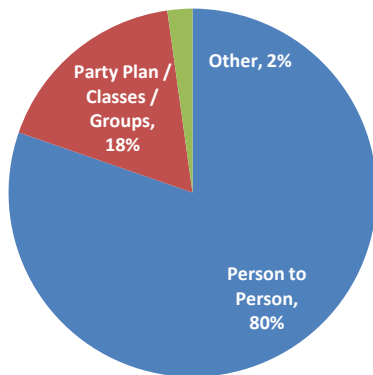


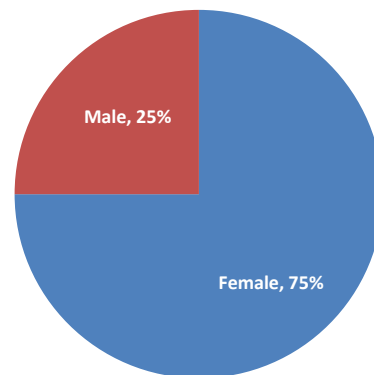


## Global Sales by Sales Method - 2012

Published 6-24-2013



Retail Sales by Sales Method



Gender of Direct Selling Community

| Region/Country            | Retail Sales by Sales Method |                               |       | Gender of Direct Selling Community |      |
|---------------------------|------------------------------|-------------------------------|-------|------------------------------------|------|
|                           | Person to Person             | Party Plan / Classes / Groups | Other | Female                             | Male |
| <b>Global</b>             | 80%                          | 18%                           | 2%    | 75%                                | 25%  |
| <b>Asia/Pacific</b>       | 85%                          | 12%                           | 3%    | 68%                                | 32%  |
| Australia                 | 46%                          | 48%                           | 6%    | 85%                                | 15%  |
| China                     | na                           | na                            | na    | na                                 | na   |
| Hong Kong                 | 60%                          | 40%                           | 0%    | 71%                                | 29%  |
| India                     | 69%                          | 23%                           | 8%    | 63%                                | 38%  |
| Indonesia                 | na                           | na                            | na    | na                                 | na   |
| Japan                     | 95%                          | 0%                            | 6%    | 78%                                | 22%  |
| Korea                     | 75%                          | 25%                           | 0%    | 79%                                | 21%  |
| Malaysia                  | 90%                          | 10%                           | 0%    | 61%                                | 39%  |
| New Zealand               | 74%                          | 26%                           | 0%    | 71%                                | 29%  |
| Philippines               | 100%                         | 0%                            | 0%    | 60%                                | 40%  |
| Singapore                 | 90%                          | 0%                            | 10%   | 50%                                | 50%  |
| Taiwan (1)                | na                           | na                            | na    | 70%                                | 30%  |
| Thailand                  | 69%                          | 30%                           | 1%    | 67%                                | 33%  |
| Vietnam                   | 100%                         | 0%                            | 0%    | 75%                                | 25%  |
| Other Asia/Pacific        | na                           | na                            | na    | na                                 | na   |
| <b>Africa/Middle East</b> | na                           | na                            | na    | na                                 | na   |
| <b>Africa</b>             | na                           | na                            | na    | na                                 | na   |
| South Africa              | 89%                          | 10%                           | 1%    | 86%                                | 14%  |
| Other Africa              | na                           | na                            | na    | na                                 | na   |
| <b>Middle East</b>        | na                           | na                            | na    | na                                 | na   |
| Israel                    | na                           | na                            | na    | na                                 | na   |
| Other Middle East         | na                           | na                            | na    | na                                 | na   |
| <b>Americas</b>           | 80%                          | 18%                           | 2%    | 81%                                | 19%  |
| <b>North America</b>      | 67%                          | 28%                           | 4%    | 77%                                | 23%  |
| Canada                    | 52%                          | 47%                           | 1%    | 84%                                | 16%  |
| United States (1)         | 68%                          | 27%                           | 5%    | 77%                                | 23%  |

| Region/Country                      | Retail Sales by Sales Method |                               |       | Gender of Direct Selling Community |      |
|-------------------------------------|------------------------------|-------------------------------|-------|------------------------------------|------|
|                                     | Person to Person             | Party Plan / Classes / Groups | Other | Female                             | Male |
| <b>South &amp; Central America</b>  | 94%                          | 6%                            | 0%    | 92%                                | 8%   |
| Argentina                           | 84%                          | 16%                           | 0%    | 96%                                | 4%   |
| Bolivia                             | 55%                          | 45%                           | 0%    | 84%                                | 16%  |
| Brazil                              | 100%                         | 0%                            | 0%    | na                                 | na   |
| Chile                               | 97%                          | 2%                            | 1%    | 93%                                | 7%   |
| Colombia                            | 86%                          | 14%                           | 0%    | 95%                                | 5%   |
| Ecuador                             | 85%                          | 15%                           | 0%    | 95%                                | 5%   |
| Mexico (1)                          | 90%                          | 10%                           | 0%    | 96%                                | 4%   |
| Peru                                | 94%                          | 6%                            | 0%    | 91%                                | 9%   |
| Uruguay                             | na                           | na                            | na    | na                                 | na   |
| Venezuela                           | 95%                          | 5%                            | 0%    | 80%                                | 20%  |
| Central America/Caribbean (2)       | na                           | na                            | na    | na                                 | na   |
| Other South & Central America       | na                           | na                            | na    | na                                 | na   |
| <b>Europe</b>                       | 71%                          | 28%                           | 0%    | 84%                                | 16%  |
| <b>Western Europe</b>               | 62%                          | 37%                           | 0%    | 78%                                | 22%  |
| Austria                             | na                           | na                            | na    | na                                 | na   |
| Belgium                             | na                           | na                            | na    | na                                 | na   |
| Denmark                             | na                           | na                            | na    | na                                 | na   |
| Finland                             | 70%                          | 27%                           | 3%    | 87%                                | 13%  |
| France                              | 61%                          | 39%                           | 0%    | 79%                                | 21%  |
| Germany (1)                         | 48%                          | 52%                           | 1%    | 80%                                | 21%  |
| Greece                              | 95%                          | 3%                            | 2%    | 81%                                | 19%  |
| Ireland                             | 83%                          | 17%                           | 0%    | 77%                                | 23%  |
| Italy                               | 72%                          | 28%                           | 0%    | 71%                                | 29%  |
| Luxembourg                          | 25%                          | 75%                           | 0%    | na                                 | na   |
| Netherlands                         | 85%                          | 15%                           | 1%    | 77%                                | 23%  |
| Norway                              | 40%                          | 60%                           | 0%    | 80%                                | 20%  |
| Portugal                            | 60%                          | 9%                            | 31%   | 89%                                | 11%  |
| Spain                               | na                           | na                            | na    | 85%                                | 15%  |
| Sweden                              | 70%                          | 30%                           | 0%    | 85%                                | 15%  |
| Switzerland                         | 68%                          | 32%                           | 0%    | 80%                                | 20%  |
| United Kingdom                      | 70%                          | 30%                           | 0%    | 75%                                | 25%  |
| Other Western Europe                | na                           | na                            | na    | na                                 | na   |
| <b>Central &amp; Eastern Europe</b> | 90%                          | 10%                           | 0%    | 86%                                | 14%  |
| Bulgaria                            | 92%                          | 8%                            | 0%    | 86%                                | 14%  |
| Croatia                             | 75%                          | 5%                            | 20%   | 95%                                | 5%   |
| Czech Republic                      | 89%                          | 11%                           | 0%    | 92%                                | 8%   |
| Estonia                             | 95%                          | 5%                            | 0%    | 90%                                | 10%  |
| Hungary                             | 88%                          | 9%                            | 3%    | 73%                                | 27%  |
| Latvia                              | 92%                          | 8%                            | 0%    | 95%                                | 5%   |
| Lithuania                           | 99%                          | 1%                            | 0%    | 90%                                | 10%  |
| Poland                              | 95%                          | 5%                            | 0%    | 83%                                | 17%  |
| Romania                             | 97%                          | 3%                            | 0%    | na                                 | na   |
| Russia                              | 86%                          | 14%                           | 0%    | 86%                                | 14%  |
| Slovakia                            | 93%                          | 7%                            | 0%    | 94%                                | 7%   |
| Slovenia                            | 80%                          | 20%                           | 0%    | 70%                                | 30%  |
| Turkey                              | 99%                          | 1%                            | 0%    | 91%                                | 10%  |
| Ukraine                             | 100%                         | 0%                            | 0%    | na                                 | na   |
| Other Central & Eastern Europe      | na                           | na                            | na    | na                                 | na   |

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Note: Figures for this report are based only on DSA member companies unless otherwise noted. Figures are expressed as percentages of estimated retail sales, excluding VAT. Percentages may not sum to 100% due to rounding.

(1) Figures are based on the entire industry (i.e., DSA member and non-member companies).

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