



SALES LEADERS

Requalification and Retention*

SALES LEADERS STATISTICS (excluding China)

	2019	2018
	(in thousands)	
January 1 total sales leaders	560.5	535.7
January and February new sales leaders	32.1	25.0
Demoted sales leaders (did not requalify) ¹	(127.8)	(148.6)
Other sales leaders (resigned, conversions, etc.)	(3.0)	(2.3)
Total end of February sales leaders	461.8	409.8

SALES LEADERS RETENTION (excluding China)

	2019	2018
Year Ended January 31	(in thousands)	
Sales leaders needed to requalify	398.5	408.6
Demoted sales leaders (did not requalify) ¹	(127.8)	(148.6)
Total requalified	270.7	260.0
Retention rate¹	67.9%	63.6%

SALES LEADERS STATISTICS AND RETENTION RATE

	2019	2018	2019	2018
Year Ended January 31	Sales leaders (in thousands)		Retention rate	
North America	66.3	49.4	73.2%	65.9%
Mexico	75.5	71.7	69.9%	66.3%
South and Central America	64.9	66.3	62.2%	59.0%
Europe, Middle East and Africa	121.3	107.5	71.3%	68.7%
Asia Pacific (excluding China)	133.8	114.8	64.4%	59.0%
Total sales leaders (excluding China)	461.8	409.8	67.9%	63.6%
China	89.1	76.6		
Total sales leaders worldwide	550.9	486.4		

¹ For the twelve month requalification periods ending January 2019 and January 2018, certain markets have utilized a lower requalification threshold. Also, with revised business requirements in place for U.S. and U.S. Territories, we have utilized for each of these years a requalification equalization factor for U.S. Members to better align their requalification thresholds with Members in other countries. The figures of 67.9% and 63.6% for 2019 and 2018, respectively, include the effect of both the lower requalification thresholds and the equalization factor in the U.S. and U.S. Territories. Excluding both these effects, the retention rates for 2019 and 2018 would have been 64.4% and 58.6%, respectively.

* This information should be read in conjunction with the Company's Annual Report on Form 10-K for the year ended December 31, 2018 for further information on sales leader requalification and retention. Requalification and retention results exclude certain markets for which, due to local operating conditions, sales leaders were not required to requalify for the years presented here; such exclusions are not material to the Company's retention results. Amounts may not total due to rounding.