

FEATURE HIGHLIGHT 1: AI-ASSISTED SHOPPING EXPERIENCE

Smarter Shopping for Everyone: Empowering IBOs and Customers with AI

The Challenge

With over 200 products across multiple categories, new customers often felt overwhelmed making it difficult to know where to start. This frequently required IBOs to step in with one-on-one guidance, creating bottlenecks, especially for newer IBOs still getting familiar with Sunrider's diverse product lineup.

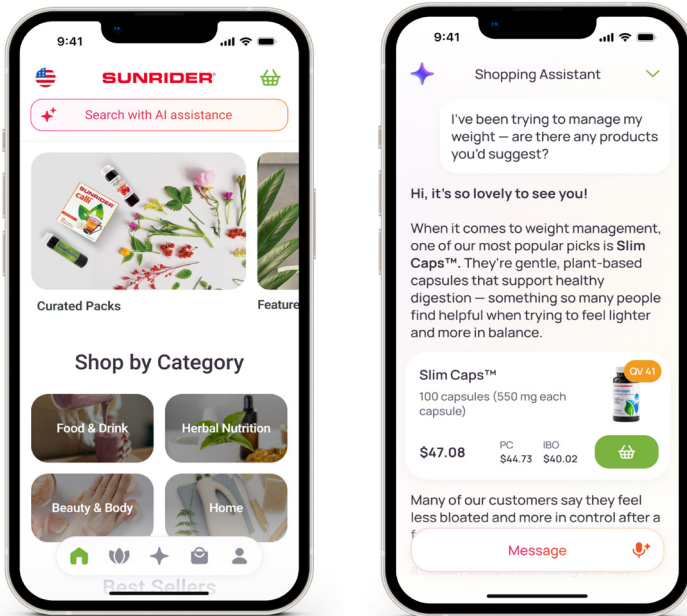
The Solution

To simplify and scale the shopping experience, we embedded generative AI into Sunrider Daily, introducing a conversational assistant that offers a guided, intuitive alternative to the traditional online store.

Imagine walking into a store and being greeted by someone who really knows their stuff, guiding you to exactly what you need, answering your questions, and even suggesting great add-on products. That's what our AI Shopping Assistant does, 24/7.

This AI Shopping Assistant:

- Understands what the customer is looking for
- Recommends personalized product solutions
- Answers FAQs and handles objections
- Upsells with other products
- Highlights relevant promotions and rewards



The Results

This innovation significantly boosted our new customer conversion rate, making it easier and faster for customers to find what they need and buy it. IBOs save time while customers enjoy a curated, human-like shopping journey.

FEATURE HIGHLIGHT 2: AI COACH

A smarter, simpler way to grow your business—one task at a time.

The Challenge

Many IBOs struggled to prioritize daily tasks, manage leads efficiently, or know the best way to follow up with contacts. They needed a smarter, more guided approach to maximize impact and efficiency—without losing the personal touch.

The Solution

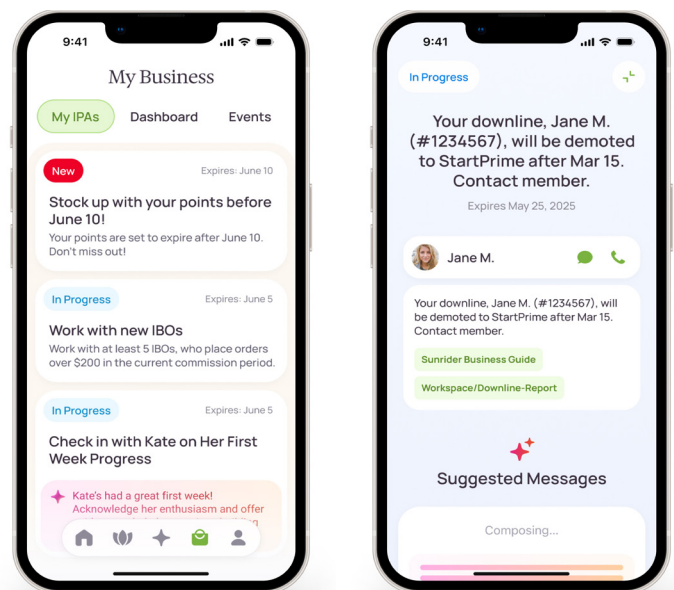
The AI Coach delivers a personalized daily “To-Do” list of Income-Producing Activities (IPAs), based on each IBO’s real-time downline data—contacts, order history, and engagement metrics.

But it’s more than a productivity tool—it’s a smart business partner that simplifies managing the IBO’s business, including prospecting, training, and follow-up with these key features:

- Prioritized IPAs ranked by impact and urgency
- Specific contact actions (e.g., “John Smith’s reward expires in 3 days”)
- AI-Assisted messaging that gives the IBO 2-3 message options to choose from. Prefer your own tone? Simply paste in a sample, and the AI will generate messages that match your personal style making communication faster, easier, and more authentic.
- Notifications when someone engages with shared content—so IBOs can follow up at the perfect moment
- Churn prediction and lead tracking
- Smart onboarding for new IBOs
- Flexible task management: Each IPA can be marked as done, snoozed, or dismissed

The Results

The AI Coach helps IBOs focus on what matters most. By completing these personalized, high-impact activities, IBOs drive incremental sales, improve team communication, and stay consistently productive.



FEATURE HIGHLIGHT 3: AI WELLNESS TRACKER

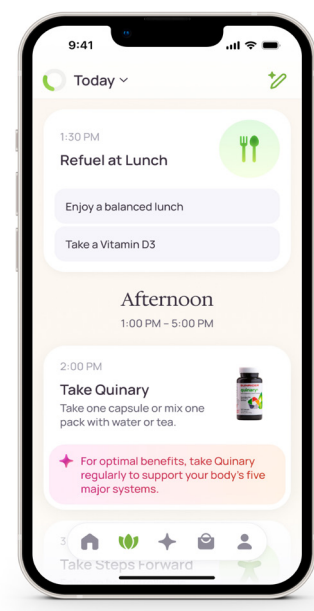
The Challenge

Customers lacked a strong reason to download or regularly use the Sunrider mobile app, limiting engagement opportunities and reordering.

The Solution

We created the AI Wellness Tracker to encourage daily engagement and reinforce healthy routines tied to Sunrider products. Integrated directly into the Sunrider Daily app, the tracker helps customers build better habits—and strengthens product usage through education and timely reminders. It features:

- Daily tracking of sleep, water intake, exercise, and meals (with photo-based calorie estimation)
- Smart supplement reminders based on purchase history and health goals
- Personalized push notifications that educate users on when and how to take products



- Reorder notifications as the AI knows how much product the IBO or customer has left.
- Wellness-based product recommendations tailored to individual needs—driving engagement, repeat purchases, and strategic upselling.

The Results

This wellness companion keeps customers informed, motivated, and connected—encouraging repeat app usage and stronger product engagement. The result: higher customer retention and larger average order sizes.

FEATURE HIGHLIGHT 4: AI REPORTING ASSISTANT

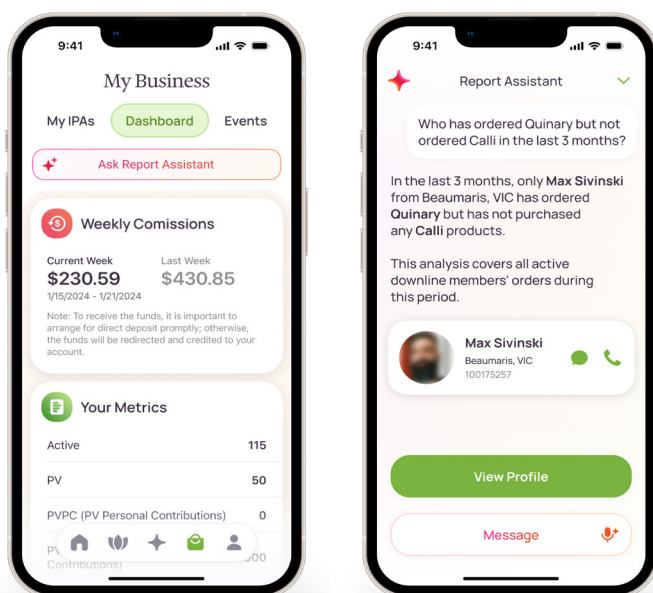
The Challenge

Despite having advanced Backoffice reporting tools, some IBOs—especially older or less tech-savvy—found it difficult to extract and analyze data relevant to their businesses.

The Solution

We created the AI Reporting Assistant, which allows IBOs to ask complex questions in natural language (typed or spoken). For example:

- “Who are my new skincare customers in the last 3 months that haven’t already ordered Kandesn® Pure?”
- “Which team members advanced in rank this month?”



The Results

IBOs embraced the AI Reporting Assistant for its simplicity and effectiveness. It eliminates the need for Excel and has improved decision-making and team management.

CONCLUSION

Empowering the Field Through Thoughtful Innovation: Sunrider Daily stands at the forefront of direct selling innovation. Every feature—AI assistants, predictive tools, global commerce integrations—was developed with one goal: to empower IBOs and engage customers at every level.

The result? Stronger sales, higher retention, and more confident business-building. As we continue evolving the platform, Sunrider Daily proves that smart, human-focused technology can elevate the entire field.