



USANA

Affiliate Preview

Key Market Trends

SHIFT TO SOCIAL COMMERCE

70%

people reported trying new online methods of purchasing through the pandemic.



THE COVID CONDITIONED CONSUMER



Key Market Trends

SHIFT TO SOCIAL COMMERCE

Global social commerce
is currently

\$89 BILLION

per year
and forecast to be

\$600 BILLION

by 2027



Key Market Trends

*THE GIG ECONOMY -
FLEXIBLE EARNING
OPPORTUNITIES*

Driven by
technology

**Flexibility
and freedom**



Key Market Trends

*THE RISE OF
MILLENNIAL & GEN Z*

Tech-savvy

Purpose-driven

Entrepreneurial
mindset



What do these
mean to us

trends?

How do we **gear up for the opportunities** that lie ahead?

How do we **win in this new environment?**

How do we **continue to build** upon our 30-year legacy and **achieve relevancy** in the marketplace?





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Affiliate Program

What is it?

**A new way to do
business with USANA.**

A simple way to earn.

**An opportunity to
attract and retain
more people.**



Who is it for?

EVERYONE

but particularly
people who like to
share products but
not build a team.





The USANA Experience

CUSTOMER

*BUYER & BRAND
ADVOCATE*

ASSOCIATE/
DISTRIBUTOR

*BUSINESS
BUILDER*



The *NEW* USANA Experience

CUSTOMER

AFFILIATE

ASSOCIATE/
DISTRIBUTOR

*BUYER & BRAND
ADVOCATE*

*PRODUCT SHARER &
BRAND INFLUENCER*

*BUSINESS
BUILDER*

Affiliates can

EARN

1 **Commissions on Sales**
to customers

2 **Affiliate Referral Bonus**
on personally-sponsored
Affiliates



Affiliates **EARN** Commissions on Sales



75%

ACTIVE NUTRITION

20%

NUTRITIONALS
SKIN CARE
HEALTHY LIVING



Affiliates Sales Commission

EXAMPLE



75%

ACTIVE NUTRITION

10 customers
each purchase
\$100
worth of product

= **\$1,000 in sales**



Affiliate earns \$150 ($\$1,000 \times 15\%$)

Affiliates Sales Commission

EXAMPLE

10 customers
each purchase
\$100
worth of product
= \$1,000 in sales

20%

NUTRITIONALS
SKIN CARE
HEALTHY LIVING

Affiliate earns \$200 (\$1,000 x 20%)



10%

Affiliate Referral Bonus

EXAMPLE

The bonus is based on the **EARNINGS** of the sponsored Affiliate

Sponsored Affiliate earns **\$200** in commissions

Affiliate **SPONSOR** earns **Referral Bonus \$20** ($\$200 \times 10\%$)

How do *you* benefit from sponsoring

Affiliates?

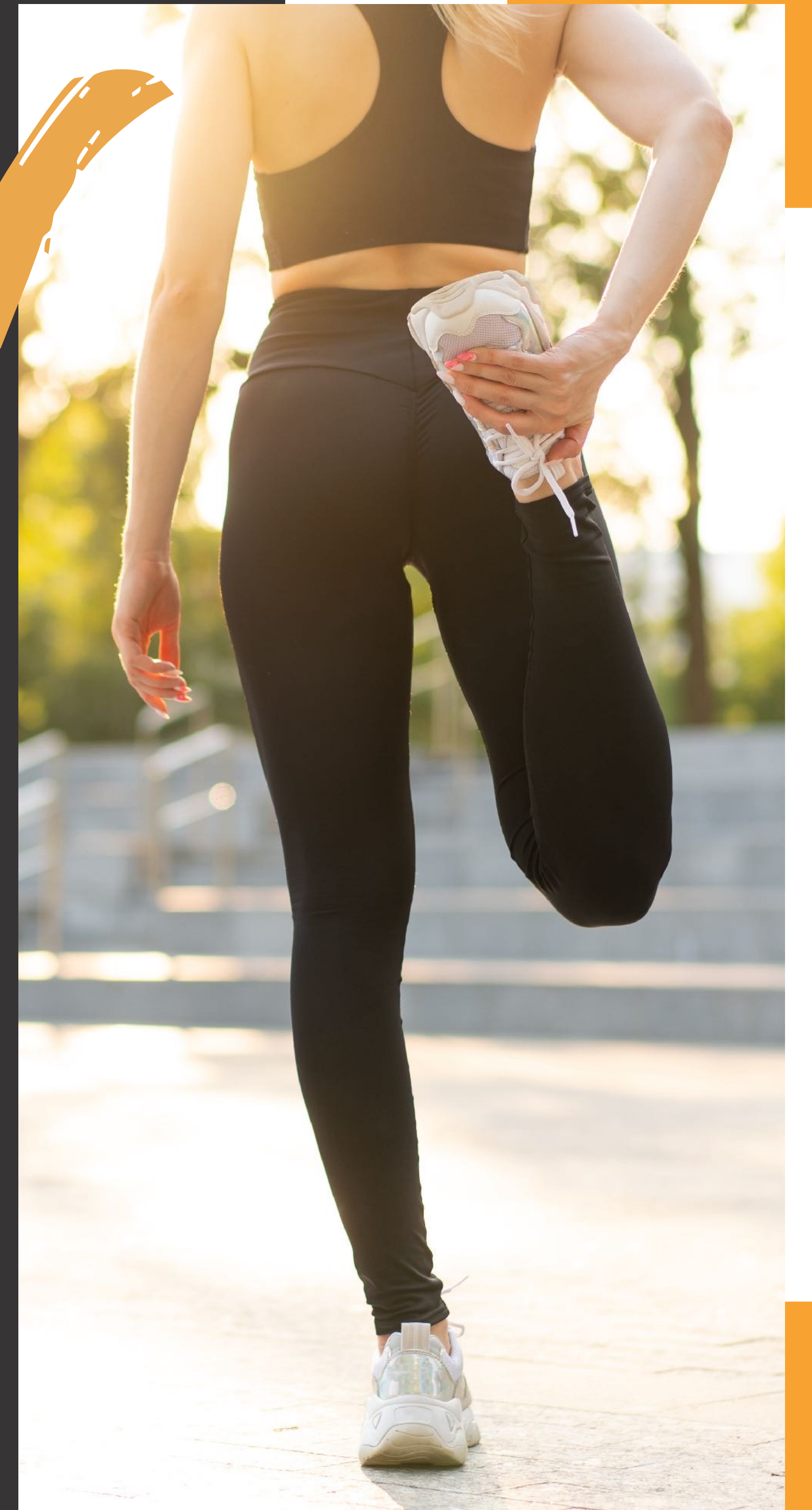


Associates **EARN**

1 **20% Affiliate Referral Bonus** on personally-sponsored Affiliates

2 **100% SVP** roll on Affiliate purchases

40% SVP roll on all Affiliate sales in the organization



20%

Affiliate Referral Bonus

EXAMPLE

The bonus is based on the **EARNINGS** of the sponsored Affiliate

Sponsored Affiliate earns **\$200** in commissions

Affiliate **SPONSOR** earns **Referral Bonus \$40** ($\$200 \times 20\%$)

How the Affiliate Program Pays

AFFILIATE

15-20%

10% on personally sponsored Affiliate commission earnings

COMMISSIONS ON SALES

AFFILIATE REFERRAL BONUS

SALES VOLUME POINTS

ASSOCIATE

20% on personally sponsored Affiliate commission earnings

40% on all Affiliate sales

100% on all Affiliate personal purchases

Affiliate Program Experiences



Associate-to-Affiliate



New USANA Affiliate



Experienced USANA
Affiliate

What's Next?

Associate Soft
LAUNCH

NOV 2022

Official
LAUNCH

JAN 2023

For more info, go to the Hub.



Training Plan

Virtual Leader Trainings

AUG-SEP

Virtual & In-Person Leader
Planning Sessions (2)

SEP-OCT

Virtual Social Media Event

OCT 15

In-Person Workshops w/
Leaders + Teams

OCT-NOV





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