

Excl. VAT - Published 28 June 2018

| Countries                  | 2017 Sales <sup>(1)</sup> |                 |                           | 2017- Individuals active in direct selling <sup>(3)</sup> |             |
|----------------------------|---------------------------|-----------------|---------------------------|---|-------------|
|                            | Local currency (millions) | EURO (millions) | % Sales changes with 2016 | Number  | % of women  |
| Austria <sup>(4)</sup>     | 250                       | 250             | 8%                        | ▲   | 294861 67%  |
| Belgium <sup>(4)</sup>     | 194                       | 194             | 10%                       | ▼   | 43650 75%   |
| Bulgaria                   | 149                       | 76              | 3%                        | ▼   | 195000 NA   |
| Croatia                    | 270                       | 36              | 3%                        | ▼   | 35270 80%   |
| Cyprus <sup>(4)</sup>      | 7                         | 7               | 5,7%                      | ▲   | 7985 NA     |
| Czech Rep                  | 7000                      | 265             | 5%                        | ▲   | 302400 80%  |
| Denmark <sup>(4)</sup>     | 579                       | 78              | 5%                        | ▲   | 64640 NA    |
| Estonia                    | 48                        | 48              | 4%                        | ▲   | 45875 90%   |
| Finland                    | 178                       | 178             | 7,2%                      | ▼   | 64923 86%   |
| France                     | 4429                      | 4429            | 3,1%                      | ▲   | 795963 80%  |
| Germany                    | 14819                     | 14819           | 3,7%                      | ▲   | 884932 80%  |
| Greece                     | 118                       | 118             | 5%                        | ▼   | 147160 NA   |
| Hungary                    | 53644                     | 174             | 5%                        | ▼   | 517103 63%  |
| Ireland                    | 41                        | 41              | 8%                        | ▲   | 27000 70%   |
| Italy                      | 2861                      | 2861            | 2,5%                      | ▲   | 561000 63%  |
| Latvia                     | 62                        | 62              | 5%                        | ▲   | 63667 90%   |
| Lithuania                  | 80                        | 80              | 7%                        | ▲   | 83428 93%   |
| Luxembourg                 | 43                        | 43              | 0%                        | 0   | 2800 90%    |
| Malta <sup>(4)</sup>       | 10                        | 10              | 0%                        | 0   | 8960 NA     |
| Netherlands                | 126                       | 126             | 14%                       | ▼   | 92964 NA    |
| Poland                     | 4106                      | 965             | 0%                        | ▲   | 998000 85%  |
| Portugal                   | 223                       | 223             | 6,6%                      | ▼   | 200600 78%  |
| Romania <sup>(4)</sup>     | 1578                      | 345             | 6%                        | ▲   | 385000 NA   |
| Slovakia                   | 155                       | 155             | 6,4%                      | ▲   | 203100 78%  |
| Slovenia                   | 24                        | 24              | 10%                       | ▲   | 17919 70%   |
| Spain                      | 774                       | 774             | 0,8%                      | ▼   | 250670 71%  |
| Sweden                     | 2190                      | 227             | 8%                        | ▼   | 119423 71%  |
| UK                         | 2873                      | 3277            | 1%                        | ▲   | 550000 75%  |
| <b>Total EU</b>            | <b>29885</b>              | <b>2,4%</b>     | <b>▲</b>                  | <b>6964293</b>  | <b>77%</b>  |
| Norway                     | 1523                      | 163             | 15%                       | ▲   | 87200 80%   |
| Russia                     | 164123                    | 2489            | 13%                       | ▲   | 5078835 81% |
| Switzerland <sup>(4)</sup> | 303                       | 272             | 5%                        | ▼   | 148238 75%  |
| Turkey <sup>(4)</sup>      | 2669                      | 647             | 17%                       | ▲   | 1523000 85% |
| Ukraine                    | 8216                      | 275             | 8%                        | ▲   | 900905 80%  |
| Others <sup>(4)</sup>      | 309                       | 2%              | ▲                         | 365670  | NA          |
| <b>Total</b>               | <b>34040</b>              | <b>3,5%</b>     | <b>▲</b>                  | <b>15068141</b>   | <b>78%</b>  |

(1) Sales figures are expressed at estimated retail level excl. VAT. Unless otherwise noted, country figures are for the entire industry and are based on research by national direct selling associations including surveys of their member companies

(2) Average annual exchange rates for 2017 from the European Central Bank were used to convert local currency to euro.

(3) Individuals active in direct selling are people who are career minded entrepreneurs building their own business, or part-time entrepreneurs earning extra income. Most enjoy significant discounts on products. Some choose only to enjoy and use the products and not to sell at all.

(4) WFDSA research estimate.