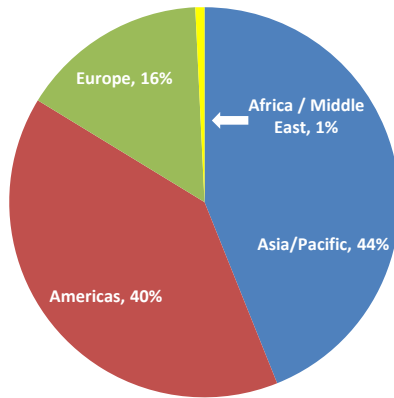


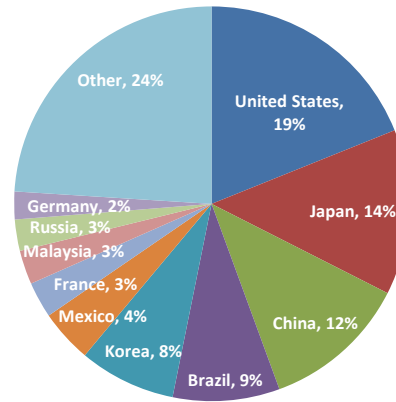


Global Sales and Direct Selling Community - 2012

Published 6-24-2013



Regional Sales



Top 10 Global Markets

Global Industry: \$166,876 (US\$ millions), Up 5.4%

Region/Country	2012 Retail Sales		% Sales Change (YOY) in Constant US\$ (5)	Size of Direct Selling Community
	Local Currency (millions)	US\$ (millions)		
Global	na	166,876	5.4% ▲	89,675,927
Asia/Pacific	na	73,276	4.4% ▲	46,090,251
Australia (1)	1,457	1,508	4.0% ▲	390,000
China (2)	126,000	19,962	13.5% ▲	na
Hong Kong (1)	4,132	533	20.0% ▲	301,118
India	56,189	1,051	22.6% ▲	4,853,232
Indonesia (2)	10,212,000	1,088	11.0% ▲	9,240,000
Japan	1,812,000	22,710	-4.8% ▼	3,380,000
Korea	14,952,123	13,273	4.3% ▲	4,954,959
Malaysia	14,415	4,667	7.0% ▲	4,750,000
New Zealand	257	208	10.4% ▲	93,972
Philippines	42,683	1,011	31.3% ▲	3,049,000
Singapore	459	367	11.3% ▲	393,930
Taiwan	87,755	2,976	0.6% ▲	2,660,000
Thailand	91,600	2,947	7.0% ▲	10,900,000
Vietnam	6,049,618	292	12.0% ▲	1,124,040
Other Asia/Pacific (2)	na	683	5.1% ▲	na
Africa/Middle East	na	1,260	4.4% ▲	na
Africa	na	1,099	4.7% ▲	na
South Africa (1)	6,513	793	3.8% ▲	1,011,489
Other Africa (2)	na	306	7.0% ▲	na
Middle East	na	161	2.8% ▲	na
Israel (2)	200	52	0.9% ▲	25,988
Other Middle East (2)	na	109	3.8% ▲	na
Americas	na	66,448	7.9% ▲	31,192,151
North America	na	33,854	5.6% ▲	16,612,880
Canada	2,222	2,224	1.0% ▲	712,880
United States	31,630	31,630	5.9% ▲	15,900,000

Region/Country	2012 Retail Sales		% Sales Change (YOY) in Constant US\$ (5)	Size of Direct Selling Community
	Local Currency (millions)	US\$ (millions)		
South & Central America	na	32,594	10.4% ▲	14,579,271
Argentina	7,530	1,660	12.5% ▲	650,000
Bolivia (1)	1,992	288	23.0% ▲	276,137
Brazil	28,537	14,604	13.1% ▲	6,687,898
Chile	240,540	494	5.0% ▲	351,370
Colombia	5,378,614	2,993	7.6% ▲	1,477,517
Ecuador	800	800	14.3% ▲	835,000
Mexico	95,515	7,253	7.0% ▲	1,649,202
Peru (1)	3,572	1,354	11.2% ▲	420,000
Uruguay (2)	1,562	77	4.0% ▲	70,821
Venezuela	9,895	2,307	6.8% ▲	1,233,000
Central America/Caribbean (2)(3)	na	740	5.0% ▲	928,326
Other South & Central America (2)	na	23	15.0% ▲	na
Europe	na	25,892	2.2% ▲	11,356,048
Western Europe	na	17,743	1.3% ▲	2,574,043
Austria (2)	182	234	-3.2% ▼	14,162
Belgium	133	171	4.0% ▲	17,239
Denmark (2)	305	53	-7.0% ▼	64,449
Finland	178	229	7.7% ▲	78,100
France	3,850	4,949	4.1% ▲	521,000
Germany (2)(4)	2,975	3,824	0.8% ▲	287,185
Greece (1)	136	175	0.1% ▲	270,301
Ireland	53	68	5.2% ▲	20,150
Italy	2,304	2,962	-4.9% ▼	473,718
Luxembourg	42	53	3.7% ▲	2,700
Netherlands	102	131	3.1% ▲	46,120
Norway	815	140	13.7% ▲	100,000
Portugal (1)	100	128	-3.1% ▼	85,620
Spain (5)	493	634	-8.9% ▼	72,258
Sweden	2,370	350	-8.8% ▼	88,800
Switzerland (2)	435	464	1.0% ▲	12,241
United Kingdom	2,000	3,160	7.2% ▲	420,000
Other Western Europe (2)	na	19	-5.0% ▼	na
Central & Eastern Europe	na	8,149	4.3% ▲	8,782,005
Bulgaria (1)	129	84	11.2% ▲	134,501
Croatia	261	45	-48.8% ▼	32,650
Czech Republic (1)	5,974	305	1.8% ▲	255,786
Estonia (1)	29	37	35.6% ▲	22,000
Hungary	52,233	232	26.2% ▲	479,964
Latvia (1)	19	35	18.7% ▲	31,200
Lithuania	291	108	12.6% ▲	75,500
Poland	2,650	814	9.9% ▲	897,500
Romania (1)	970	280	9.2% ▲	303,542
Russia	131,516	4,264	4.1% ▲	4,305,033
Slovakia (1)	108	139	16.3% ▲	137,441
Slovenia	14	17	-20.6% ▼	16,642
Turkey (1)	1,305	727	3.4% ▲	828,762
Ukraine (1)	5,955	745	-0.9% ▼	1,261,484
Other Central & Eastern Europe (2)	na	316	-1.3% ▼	na

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- Sales figures are expressed at Estimated Retail level and exclude Value Added Tax.
- Figures are based on the entire industry (i.e., both member and non-member companies) unless otherwise noted.
- This year for the first time, sales figures for 2011 and 2012 are expressed in US Constant Dollars to exclude the impact of foreign exchange and ensure comparability. Average annual exchange rates for 2012 from the International Monetary Fund have been used to convert both 2011 and 2012 data from local currency to US dollars.
- The Direct Selling Community includes individuals who are career minded entrepreneurs building their own businesses ... or part-time entrepreneurs earning extra income. All enjoy significant discounts on products. In fact, some choose only to enjoy and use the products and not to sell at all.

(1) Figures are based only on DSA member companies.

(2) Source: WFDSA research estimate.

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

(4) The German DSA (Bundesverband Direktvertrieb Deutschland) commissioned University of Mannheim to conduct research; results were received after the WFDSA publication deadline. The Mannheim study shows €17.4 billion in turnover including VAT, based on a broader definition of Direct Selling than that used by WFDSA.

(5) In Spain, only those who pursue direct selling as a full-time or part-time business are counted. In 2012, there were 72,258 Business Builders (designated in Spanish by the English term "Business Builders" or *impulsores de negocio*).