

FACT SHEET
Global Direct Selling



2011 Global Retail Sales: USD \$153,727 million

Direct Selling

- The marketing of consumer products or services direct to the consumer ...
- ... by an independent sales person who represents a direct selling company.
- Direct sales are generally conducted in a home or a workplace ... away from a permanent bricks & mortar retail setting.
- Today, direct selling also takes advantage of social media and word-of-mouth marketing techniques.

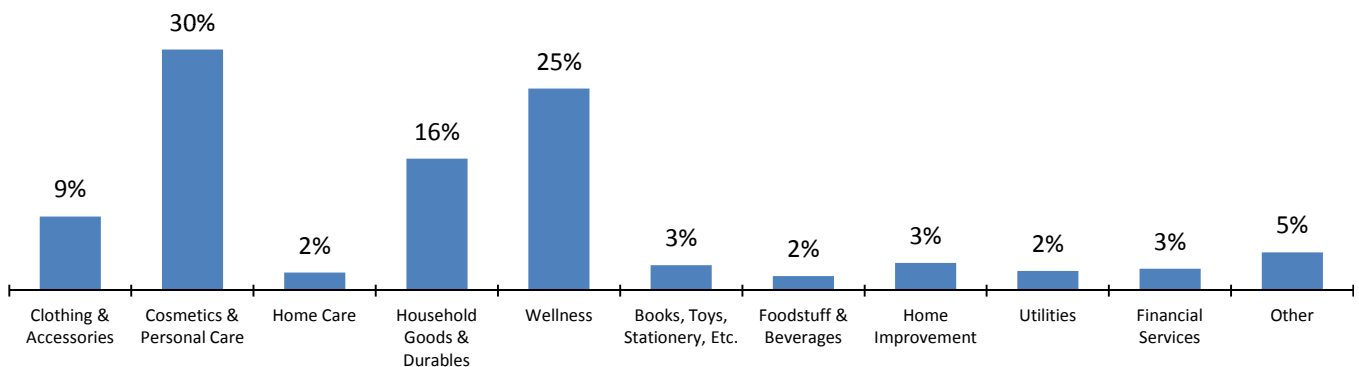
Global Sales Force

The 91.5 million Direct Sellers who represent Direct Selling companies around the world are:

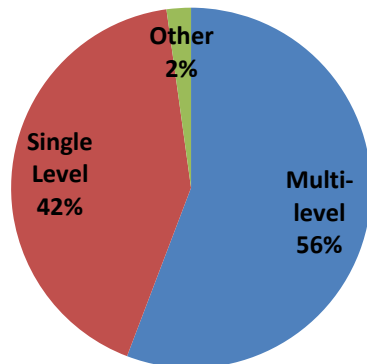
- Career-minded entrepreneurs** who build their own businesses marketing the products/services of a Direct Selling company with which they have an agreement or contract ... or
- part-time micro-entrepreneurs** who earn extra income by doing so.
- Those seeking new skills**, who join for the training and re-training
- Those seeking new contacts, greater self-esteem, and those who want to give back to the community** through the many Direct Selling social responsibility initiatives.

Of this diverse group, many were customers of the products/services prior to becoming a company representative. As Direct Sellers, all enjoy significant discounts and in fact, some choose only to enjoy and use the discounted products and decide not to sell them at all.

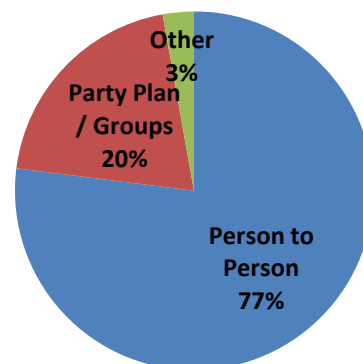
Sales by Product Category



Sales by Compensation Plan



Sales by Sales Method



©Copyright WFDSA 2012

Note: Sales figures are expressed at estimated retail level and exclude VAT. Annual average exchange rates for 2011 from the International Monetary Fund were used to convert local currency to US dollars. Percentages may not sum to 100% due to rounding.