

### Direct Selling in Europe: 2014 retail sales excl. VAT

published on 10 July 2015 - restated on 6 June 2016

| Countries          | 2014 Sales(1)             |                 | 2014 Nr of Direct Sellers (3) |            |
|--------------------|---------------------------|-----------------|-------------------------------|------------|
|                    | Local currency (millions) | EURO (millions) | Nr                            | % women    |
| Austria (5)        | 224                       | 224             | 165270                        | na         |
| Belgium (5)        | 193                       | 193             | 20910                         | na         |
| Bulgaria (2) (5)   | 158                       | 81              | 188474                        | na         |
| Croatia (2)        | 320                       | 42              | 39986                         | 80%        |
| Czech Rep(2)(5)    | 6432                      | 234             | 276390                        | na         |
| Denmark (2) (5)    | 486                       | 65              | 62580                         | na         |
| Estonia (4)        | 31                        | 31              | 36150                         | 95%        |
| Finland            | 184                       | 184             | 84120                         | 86%        |
| France             | 4040                      | 4040            | 624600                        | 80%        |
| Germany            | 12857                     | 12857           | 823188                        | na         |
| Greece (5)         | 151                       | 151             | 194290                        | na         |
| Hungary (2)        | 53305                     | 173             | 470544                        | 69%        |
| Ireland            | 27                        | 27              | 24000                         | 75%        |
| Italy              | 2419                      | 2419            | 508943                        | 75%        |
| Latvia (4)         | 30                        | 30              | 47093                         | 96%        |
| Lithuania          | 27                        | 27              | 103336                        | 95%        |
| Luxembourg         | 42                        | 42              | 2700                          | na         |
| Netherlands        | 111                       | 111             | 48144                         | 71%        |
| Poland (2)         | 3740                      | 894             | 970933                        | 87%        |
| Portugal (5)       | 209                       | 209             | 195180                        | na         |
| Romania (2)(5)     | 1250                      | 281             | 302500                        | na         |
| Slovakia (5)       | 130                       | 130             | 180380                        | na         |
| Slovenia           | 15                        | 15              | 21000                         | 75%        |
| Spain              | 634                       | 634             | 205265                        | 68%        |
| Sweden             | 2241                      | 246             | 99891                         | 80%        |
| UK                 | 2367                      | 2936            | 544000                        | 75%        |
| <b>Total EU</b>    |                           | <b>26275</b>    | <b>6239867</b>                | <b>79%</b> |
| Norway (2)         | 838                       | 100             | 102762                        | 80%        |
| Russia (2)         | 138305                    | 2714            | 5425830                       | 88%        |
| Switzerland (2)(5) | 306                       | 252             | 156210                        | na         |
| Turkey (2)         | 1920                      | 661             | 1145768                       | 84%        |
| Ukraine (2)        | 5674                      | 364             | 1041940                       | 85%        |
| Others (5)         | 371                       | 294             | 389700                        | na         |
| <b>Total</b>       |                           | <b>30660</b>    | <b>14502077</b>               | <b>84%</b> |

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(1) Sales figures are expressed at estimated retail level excl. VAT and based on the size of the entire industry unless otherwise noted.

(2) Average annual exchange rates for 2014 from the European Central Bank were used to convert local currency to euro.

(3) Direct sellers are individuals who are career minded entrepreneurs building their own business, or part-time entrepreneurs earning extra income. All enjoy significant discounts on products. Some choose only to enjoy and use the products and not to sell at all.

(4) Figures based on DSA member companies and not the entire industry.

(5) WFDSA research estimate.

