Introducing International Expansion
Hong Kong | Singapore
1 WE’RE ON A MISSION TO OFFER THE WORLD LIFELONG TRANSFORMATION, ONE HEALTHY HABIT AT A TIME™

Now more than ever, our OPTAVIA Community of Coaches has much to celebrate. The transformations we have inspired in the United States are just the beginning of what we can achieve.
Just as you coach and share OPTAVIA with others, the transformations we’ve seen locally can and should be shared globally, and we will partner with you to write the next chapter of our story as we launch into one of the fastest growing and largest wellness markets in the world.

Together, arm in arm, we have the power to take our global expansion to a place where our mission can make the most difference.

**WHERE WILL YOU TAKE THE MISSION? WHERE WILL THE MISSION TAKE YOU?**

We’re building the infrastructure to succeed and help you grow. This is your chance to be a part of it from the start.
Building Relationships

The first step to participation starts with building relationships with others who have connections to Hong Kong and Singapore, by sharing all that OPTAVIA has to offer so that we have laid the groundwork to begin bringing lifelong transformation to Hong Kong and Singapore.
It's how you expand your connections in the United States that will make the biggest impact abroad, so start having conversations with one of the more than 17 million Asian Americans living in the United States, more than 5% of the U.S. population, and those who know people in Hong Kong and Singapore.

As we embark into new markets, those Coaches who are building relationships with individuals who have connections to Hong Kong and Singapore are laying the groundwork for successful expansion.

You can grow your client & coach network from the comfort of your own home, and be rewarded for it.
What do I need to know to take action today?
At the opening of these new markets, we will launch a Health Pioneer Club (HPC) in Hong Kong and Singapore respectively. HPC will be a once-in-a-lifetime opportunity for Hong Kong and Singapore Coaches who are residing there to participate and earn a share of the 1% Annual Compensation Volume in their respective markets. More details on Health Pioneer Club qualification will be released at each market opening.

We recognize the involvement of U.S. Coaches in laying the groundwork for successful international expansion. To reward your efforts for building relationships with individuals who have connections to Hong Kong and Singapore as well as your premarket activities, we have the Global Health Ambassador Club (GHAC) - “a success sharing opportunity for US Coaches who have HPC members in Hong Kong and/or Singapore.”

Stay tuned, as we open new markets, there will be additional opportunities in each market.

GLOBAL HEALTH AMBASSADOR CLUB

YOUR YEARLY* REWARD:

receive 1/30TH SHARE OF THE 1% ANNUAL COMPENSATION VOLUME FOR EVERY HEALTH PIONEER CLUB MEMBER IN HONG KONG AND SINGAPORE RESPECTIVELY WITHIN FIRST TWO PRE-QUALIFIED EXECUTIVE DIRECTOR GENERATIONS

*In order to participate in the program on an ongoing basis, the Global Health Ambassador must meet certain maintenance requirements, to be announced by the company prior to the qualification period each year.

For full Terms and Conditions visit bit.ly/OPTAVIA_GHAC
HOW TO PRE-QUALIFY AS A GLOBAL HEALTH AMBASSADOR

1. Qualify as an Executive Director or above for at least a consecutive 3 out of 6 months from July 2018 to March 2019.

2. Continue to qualify as an Executive Director or above.

3. Build relationships with others who have connections to Hong Kong & Singapore and share all that OPTAVIA has to offer.

In order to pre-qualify and become a GHAC member after launch, a Coach must continue to qualify as an Executive Director or higher every month AND have a Health Pioneer Club member within their first two pre-qualified Executive Director generations.

*The GHAC is subject to change and additional terms and conditions will apply. The GHAC terms and conditions will be published at bit.ly/OPTAVIA_GHAC
WHAT YOU CAN DO:

Actions for Now

• Find Coaches who have connections in Hong Kong and/or Singapore

• Help yourself and these Coaches to become Executive Directors to pre-qualify Global Health Ambassador Club

Actions after Market Launch

• Develop Health Pioneer Club members to be within the first two pre-qualified generations of Executive Directors

• Maximize your Health Pioneer Club members in Hong Kong and Singapore to maximize your number of shares in GLOBAL HEALTH AMBASSADOR CLUB POOL!
Asia Market Overview

Our research shows the Optavia story is as relevant and unique in Asia as it is here at home.
**Hong Kong & Singapore are the gateway to Asia,**

and the start to the Global Expansion mission of **OPTAVIA**. While we are starting in these countries, our vision is set on the Asia Pacific region.

The Asia Pacific has a growing obesity index and **OPTAVIA** can provide a solution, starting in Hong Kong and Singapore.

*Comparison of Overweight & Obesity combined rates, from Institute for Health Metrics and Evaluation, University of Washington*

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<thead>
<tr>
<th>COUNTRY</th>
<th>OBESITY INDEX* 2015 VS. 1980</th>
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<tr>
<td>CHINA</td>
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LIFELONG TRANSFORMATION, ONE HEALTHY HABIT AT A TIME™
Asia Pacific is the largest region for direct selling in the world.

Sustained growth is seen in all regions of Asia Pacific, which is the largest for direct selling, with 46% share of global sales. Sales were up year-over-year in every region of the world, driven by the 80% of local direct selling associations that reported increases in their countries. As well, each region shows sustained growth in terms of 3-year Compound Annual Growth Rate (CAGR).

Asia Pacific accounts for almost 50% of global direct selling sales.
Hong Kong maintains a free market economy and has a large service economy specializing in international business, banking, trade and tourism.

The words Hong Kong mean “Fragrant Harbor,” so named because of its deep-water harbor, which has contributed to Hong Kong’s success as a center for international trade and finance.

The current population in Hong Kong is 7,411,156 based on the latest United Nations estimates.¹

Hong Kong has a mixture of Eastern and Western cultural influences.

The official languages of Hong Kong include English and the Cantonese dialect of Chinese.

Based on the Behavioral Risk Factor Survey April 2016 from Center of Health Protection in Hong Kong, it was revealed that 38.8% of the population aged 18 - 64 were classified as overweight or obese.²

In 2016, 62% of retail sales from Hong Kong were generated from the Wellness sector according to the World Federation of Direct Selling Associations making the region a significant contributor to direct selling growth in the Asia Pacific Region.³

¹ http://www.worldometers.info/world-population/china-hong-kong-sar-population/
Singapore is both an island and a country. Though physically small, Singapore is an economic giant. It has been Southeast Asia’s most modern city for over a century.

Known for its desire to become the technology hub of Asia, Singapore is the most wired country in the region.

The current population of Singapore is 5,790,852 based on the latest United Nations estimates.4

The city blends Chinese, Malay, Arab, Indian and English cultures and religions. The four official languages of Singapore are Mandarin, Malay, Tamil and English. English is the most common language used and is the language which unites the different ethnic groups.

Based on a 2017 survey released by Singapore’s Health Promotion Board, four in ten Singaporean adults between the ages of 18 and 69 were overweight.5 Of these, one in ten were obese, a statistic that has more than doubled since 1992.

As Singapore’s economy shifts, more people are starting to look for additional sources of income, which will increase the overall network of OPTAVIA Coaches, hence increasing opportunities for companies like OPTAVIA.6

4 http://www.worldometers.info/world-population/singapore-population/
5 https://expatliving.sg/obesity-in-singapore-a-sizeable-problem/
6 | BUSINESS TOOLS

Business tools to help you grow.

As you know, we launched a robust technology platform in December 2017—designed for you, our extraordinary OPTAVIA Community. From a sponsoring and sharing perspective, our platform and other important features will pay dividends as we spread our mission into Hong Kong and Singapore. Here’s a rundown of the features that will be accessible to you internationally.
This platform provides you with the tools needed to build and grow your successful OPTAVIA business at home and abroad. This system was put into place to manage your business in a simpler and streamlined way, so you can focus on what matters most - impacting lives!

In Hong Kong and Singapore, we will offer local Coach and Client support. OPTAVIA will also offer support in each local market.

This is a convenient way for you to receive your earnings, track your payments, and do much more as you expand your network.

Our main technology platforms of OPTAVIA.com will include a translated Chinese site. Further, because mobile is so important, we will make all our videos compatible on mobile phones, in addition to creating local social media sites on platforms such as Facebook, Instagram, WeChat, and WhatsApp.
ASIA PACIFIC OFFERING

Introducing OPTAVIA’s Portfolio of Products

In Hong Kong and Singapore, OPTAVIA will introduce the same clinically studied plans and similar Fuelings to those offered in the United States, including the popular Optimal Weight 5 & 1 Plan®.
At launch, OPTAVIA Clients in these markets will have access to a variety of convenient, nutritionally interchangeable, US reformulated Fuelings, and over time, the product portfolio will expand to incorporate new Fuelings that reflect local taste preferences. We will also integrate the local flavors of Hong Kong and Singapore into our Lean & Green meals.

We selected our first set of Fuelings based on consumer testing results in different cities in Asia Pacific. Shakes & Smoothies, Bars, Hearty Meals, Soup, Dessert, Crunchers and Hot Drinks are just some of the products we will explore. Over 30 Fuelings will be available in Hong Kong and Singapore by the end of 2019.

OPTAVIA products will be available to residents of Hong Kong and Singapore exclusively through the OPTAVIA Coach community. They will join more than 1 million Clients who have already used the program in the United States.

With this expansion, OPTAVIA will give Coaches the power to transform more lives while expanding our impact and advancing the global health revolution.