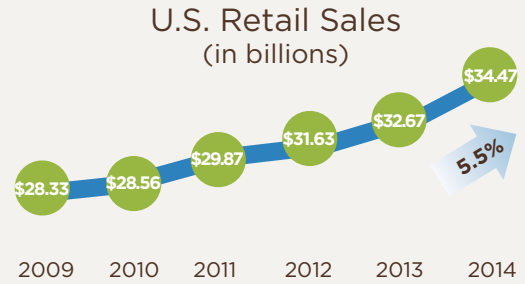


Direct Selling in 2014: An Overview

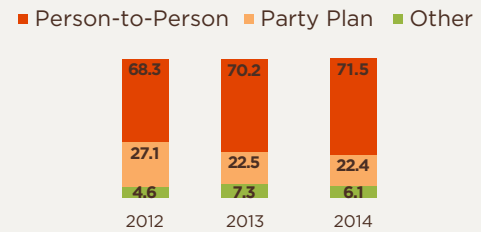
Over 18 million people (18.2) were involved in direct selling in the United States in 2014, with estimated retail sales reaching \$34.5 billion, a 5.5% increase from 2013. The direct sales channel continues to experience steady growth, as more individuals generated more revenue in 2014 than any year previously.



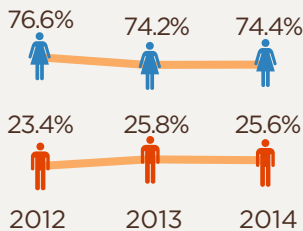
People Involved in Direct Selling (in millions)



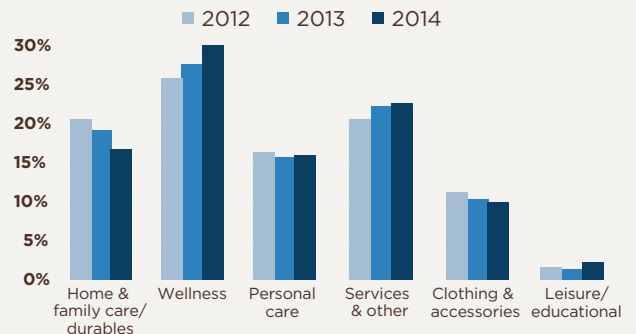
Percentage by Sales Strategy



Representatives by Gender



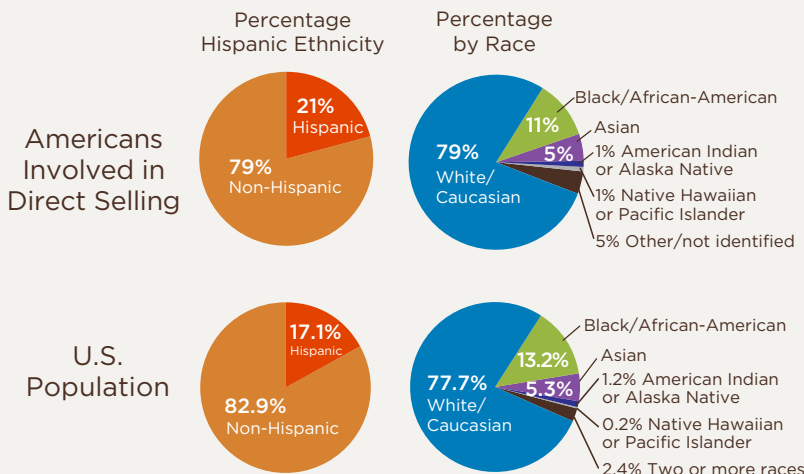
Sales by Major Product Group



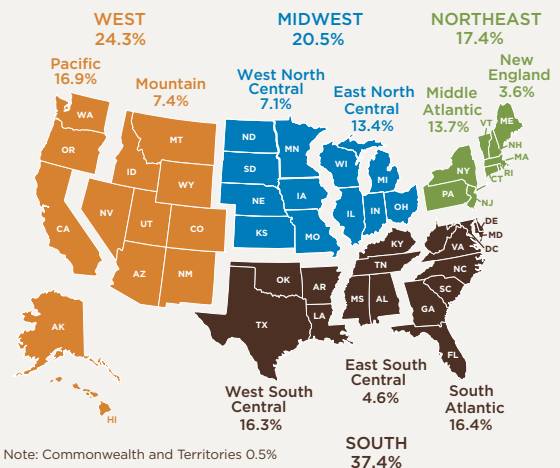
Note: Starting in 2014, adult products were moved from Other to Leisure & Educational. For 2014, there are no products or services in Other.

Ethnic and Racial Demographics

Direct selling reflects America.



Sales by Census Region



Note: Commonwealth and Territories 0.5%

Source: U.S. Census Bureau: USA People QuickFacts data updated 6/30/14 for 2013; <http://quickfacts.census.gov/qfd/states/00000.html>