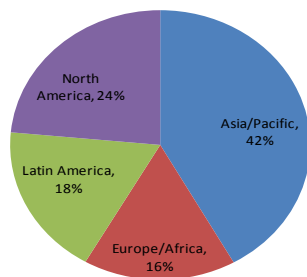


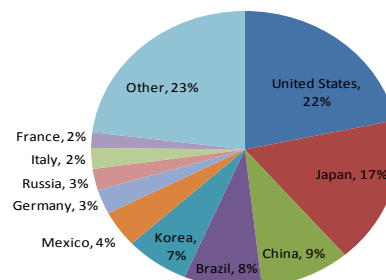


Global Statistical Report - 2010

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Regional Sales



Top 10 Global Markets

Global Industry: \$132,222 (US\$ millions)

Region/Country	2010 Retail Sales		Number of Sales People
	Local Currency (millions)	US\$ (millions)	
Global	na	132,222	87,681,032
Asia/Pacific	na	55,663	47,310,414
Australia	1,600	1,468	500,000
China (1)	84,769	12,521	na
Hong Kong	2,386	307	174,706
India (2)	41,200	901	3,021,000
Indonesia (2)	6,691,492	736	6,247,506
Japan (3)	1,989,000	22,659	2,700,000
Korea (2)	10,268,100	8,882	4,200,853
Malaysia (2)	6,800	2,111	4,250,000
New Zealand (2)	246	177	134,322
Philippines (2)	24,610	546	3,210,000
Singapore (2)	398	292	446,841
Taiwan (2)	60,900	1,933	4,570,000
Thailand (2)	60,000	1,894	15,321,485
Vietnam (4)	3,512,773	184	1,015,000
Other Asia/Pacific	na	1,052	1,518,701
Europe/Africa	na	22,089	14,523,891
Austria (2)	200	265	14,600
Belgium	159	210	17,548
Bulgaria	96	65	130,136
Croatia (3)	597	109	7,670
Czech Republic (3)	7,496	393	221,000
Denmark (2)	350	62	72,583
Estonia	204	17	21,000
Finland (3)	174	230	80,000
France	1,810	2,397	300,000
Germany (2)	2,840	3,762	660,968

Greece	(3)	164	217	154,846
Hungary		27,267	131	239,024
Ireland	(2)	54	72	22,000
Israel	(2)	359	51	24,750
Italy	(2)	2,421	3,207	390,482
Latvia		12	23	25,900
Lithuania		82	31	30,500
Luxembourg		10	13	600
Netherlands	(3)	95	126	30,489
Norway		714	118	81,000
Poland	(2)	2,277	755	875,600
Portugal		126	167	76,101
Romania		756	238	272,724
Russia		100,849	3,321	4,403,104
Slovakia		72	95	98,980
Slovenia	(2)	19	25	30,000
South Africa		8,138	1,112	1,191,000
Spain		447	592	202,000
Sweden	(2)	2,628	365	120,175
Switzerland		424	406	10,151
Turkey		805	535	680,656
Ukraine		4,492	566	1,352,778
United Kingdom	(2)	1,200	1,855	442,000
Other Europe/Africa		na	559	2,243,526
Latin America		na	23,774	9,144,908
Argentina	(2)	5,442	1,397	612,552
Bolivia		1,084	154	116,644
Brazil	(2)	19,044	10,827	2,757,128
Chile	(2)	208,167	408	298,530
Colombia	(3)	3,248,792	1,711	951,739
Ecuador	(2)	695	695	515,000
Mexico	(2)	71,146	5,630	2,000,000
Peru	(2)	2,975	1,053	340,000
Uruguay		1,307	65	59,215
Venezuela	(5)	3,175	1,228	740,150
Central America/Caribbean	(6)	na	539	704,038
Other Latin America		na	67	49,912
North America		na	30,696	16,701,819
Canada	(2)	2,200	2,136	901,819
United States	(2)	28,560	28,560	15,800,000

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Note: Figures are based on DSA member companies unless otherwise noted. Annual average exchange rates for 2010 were used to convert local currency to US dollars.

(1) The estimated 2009 size of the China Direct Selling industry was arrived at by using the revenue (net sales) figure of US\$8.79 billion given in "Direct selling industry rises against economic downturn" by Song Jingli, *China Daily*, 11-30-2009, then uplifted by 25% to estimate a retail sales figure. 2010 sales were estimated by WFDSA based on market trends.

(2) Sales and number of sales people include non-member companies.

(3) Sales include non-member companies.

(4) The estimated 2009 size of the Vietnam Direct Selling industry was arrived at by using the revenue (net sales) figure of US\$109.2 million given in "Direct Approach" by Do Huong, *VnEconomy News*, May 25, 2010, then uplifted by 25% to estimate a retail sales figure. 2010 sales were estimated by WFDSA based on market trends.

(5) Number of sales people includes non-member companies.

(6) Central America/Caribbean includes Dominican Republic, Costa Rica, El Salvador, Guatemala, Honduras and Panama.