

50 x 50: Reaching 50 Million Positive Impacts by 2030



Overview:

At Herbalife Nutrition, our success is premised on improving communities. From helping people improve their nutrition with our science-backed products to providing economic opportunities through our direct selling business model, we've helped millions worldwide lead a healthier lifestyle, become entrepreneurs and have a positive impact on their communities.

As we enter our fifth decade, we are focused more than ever on nourishing people and nourishing our planet. Because both together lead to a healthier world – one in which everyone has access to nutritious food, economic opportunity, and clean water and air. We can help build such a world, given our expertise, scale, network and global reach. Our Global Responsibility strategy uses these strengths to improve our world in three meaningful ways: nutrition, economic opportunity and environmental stewardship.

Our Global Goal: Achieving 50 Million Positive Impacts by 2030

To drive progress, we have set a goal to make 50 million positive impacts that nourish people and our planet by 2030, our 50th anniversary. Since 2020, our commitment to achieve 50 million positive impacts has been a pledge to foster tangible acts of good in the communities around the world where we live and work. Whether we achieve a positive impact through a meal donated, a pound of plastic removed from the waste stream or a program that reaches beneficiaries, we will achieve these positive impacts through the combined efforts of our cross-functional and multisector Global Responsibility programs and additional donations made by the Herbalife Nutrition Foundation (HNF).*

What is a Positive Impact?

To have a positive impact means to affect or influence beneficially. In the scope of our Global Responsibility, a positive impact is a tangible action or result which positively contributes to our goals across our three pillars and foundational areas of focus. Across our Global Responsibility core pillars and foundational programs, key performance indicators (KPIs) are identified to assess progress toward our global goals. Positive impacts include specific KPIs of actions, results and evidence that demonstrates the following indicators:

- **Tangible Results** – physical evidence of ours and HNF's beneficial contribution to target communities
- **Measurable Results** – can be quantified and verified through data and confirmed by third parties, where applicable
- Results that provide a beneficial contribution to **Specific Goal(s)** identified within our Global Responsibility core pillars and foundational areas

Positive impacts serve as one set of benchmarks to measure the progress of our key programs and pillars, which nourish people, communities and the planet.

Positive Impact Assessment Framework:

Results from our Global Responsibility programs and HNF projects will include positive impacts based on KPIs assessed through the following framework. Results including those from donations made by HNF that can be linked to global goals and emphasis across our core pillars (nourishing healthy communities, supporting economic empowerment and bolstering environmental stewardship) will be included as part of our measurement toward 50 million positive impacts.

Target Goals (list not exhaustive):

- Community development, infrastructure to reduce food insecurity
- Increased access to nutritious foods (meal and food subsidy programs)
- Increased access to nutrition education tools and resources
- Increased access to essential nutrition and dietary supplementation
- Growth of nutrition leadership and development (scholarship and capacity building)
- Increased access to mentorship, leadership and development programs, tools and resources
- Support livelihoods (women empowerment, farming and entrepreneur programs)
- Increased usage of sustainable packaging (plastics and cardboard)
- Increased adoption of sustainable guidelines, tools and resources
- Increased access to sustainability education, trainings and resources
- Reduced operational waste (materials)
- Reduced usage of waste-prone materials in packaging (plastics and cardboard)
- Reduced operational emissions, energy and footprint
- Increased volunteerism hours and acts of service in support of local communities



*HNF is a public charity, not a subsidiary or affiliate of Herbalife Nutrition. HNF chooses to join Herbalife Nutrition in some charitable initiatives. Specific detail of Positive Impacts achieved by donations from HNF listed in our Global Responsibility Report.

Metrics incorporated into 50x50:

Goals	Metric Defined as Positive Impact	Measurement	Confirmed/Validated by
Increase access to nutrition/nutritious foods	Meals served/donated	# of meals 1 meal = 1 impact	Nonprofit partner confirmation
Increase access to nutrition/nutritious foods	Food subsidy boxes served	# of boxes 1 box = 1 impact	Nonprofit partner confirmation
Increase access to nutrition/nutritious foods	Food (dry goods, canned food donated from collective/drives)	Weight of food (kilograms) 1 kg = 1 impact	Weight confirmed onsite at facilities and/or confirmed by nonprofit or recipient partner
Increase access to adoption of nutrition education resources and materials	People receiving and/or accessing nutrition education materials, resources	# people/beneficiaries 1 beneficiary = 1 impact	Nonprofit partner confirmation
Increase access to nutrition, supporting healthy growth and development	People receiving nutrition and dietary supplements through nutrition programs	# people/beneficiaries 1 beneficiary = 1 impact	Nonprofit partner confirmation
Community development, infrastructure to reduce food insecurity	People receiving other resources, participating in programs related to other support (holistic)	# people/beneficiaries 1 beneficiary = 1 impact	Nonprofit partner confirmation
Economic empowerment (holistic)	People receiving resources, education, training, programs, other support (holistic)	# people/beneficiaries 1 beneficiary = 1 impact	Nonprofit partner confirmation
Increased access to nutrition/nutritious foods	Herbalife Nutrition Inner Nutrition (consumable) products donated	# of product servings 1 product serving = 1 impact	P&E order, warehouse confirmation, nonprofit partner confirmation
Access to other applicable materials, equipments, essentials to support communities in need, disaster relief	Herbalife Nutrition Outer Nutrition and related in-kind materials, other miscellaneous items	# of product/material units 1 unit of product = 1 impact	Warehouse confirmation, nonprofit partner confirmation
Waste reduction	Weight of materials reduced, replaced, offset	Weight of materials (kilograms) 1 kg = 1 impact	Weight confirmed by project team (sourcing, supply chain, packaging)
Increased use of sustainable packaging	Weight of materials reduced, replaced, offset	Weight of materials (kilograms) 1 kg = 1 impact	Weight confirmed by project team (sourcing, supply chain, packaging)
Increased recycling efforts and materials recycled	Weight of materials recycled	Weight of materials (kilograms) 1 kg = 1 impact	Weight confirmed onsite in facilities and/or confirmed by waste management partner
Increased volunteer hours donated to communities	Volunteer hours of Herbalife Nutrition employees and those participating at Herbalife Nutrition sponsored volunteer events	Volunteer hours 1 volunteer day = 1 impact	CVP program hours as reported by Global Payroll and/or Human Resources on volunteer hours recorded by volunteer supervisor or available tools (Pledge) by participating at Herbalife Nutrition-sponsored volunteer events