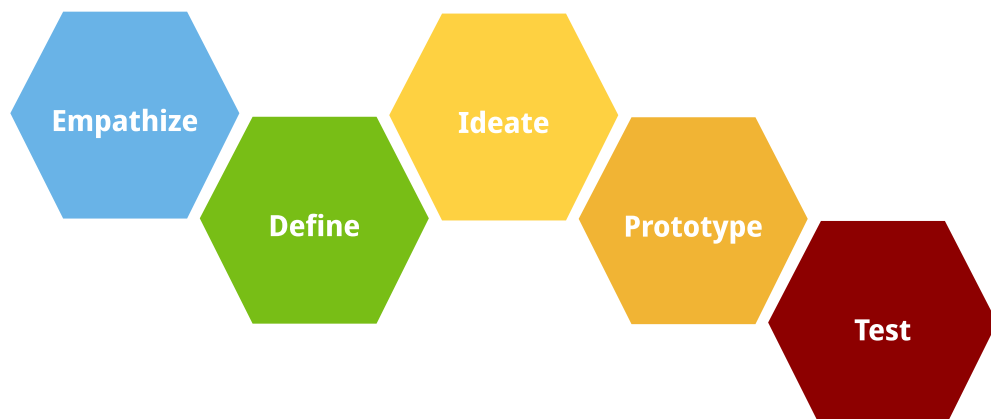
Some of the most loved and used features include:

- **Royalty Estimator** – estimates earnings in real time.
- Personalized **Data insights and recommendations** using the power of **Ai (Artificial intelligence)**.
- **Push Notifications** – get notified on new downlines, preferred customers, production trends and new opportunities to earn more.
- **Social Media Messaging** - share achievements on social media and reach out to downline via **Whatsapp, Telegram, Message** or **Call**.
- **Profile Picture** – create a visual association and **stay connected** with downline from all over the world.



How Did We Build It?

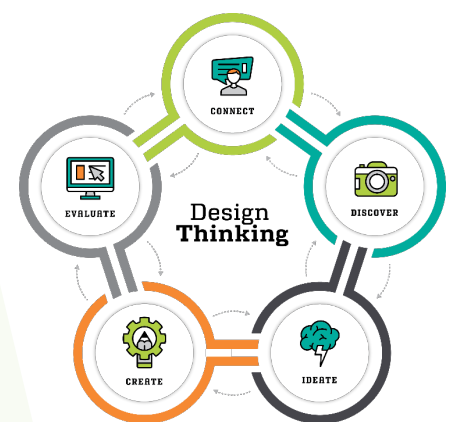
To begin with the development, we start the process with Design Thinking.



A group of Distributors and internal users were identified, from around the globe, as Bizworks Champions. We conducted various interviews and started involving the Champions group from the start. We worked along with the group throughout the process to make it the best possible Distributor experience.



We follow scaled agile (SAFe) methodology to plan our development activities every 12 weeks. The progress is regularly shared with the Champions through various demos and user tests to gather real time feedback to make adjustments and improvements. This continuous feedback was the game changer and as a result the MVP version of the app was launched globally in 93 countries within 12 months. This is the first time ever we, as a company, were able to launch an app of this complexity in 93 countries all together in all supported languages at such record pace.



The Artificial Intelligence(AI) Model

Using the AI Azure Machine Learning, we built a model to predict which distributors and preferred customers are ready to order/shop based on various parameters including their purchasing history and user persona.

The order placement probability data helps Distributors find opportunities to earn more. It's designed not only to grow their business, but to retain their existing customers/downlines. Distributors also have the ability to look up any downline in their organization and find AI insights about them to identify the next best action.

Big Impact We Brought to Distributors!



Giving an app to Distributors enables them to take their business wherever they go! They now have a tool that gives them easy access to the data and insights they need to take their organization and business to the next level.

The new BizWorks PLUS Mobile app gained so much popularity that it hit a whopping **1MILLION** visits in just less than 100 days from launch in June 2021!

50% increase in App Visits

50% increase in Unique Visitors

Our data has proven that Distributors that use Bizworks more often tend to have:

3x more Total Volume

6x more Royalty Points

3x more Production Bonus

Our Distributors Testimonials



- *"I absolutely love this app! Makes running my business so much smoother! I am able to track everything and view on my mobile on the go! I love the opportunities section and the ability to track pms as well!"*
- *"I am delighted with the bzzzzwork !!! It helped me close some wholesalers yesterday I think it will be a great impact and benefit. It calculates great numbers for us. For future projections. Thank you very much 😊"*
- *"I love the new app and then I can see everybody who is close to a qualification and reach out to them"*
- *"Super fantastic.!...! I just got logged in this morning a bit and I def love it so far, and the RO estimator sounds like a super fun and helpful tool.! Oh, I also love that it shows if you are up or down versus the same day last month. As of now; that's easily my favorite part.!..!"*