

## US EARNED AVERAGE INCOME CHART

USANA Customers and Associates are unique, and their reasons for choosing USANA vary. Whatever the reason, USANA is a company that helps individuals achieve a more purposeful life—physically and financially.

64% of new Associates tell us they join with the primary purpose of improving their health through USANA's products. These **Customers** are extremely important to USANA and our long-term success, and we encourage their loyalty through Auto Order, a 10 percent discounted pricing platform on all USANA purchases. The other 36% tell us they join with the intent to earn money through sharing USANA products. **Earners** receive commissions, but are not actively building or expanding their business. **Business Builders** are actively recruiting other members, and most receive commission on product sales to the Preferred Customers and Associates in their team. Both Earners and Business Builders enjoy discounts through USANA's Auto Order program.

Building a business with USANA can be highly rewarding and may supplement or even replace income earned from an individual's primary profession. As with any entrepreneurial effort, starting a business typically requires a significant amount of time, effort, and commitment to personal development. One of the main benefits of starting a USANA business—as opposed to other entrepreneurial efforts—is the relatively low start-up and operation costs. In addition, USANA provides access to professional training and marketing tools to help new Associates become acclimated to the direct selling industry.

### Earned Average Income of all USANA Associates (United States): \$859

All Associates are included in this average. It is important to note that of the 61,400 total Associates, 35,132 are customers who purchase products but do not participate in the USANA commission plan. However, they may have earned undisclosed income through retail sales, which would not be reflected in this chart.

Below, we have detailed our various Associate classifications to provide a more accurate picture of potential earnings. This chart covers the the following time period: 03-Jan-2014 to 02-Jan-2015.

CUSTOMERS	Total Number As of 02-Jan-2015	Percentage of all USANA Associates
Includes all Associates who joined USANA in 2014 and made at least one product purchase. In addition, <b>Customers</b> includes those Associates who chose to continue their Associate status by paying the 2014 renewal fee. They have not enrolled a preferred customer or Associate nor have they received any form of commission from USANA. <ul style="list-style-type: none"> <li>• Receive discounted pricing on all USANA products</li> <li>• May have earned profit from retail sales which are not reflected in this chart</li> </ul>	35,132	57.22%
EARNERS		Percentage of all USANA members
Includes all Associates who joined USANA in 2014 and made at least one product purchase. In addition, <b>Earners</b> includes those Associates who chose to continue their Associate status by paying the 2014 renewal fee. They have not enrolled a Preferred Customer or Associate in the current fiscal year. <ul style="list-style-type: none"> <li>• Receive discounted pricing on all USANA products</li> <li>• May have earned profit from retail sales which are not reflected in this chart</li> <li>• Have earned at least one commission check from downline product sales</li> </ul>	14,888	24.25%
BUSINESS BUILDERS		Percentage of all USANA members
Includes all Associates who joined USANA 2014 and made at least one product purchase. In addition, <b>Business Builders</b> includes those Associates who chose to continue their Associate status by paying the 2014 renewal fee. These individuals sponsored at least one new associate or preferred customer in 2014. <ul style="list-style-type: none"> <li>• Receive discounted pricing on all USANA products</li> <li>• May have earned profit from retail sales which are not reflected in this chart</li> <li>• Have enrolled at least one Preferred Customer and/or Associate in the current fiscal year</li> <li>• May or may not have earned at least one commission check from downline product sales</li> </ul>	11,380	18.53%

Income Tier	Percentage of 2014 Business Builders	Average Annual Income of Business Builders	Percentage of all 2014 Associates (61,400 – United States)
\$100,000+	0.65%	\$249,567	0.13%
\$50,000 - \$99,999	0.67%	\$70,233	0.14%
\$25,000 - \$49,999	1.23%	\$35,489	0.24%
\$10,000 - \$24,999	3.15%	\$15,825	0.70%
\$5,000 - \$9,999	4.09%	\$7,047	1.00%
\$1,000 - \$4,999	17.50%	\$2,218	5.60%
\$1 - \$999	57.07%	\$293	32.07%
\$0	15.64%	\$0	60.12%

The earnings portrayed in this chart are not necessarily representative of the income, if any, that a USANA associate can or will earn through his/her participation in the USANA compensation plan. These figures should not be considered as guarantees or projections of your actual earnings or profits. Any representation of guarantee of earning would be misleading. Success with USANA results only from successful sales efforts, which require hard work, diligence, and leadership. Your success will depend on how effectively you exercise these qualities.