



# Reliv International, Inc. 2023 U.S. Income Disclosure Statement

Distributors join Reliv for various reasons. Some join because they appreciate the quality products and have no present interest in the income opportunity. Some enjoy the products and use the income opportunity as a way to share the products with friends and family and to earn additional income. Finally, certain Distributors see the income opportunity as a career choice. The most powerful element of Reliv's compensation plan is that it adjusts to your goals. As a result, there is no need to exaggerate the earnings potential of our business. Distributors should never purchase products solely for the purpose of receiving a commission, nor should they encourage others to do so.

The information below reflects all active distributors as of 12/31/2023 (4,522). The payment figures listed are in addition to and do not include amounts received on the resale of products directly to consumers nor do they reflect expenses a Distributor may have incurred in operating its business.

**Distributor – Discount Buyer** - The largest number of Distributors (1,601 or 35.4% of 4,522) join Reliv to enjoy discounts and often distribute the products at retail to their network of family and friends. This group of Distributors receives no payments from the Company. This group averages over a 5.5-year relationship with the Company.

**Distributor - Earner** - The next largest Distributor Group (1,508 or 33.3%) are Distributors who in addition to purchasing product at a discount earn retail and wholesale income on sales to consumers and other distributors in their downline. The average payments made to this group was \$196 in 2023. This group averages a 15.2-year relationship with the Company.

**Distributor - Business Builders** - Business Builders (1,413 or 31.2%) are Distributors who in addition to earning retail and wholesale income on sales to consumers and other distributors in their downline, earn commissions and other amounts on the sales of their downline distributors. The average total payments made to this group was \$4,964 in 2023. This group averages over a 13.3-year relationship with the Company.

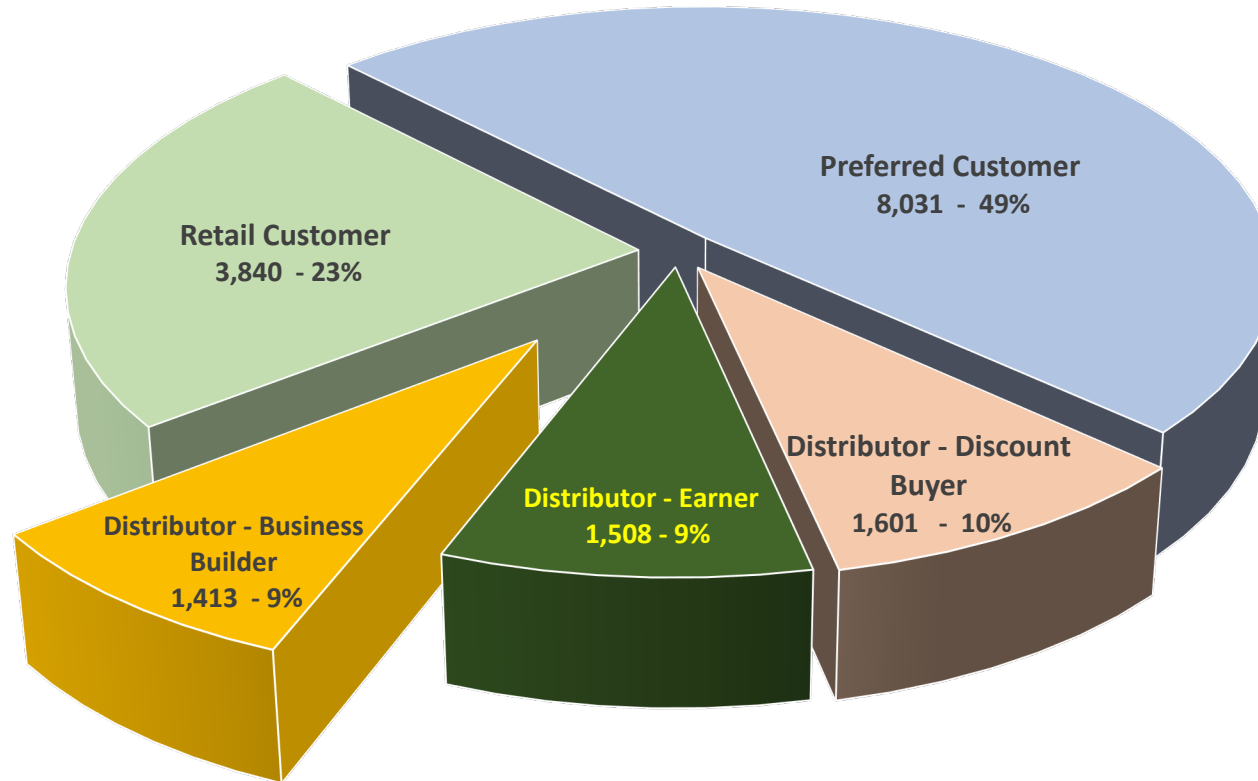
**As the largest group of Reliv Distributors is Discount Buyers, the median payment to all Distributors was \$0 in 2023 (the average (mean) total payment made to all Distributors was \$1,616)**

**Customers** - Reliv has thousands of satisfied retail customers and many of those enroll as Preferred Customers to take advantage of discounts on the products they and their families enjoy. As identified above, many join as Distributors to enjoy even greater discounts and often share the products with their family and friends. These individuals may, or may not, decide at some point to become active in the Reliv income opportunity. In 2023, Reliv had over 3,840 **Retail Customers** buying products from the Company for over 5.5 years on average. Many Retail Customers buy directly from a Distributor, rather than directly from the Company so the number of Retail Customers is likely larger. In addition, there were 8,031 Preferred Customers in 2023 enjoying discounts on their Reliv products.

Approximately .13% of Reliv Distributors earned a trip in the past year based on their efforts while 5.17% of them qualified for a monetary bonus.

*The information contained herein reflects U.S. Distributor earnings in the year 2023. The income figures listed in this disclosure are not necessarily representative of the income, if any, that a Reliv Distributor can or will earn through his or her participation in the Reliv Compensation Plan. Income figures listed herein do not consider expenses a Distributor may incur in conducting their business, which can vary widely and may include advertising or promotional costs, conference fees and expenses, as well as travel, telephone, internet and other costs. These figures should not be considered as guarantees or projections of your actual earnings or profits. Any such representation or guarantee of specific earnings would be misleading. Success with Reliv results only from successful sales efforts, which requires hard work, diligence, and leadership. Your success will depend on how effectively you exercise these qualities. A COPY OF THIS INCOME DISCLOSURE SHOULD BE PRESENTED TO PROSPECTIVE DISTRIBUTORS ANY TIME DISTRIBUTOR COMPENSATION IS DISCUSSED OR EARNING REPRESENTATIONS OR LIFESTYLE CLAIMS ARE MADE.*

## Reliv Distributors and Customers



Key:

**Retail & Preferred Customers** - Purchase product at or below retail price for consumption.

**Distributor – Discount Buyer** - Purchase product at a discount for consumption and resale but receive no payments from the Company.

**Distributor – Earner** - Purchase product at a discount for consumption and also earn retail and wholesale income on sales to consumers and other distributors.

**Distributor – Business Builders** - Earns retail, wholesale, commissions and other amounts.