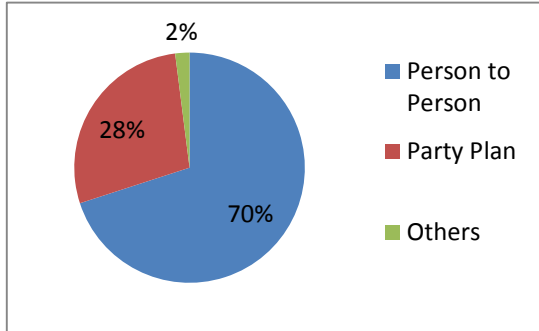


2014 total sales Europe : 24,5 bn €

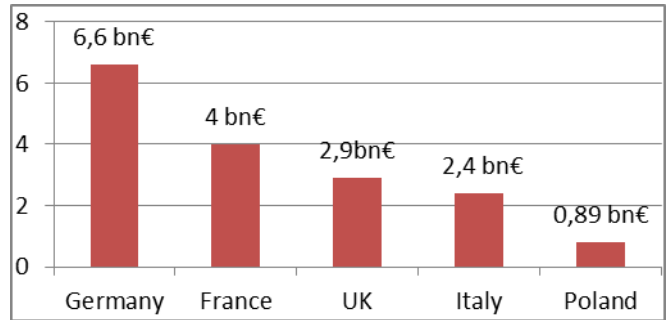
2014 total sales in the European Union : 20 bn €

Direct selling is

The marketing of consumer products or services directly to the consumer by an independent sales person who represents a direct selling company.



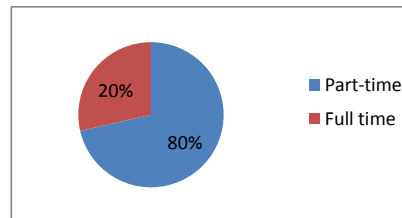
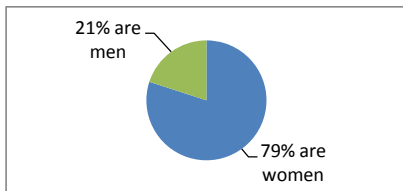
Top five EU markets



Sales excluding VAT - 2014

Direct selling typically occurs in a home or at workplace or in any other place away from traditional retail location. Today direct selling also takes advantages of social media and online marketing techniques

Direct sellers: 13,9 million in Europe - 5,7 million in EU



Breakdown of sales by product groups (in%)

