



Nutrition for Zero Hunger, a Global Initiative of Herbalife Nutrition, Adds New Global Partner, The Hunger Project, Empowering Community-led Development for Sustainable Solutions

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LOS ANGELES--(BUSINESS WIRE)--Feb. 25, 2020-- Herbalife Nutrition (NYSE: HLF), a premier global nutrition company, along with the Herbalife Nutrition Foundation (HNF), today announced that it has a new nonprofit partner, The Hunger Project, under its *Nutrition for Zero Hunger (NFZH)* initiative. The Foundation has made an initial donation of \$30,000 to fund the organization's women-centered, community-led development and educational programs. Together they will invest in rural communities around the world affected by food insecurity and malnutrition.

According to the United Nations Food and Agriculture Organization (FAO), more than 821.6 million people are chronically undernourished, and 99% of them live in low- and middle-income countries. The Hunger Project's mission is to end world hunger by pioneering sustainable, grassroots, women-centered strategies and advocating for their adoption worldwide.

"The *Nutrition for Zero Hunger* global initiative is our way to help eradicate hunger and give people the nutrition they need," said Alan Hoffman, executive vice president, Global Corporate Affairs, Herbalife Nutrition. "We are proud to stand with The Hunger Project and support their global efforts."

Through this partnership, under the *Nutrition for Zero Hunger* initiative, Herbalife Nutrition and HNF will support The Hunger Project in its work to address the issue of global hunger, food insecurity and malnutrition by:

- **Focusing on what matters:** By investing in women and girls, mobilizing rural communities, and fostering effective partnerships with local government, The Hunger Project's methodology catalyzes a development process through which communities achieve concrete results in food security and nutrition outcomes.
- **Improving nutrition education:** Empowering communities to gain access to nutrition information regarding different, healthier, locally sustainable food choices.
- **Raising awareness of the global crisis:** Increasing awareness of The Hunger Project's mission by disseminating information about this new partnership to the extensive global network of Herbalife Nutrition independent distributors and more than 8,000 employees worldwide, to reach as many people and communities as possible.

"It is deeply meaningful to work with partners who value addressing the root causes of hunger with sustainable, long-term solutions," said Jenna Recuber, Global Vice President of The Hunger Project. "We are grateful that Herbalife Nutrition is investing in people to be the authors and leaders of their own development process, so that they themselves may transform critical issues in their communities."

In addition to supporting strategic partnerships, *Nutrition for Zero Hunger* aligns with the United Nations' Sustainable Development Goal #2, which calls for bold action to end hunger in all its forms by 2030, as well as solutions to achieve food security and improve nutrition worldwide.

As a leader in global nutrition, Herbalife Nutrition was founded, nearly 40 years ago, on the importance and value of good nutrition, providing a reliable source of nutritious food through a network of independent distributors and customers worldwide.

To learn more about Herbalife Nutrition, visit IAmHerbalifeNutrition.com. To receive the latest company updates from Herbalife Nutrition, follow us on Twitter: @HerbalifeNews.

About Herbalife Nutrition Ltd.

Herbalife Nutrition is a global company that has been changing people's lives with great nutrition products and a proven business opportunity for its independent distributors since 1980. The Company offers high-quality, science-backed products, sold in over 90 countries by entrepreneurial distributors who provide one-on-one coaching and a supportive community that inspires their customers to embrace a healthier, more active lifestyle. Through the Company's global campaign to eradicate hunger, Herbalife Nutrition is also committed to bringing nutrition and education to communities around the world.

For more information, please visit IAmHerbalifeNutrition.com.

About Nutrition for Zero Hunger

Through *Nutrition for Zero Hunger*, Herbalife Nutrition is helping tackle rising global hunger, food insecurity and malnutrition. As a leader in the nutrition industry, we are committed to addressing this need through combined efforts for access to healthy nutrition and nutrition education. *Nutrition for Zero Hunger* aligns with the United Nations' Sustainable Development Goal #2, which calls for bold action to end malnutrition in all its forms by 2030, as well as solutions to end global hunger and improve nutrition worldwide. The initiative addresses global hunger, food security and malnutrition through key commitments to ensure greater access, education and empowerment of healthy nutrition worldwide.

About The Hunger Project

Founded in 1977, The Hunger Project is a global non-profit organization whose mission is to end hunger and poverty by pioneering sustainable, community-led, women-centered strategies and advocating for their widespread adoption in countries throughout the world. The Hunger Project is active in 23 countries, with its global headquarters in New York.

The Hunger Project is a global movement of individuals and organizations that includes members in the United States and Partner Countries (Australia, Canada, Germany, Japan, The Netherlands, New Zealand, Sweden, Switzerland and the United Kingdom) investing in more than 16,000

communities throughout Africa (Benin, Burkina Faso, Ethiopia, Ghana, Malawi, Mozambique, Senegal, Uganda and Zambia); South Asia (Bangladesh and India); and Latin America (Mexico and Peru) who are leading their own change.

The Global Hunger Project is a 501(c)(3) tax-exempt organization in the United States. Our Federal tax number (EIN) is 94-2443282. Learn more about the organization at www.thp.org.

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