

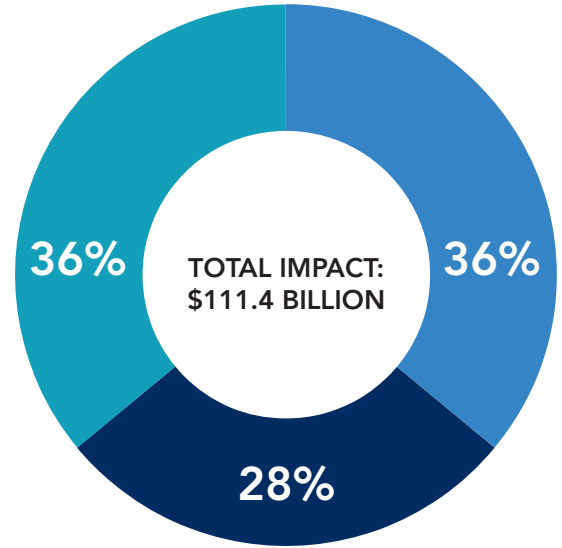


THE ECONOMIC IMPACT OF DIRECT SELLING ACTIVITY IN THE UNITED STATES IN 2022

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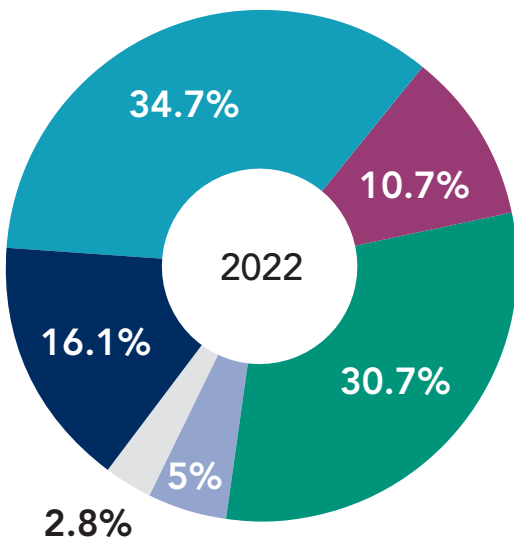
Direct selling is a business model that offers entrepreneurial opportunities to individuals who, as independent contractors, market products and services to consumers, typically outside of a fixed retail establishment through one-to-one selling, in-home product demonstrations, or online. Direct sellers are called distributors, representatives, consultants, associates, or various other titles. They may participate in direct selling in various ways, including selling products and services themselves or through their sales organizations, providing training and leadership to their sales organizations, referring customers to their company, and purchasing products and services for personal use. Compensation is ultimately based on sales and may be earned through personal sales and/or the sales of others in their sales organization.

2022 ECONOMIC IMPACT ESTIMATES



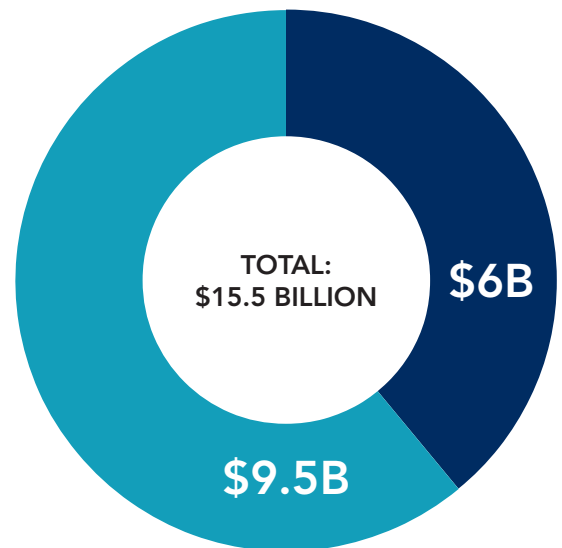
- INDUCED EFFECT: \$39.9 BILLION
- DIRECT EFFECT: \$40.5 BILLION
- INDIRECT EFFECT: \$31.0 BILLION

PERCENTAGE OF DIRECT SELLING (RETAIL) SALES



- HOME & FAMILY CARE/HOME DURABLES
- SERVICES & OTHER
- WELLNESS
- CLOTHING & ACCESSORIES
- PERSONAL CARE
- LEISURE & EDUCATIONAL

2022 FISCAL IMPACT



- FEDERAL TAX REVENUE (IN BILLIONS)
- STATE/LOCAL TAX REVENUE (IN BILLIONS)