

TOGETHER AS ONE.



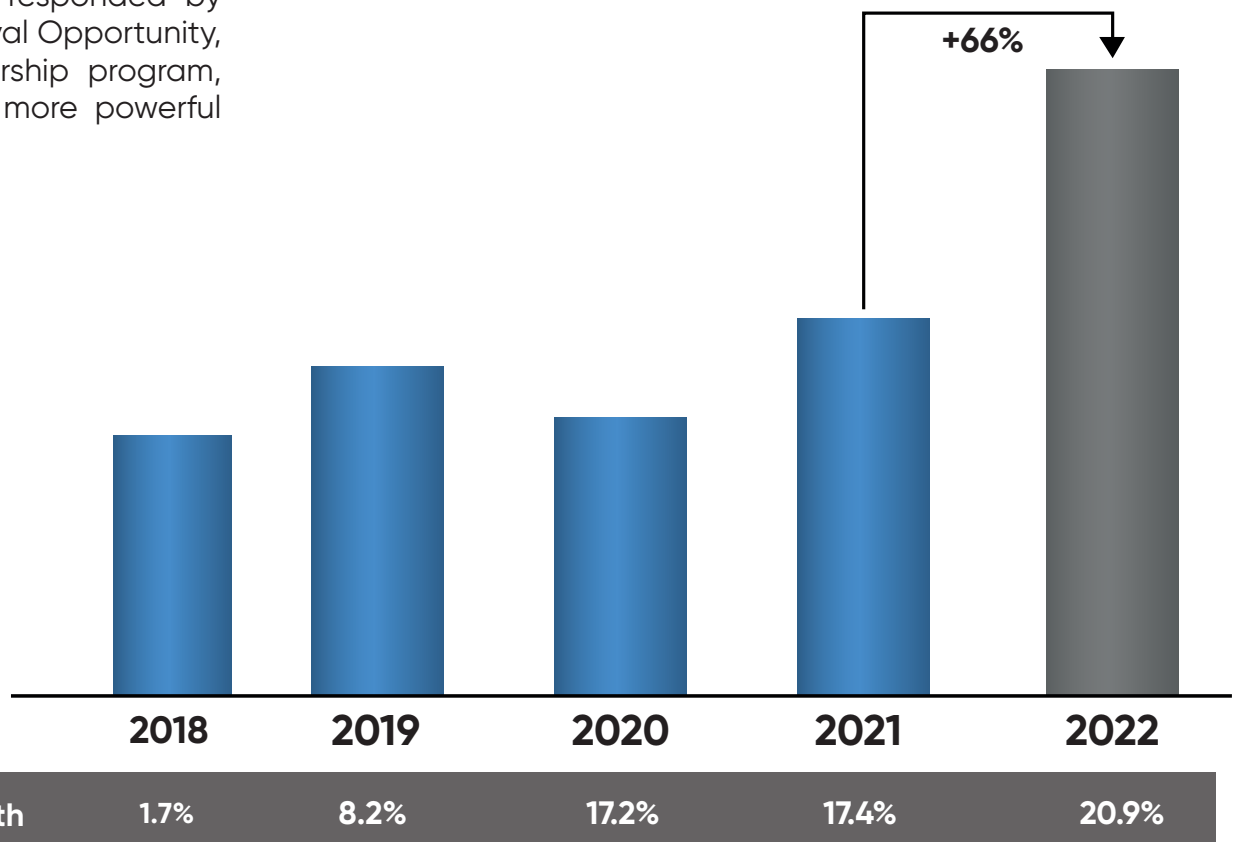
Summary

How did we do it?

Over the past few years, the direct selling industry faced formidable challenges, and some repercussions continue.

At Hy Cite, we responded by transforming Royal Opportunity, our entrepreneurship program, making it even more powerful and compelling.

Number of New Recruits



What's New



Fast-track model allows entrepreneurs to reach Junior Distributor level in six months.



Increased earnings and bonuses for Junior Distributors and Distributors.



Elite, a new incentive level to energize top-earning distributors.

Keep Your Eye on a Bigger Prize.

We didn't just want to recruit more entrepreneurs. We wanted them to stay and become passionate Royal Opportunity loyalists. In order to offer an even more compelling business opportunity, we transformed key business programs.

One of our most successful strategies involved decreasing the number of yearly incentive programs, while significantly increasing the value of rewards.

This update allowed Distributors to focus on activities that bring about truly powerful business growth and development. The Lion's Roar is a good example. We invested over \$600,000 in rewards which sustained momentum in the field and helped increase sales.

Results

23%

increase in Junior
Distributors

22%

increase in
Distributors

20%

increase in active
Distributors vs
previous year



ROYAL
PRESTIGE®

Feel the Power of Product.

In 2022, Royal Prestige's new customer base grew by 4% compared to 2021. On average, our new customer invoice is higher because we have an opportunity to surprise with new products and delight with our vast kitchenware line.

Every item in our portfolio offers exceptional features and unparalleled benefits.

No wonder Royal Prestige® entrepreneurs can find endless reasons to visit customers!

In 2022 alone, Royal Prestige® launched five new products in the U.S. market.

21%

revenue
increase

•**Deluxe Easy Release** premium nonstick cookware line extension.

•**Perfect Pop** stovetop popcorn maker accessory.

•**ExperTea** premium tea kettle.

•**Power Blender Max** legendary blending power & new features.

•**Updated Air Filtration System** improved performance & design.



Recruitment: a learning experience.

During and after the pandemic, other direct selling companies experienced losses or decline. But Hy Cite's holistic recruitment transformation strategy brought about exceptional growth. In 2023, we continue to enjoy significant success in sales and recruitment.

What's next? A future filled with
endless possibilities.