



CANADA STATEMENT OF TYPICAL PARTICIPANT EARNINGS

USANA Customers and Associates are unique, and their reasons for choosing USANA vary. Whatever the reason, USANA is a company that helps individuals achieve a more purposeful life—physically and financially.

The majority of new Canadian Associates tell us they join with the primary purpose of improving their health through USANA's products. These **Customers** are extremely important to USANA and our long-term success, and we encourage their loyalty through our optional Auto Order program, a 10 per cent discounted pricing platform on all USANA purchases. The other new Associates tell us they join with the intent to earn money through sharing USANA products. **Earners** receive commissions, but are not actively building or expanding their business. **Business Builders** are actively recruiting other members, and most earn commissions on product sales in their downline sales team. Both Earners and Business Builders enjoy discounts through USANA's Auto Order program.

Building a business with USANA can be highly rewarding and may provide an exceptional earnings opportunity. As with any entrepreneurial effort, starting a business typically requires a significant amount of time, effort, and commitment to personal development. One of the main benefits of starting a USANA business—as opposed to other entrepreneurial efforts—is the relatively low start-up and operation costs. In addition, USANA provides access to professional training and marketing tools to help new Associates become acclimated to the direct selling industry.

Annual Typical Participant Earnings of all USANA Associates (Canada): \$0 to \$330

All Canadian Associates are included in this typical participant earnings statement for the year 2016. It is important to note that of the 31,146 total Canadian Associates, 19,985 are customers who purchase products but do not participate in the USANA commission plan. However, they may have earned undisclosed income through retail sales, which would not be reflected in this chart.

Below, we have detailed our various Associate classifications to provide a more accurate picture of potential earnings. This chart covers the following time period: 02-Jan-2016 to 30-Dec-2016.

CUSTOMERS	Total Number As of 30-Dec-2016	Percentage of all USANA Associates
Customers have either enrolled in 2016 and made at least one product purchase, or maintained their Associate status by paying the 2016 renewal fee. <ul style="list-style-type: none"> Receive discounted pricing on all USANA products May have earned profit from retail sales which are not reflected in this chart Have not enrolled another member Have not received any form of commission from USANA 	19,985	64.17%
EARNERS	Total Number As of 30-Dec-2016	Percentage of all USANA Associates
Earners have either enrolled in 2016 and made at least one product purchase, or maintained their Associate status by paying the 2016 renewal fee. <ul style="list-style-type: none"> Receive discounted pricing on all USANA products May have earned profit from retail sales which are not reflected in this chart Have not enrolled another member Have earned at least one commission cheque from downline product sales 	5,951	19.11%
BUSINESS BUILDERS	Total Number As of 30-Dec-2016	Percentage of all USANA Associates
Business Builders have either enrolled in 2016 and made at least one product purchase, or maintained their Associate status by paying the 2016 renewal fee. <ul style="list-style-type: none"> Receive discounted pricing on all USANA products Have enrolled at least one Preferred Customer and/or Associate in the current fiscal year May or may not have earned at least one commission cheque from downline product sales 	5,210	16.73%

Income Tier	Percentage of 2016 Business Builders	Typical Participant Earnings of Business Builders
\$100,000+	1.07%	\$286,565
\$50,000 - \$99,999	1.40%	\$94,069
\$25,000 - \$49,999	1.77%	\$45,037
\$10,000 - \$24,999	4.99%	\$20,642
\$5,000 - \$9,999	6.12%	\$9,194
\$1,000 - \$4,999	23.53%	\$2,999
\$1 - \$999	47.14%	\$443
\$0	13.97%	\$0

The earnings portrayed in this chart are not necessarily representative of the income, if any, that a USANA Associate can or will earn through his/her participation in the USANA compensation plan. These figures should not be considered as guarantees or projections of your actual earnings or profits. Any representation of guarantee of earning would be misleading. Success with USANA results only from successful sales efforts, which require hard work, diligence, and leadership. Your success will depend on how effectively you exercise these qualities. All \$ figures are Canadian dollars.