

Casa Herbalife Program



Program Overview:

The Herbalife Family Foundation's (HFF) mission is to improve lives by providing critical nutrition and support to vulnerable children and communities around the world. At the heart of this effort is the Casa Herbalife program, which partners with local nonprofit organizations to ensure children have consistent access to healthy food, nutritional education and a path to a brighter future. This work is made possible thanks to the generosity and passion of Herbalife's Independent Distributors and employees, whose ongoing support helps expand our reach and deepen our impact in communities globally.



Audience and Demographic Impacted:

The Casa Herbalife program primarily supports **children and adolescents facing food insecurity**, poverty and social vulnerability. Many of these children live in institutional care, transitional shelters or communities where access to basic nutrition is limited or unreliable. Casa Herbalife program partners are selected based on their reach and long-term presence in these communities, ensuring a culturally relevant and sustainable impact.

Long-Term Impact:

HFF and its Casa Herbalife program strive not only to provide immediate nutritional support but to also:

- Break the cycle of poverty through health and education
- Create healthier, more resilient communities
- Inspire lifelong wellness habits in young people

Through long-term partnerships and yearly funding renewals, HFF supports its Casa Herbalife program partners in improving infrastructure (like kitchens and gardens), implementing nutrition workshops and expanding services over time. Some partners have been with the program for over **15 years**, showing sustained outcomes in child wellness, school performance and emotional well-being.

Executive and Community Involvement

- Herbalife employees are actively engaged in supporting Casa Herbalife programs across North and South America, Europe and Asia-Pacific. Beyond leadership participation, our global workforce plays a vital role – employees regularly take part in food and toy drives, volunteer at events and support various initiatives benefiting local Casa Herbalife program partners in their communities. This widespread involvement reflects a shared commitment across all levels of the company to improving the lives of children and families around the world.
- Herbalife Independent Distributors regularly contribute financially and volunteer at Casa Herbalife program sites. Distributors help organize local fundraisers, donate products and share stories from their communities to raise awareness and support.



Herbalife Executive Chairman and Chairman of the Board Michael Johnson prepares a nutritious shake at a Casa Herbalife program.

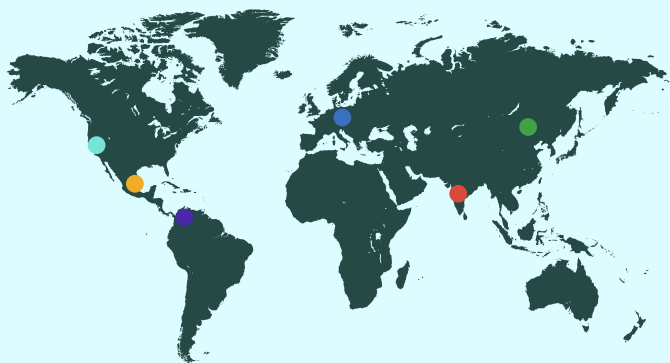


Impact on our Global Community:

The impact is both **measurable and deeply human**:

- Children receive **nutritious daily meals**, often their only reliable source of food
- Nonprofit partners report improvements in **child health indicators** and overall well-being
- Communities benefit from enhanced nonprofit capacity, including **new kitchens, food storage and education spaces**
- The program uplifts entire families – especially single mothers and caregivers – by reducing household stress and fostering a stronger community safety net

<p>Asia-Pacific 50 Casas \$1,431,645</p>	<p>India 3 Casas \$112,000</p>
<p>Mexico 38 Casas \$920,500</p>	<p>North America 28 Casas \$1,142,000</p>
<p>Europe & Africa 39 Casas \$1,064,000</p>	<p>South & Central America 22 Casas \$404,400</p>



2024 Impact in Numbers:

Since its launch in 2005, the **Herbalife Family Foundation (HFF)** has continued to grow its reach and deepen its impact on communities around the world through the **Casa Herbalife program**.

As of 2024, HFF:

- Operates **180 Casa Herbalife programs** across **62 countries**
- Reaches **200,000 children annually**, many of whom live in foster care, shelters, or underserved rural areas
- **Serves more than 500,000 meals** to children in need
- Provides consistent access to **nutrition, dignity and hope** across five continents

These numbers reflect more than just scale – they represent lives improved, communities strengthened and a global commitment to supporting children’s health and well-being.

Future and Ongoing Efforts:

HFF is expanding in both **scale and scope**:

- **New Casa Herbalife program sites** are identified at the local level, where Distributors or Country teams seek out potential nonprofit partners and present them for review and approval by our director. This grassroots approach ensures the program meets real community needs and is championed by local stakeholders.
- Program enhancements now include **mental health services, nutrition education** and **disaster response**

Corporate Monetary Investment:

Herbalife and its employees and Independent Distributors donate a **significant portion of proceeds and fundraising dollars directly to HFF**, including:

- Over **\$60 million** donated globally since inception
- Annual global fundraising events like **Honors Gala** and regional **Extravaganza fundraising drives**
- A corporate commitment to provide year-round funding stability to Casa Herbalife program partners

Corporate Human Resource Investment:

Herbalife’s employees and Independent Distributors are deeply embedded in the success of the program:

- Herbalife employees volunteer with Casa Herbalife program partners through meal prep, back-to-school drives and holiday giving campaigns
- Herbalife executives conduct site visits to Casa Herbalife program locations to elevate visibility and support fundraising
- Herbalife provides in-kind support of employees across departments to support HFF operations, from legal to marketing to supply chain logistics