77% of Americans are interested in flexible, entrepreneurial/income-earning opportunities.

(Interest is highest among younger generations, with 91% of Gen Zers and 88% of Millennials interested in entrepreneurial opportunities)

Direct selling is seen as an attractive option for entrepreneurial opportunities.

Favorability towards...

<table>
<thead>
<tr>
<th>Direct Selling</th>
<th>Gig Work</th>
</tr>
</thead>
<tbody>
<tr>
<td>79%</td>
<td>81%</td>
</tr>
</tbody>
</table>

Direct Selling Required Initial Cost and Risk Compared to Other Opportunities

<table>
<thead>
<tr>
<th>Required Start-Up Costs</th>
<th>Direct Selling</th>
<th>Realtor</th>
<th>Gig Work (Driving)</th>
<th>Gig Work (Home Rental)</th>
<th>Franchise (Restaurant)</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Start-up Kit</td>
<td>$82.50*</td>
<td>$500-$1K**</td>
<td>$20K-$40K</td>
<td>$300,000+††</td>
<td>$100K-$1M†</td>
</tr>
<tr>
<td>DSA Members Offer 90% Buyback††</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Risk</td>
<td>No Refund on Investment</td>
<td>No Refund on Depreciation</td>
<td>No Refund on Maintenance</td>
<td>No Refund on Investment</td>
<td></td>
</tr>
</tbody>
</table>

U.S. consumers continue to remain positive about direct selling, with perceptions toward direct selling remaining stable at about 80% over the past 10 years.

Consumers find the following most appealing about the direct selling channel:

- Supporting small business: 69%
- Personalized service that direct sellers provide: 67%

Social media can help direct sellers be more effective.

89% of Americans would welcome contact from direct sellers regarding business opportunities on social media.

46%

Sources:
* Average required start-up costs from DSA 2018 Evolving Marketplace Study
† Franchising.com
** Realtyna
†† DSA Code of Ethics

Direct Selling has broad, diverse appeal in the U.S.

- Direct Selling prospects are...
  - 48% Women
  - 35% Millennial
  - 20% African American