

**USANA**  
*International  
Expansion*



## USANA's Guide to International Expansion

Expanding a business to new, international markets is exciting. And as a USANA Associate, you're in the unique position to leverage this opportunity. But sharing USANA's products and business with your family and friends while building global connections can be daunting.

This brochure includes market expansion details you need to know to branch out internationally and pursue the best growth options for your business. Read on for general information about guidelines to get you started and some global expansion expectations.



## Is International Growth Right for You?

How do you know if moving beyond your country's boundaries is something you should do? Expanding into international markets leads to a world of possibilities, but language barriers, time differences, cultural diversity, and managing a team from afar can be challenging. However, if done correctly, it can be rewarding and yield great opportunities within USANA's business structure(s).\*

It's wise to wait to expand until you've built a solid business and are consistently earning in your home market. Remember, this is a long-term commitment. It requires additional time, energy, and financial investment, as well as high-level prospecting and training skills.

Once your current network is maximised, it's a good time to consider expanding.

## Benefits of International Expansion

Creating the Healthiest Family on Earth has always been USANA's vision. Expanding your business into an international market helps our family grow with every contact you make.

### **Growth Opportunities**

USANA's positive reputation worldwide opens an entirely new sharing pool to build your global business—and allows you the opportunity to take it to the next level.

### **Standardised System**

Thanks to USANA's compensation plan and core products for each market, USANA Associates can work all over the world and receive outstanding universal benefits for their sales efforts.\*

### **Global Entrepreneurship**

What better way to grow both personally and professionally than to immerse yourself in a new culture and do business in another country? Expansion brings excitement, experience, and diversity to you and your team.

\*Some USANA markets, like India, operate under a modified global business structure and are not included in the standard global system.

# USANA's Global Footprint

By the end of 2023, USANA will operate in 25 diverse markets around the world, meaning you can influence people all over the globe by leveraging connections to grow your business. But keep in mind the Company's Terms & Policies may differ based on market. Find out how to operate a USANA business in each country by checking out our market-specific [Terms & Policies](#).

## Existing USANA Markets

Australia	Malaysia
Belgium	Mexico
Canada	Netherlands
China (BabyCare)	New Zealand
Colombia	Philippines
France	Romania
Germany	Singapore
Hong Kong	Spain
India	Taiwan
Indonesia	Thailand
Italy	United Kingdom
Japan	United States s
Korea	(includes Puerto Rico and the Caribbean)

## Preferred Customer Only Markets

Austria  
Ireland  
Luxembourg

As an Associate, you can enrol and sell to Preferred Customers (PCs) in PC-only markets but offering the business opportunity and enrolling Associates is not currently allowed.

## Future USANA Markets

Market expansion is an informed decision based on two main factors:

1. Associate interest in USANA, including submarket engagement
2. Market evaluation, including size, growth, competitive landscape, and political climate.

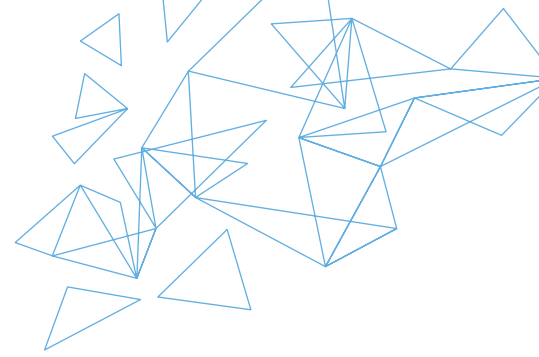
Where in the world would you like to see USANA *expand?*

To request a new market for consideration, complete the official [market expansion interest survey](#). You can further express specific interest by contacting the USANA market expansion team at [international.expansion@USANAinc.com](mailto:international.expansion@USANAinc.com).



# Getting Started

Building internationally is an exciting prospect, but you may be unsure how to get started. Follow these guidelines as you set your sights on international expansion.



## **Build Local to Go Global**

Prior to branching out in another market, we recommend establishing a strong home-country business first. A sturdy foundation in your existing market allows you to stay financially strong as you work to open a new market. It will set you up for success.

You'll also better understand the tools and products—as well as the work ethic necessary—to successfully build a stable international business. These skills will prove invaluable as you expand to a new market. And you won't have to worry about your existing business being negatively affected with your focus elsewhere.

## **Start Building in Submarkets at Home**

We define submarkets as cultural groups within a USANA market that are tied to other international markets, such as Koreans in the United States or Vietnamese in the United Kingdom. Leveraging connections in such submarkets will give you a great advantage before entering your new global market.

For example, as an Associate in the UK, you might not speak Vietnamese, but you may know somebody who does who can introduce USANA to their community. Working in submarkets will familiarise you with your new markets' culture, lifestyle, and mindset. Leverage cultural events and locations within your home market to grow roots first and then branch out internationally.

## **Pre-Travel Arrangements and Organisation**

Plan and coordinate as much as possible in your home market before entering a new one. This includes setting up meetings, contacting prospects, getting to know the new staff, and understanding the culture. Completing the legwork in your home market will save valuable time and money and lead to greater success. Pre-travel preparation helps you appear more prepared and professional to your prospects. Find out when meetings or events are taking place in the country you are visiting—attending such activities can help you prospect and network.

If you're excited to travel and start prospecting, be sure to plan ahead, travel safely, and focus on a few cities instead of trying to travel everywhere at once. Traveling to some markets may require a visa. Contact the country's local authorities for additional information. Keep in mind, you still have a business back home; it's important to balance international expansion with your home market.

## **Commit**

Building internationally requires commitment. To be successful, you must invest in your new market and not give up after setbacks. This is especially true as you begin to find team members in the market. New Associates will need continued support, visits, and mentoring—especially when while you're getting established. This commitment requires time, energy, and financial resources. It's important for new team members to feel your support; they will, in turn, have the motivation and skills to support your business success.



# Tips to Remember

## **Find a Mentor**

Learn from the best! Find someone who has expanded internationally and seek their advice and counsel.

## **Create a Contact List**

Make a list of strong market leaders you'd like to connect with before taking the trip. Ideal people are part of a submarket group, have already built in the country, or have connections in the market.

## **Network Though Social Media**

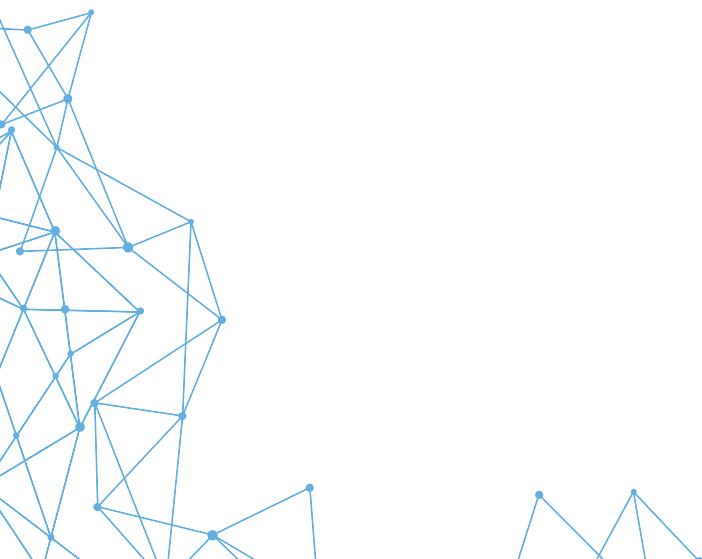
Social media lets you reach global audiences and make connections almost instantly. Keep in mind, different markets and cultures use different platforms to communicate. Do your best to match these preferences.

## **Become an Expert**

- Review the International Expansion section of The Hub. If you have additional questions, contact the market's [local office](#).
- [Be knowledgeable about products, trademarks, and allowable health, science, and product claims.](#) Not all products are offered in every market. Find out what's available and the specific claims you can make about each product. There are almost always slight differences for each market.
- Know the local office. Learn where the office is located, if they have will call, their hours of operation, and the local staff's names and titles. Our international staff will welcome you with open arms and provide you with invaluable support.
- Be familiar with the local online tools and see what [resources](#) are available in each market.
- Know the payment and commission options. They can vary market to market.

## **Research Language, Culture, and Business Etiquette**

Building in a submarket first will help in this effort. Try your best to become familiar with local customs, which will increase your communication and business skills.



## FAQs

### **What are the qualifications to expand internationally?**

Any active Associate can broaden their business internationally. USANA's China and India markets have requirements that must be fulfilled to business-build there. Please connect with local teams to learn more.

### **What are the start-up costs?**

USANA does not have start-up costs to build your business internationally, although expanding to global markets may require a financial investment in visas, travel, etc.

### **Which products are available for international expansion?**

Check the market's shopping cart for product availability. Be aware that some products may have different formulas based on the market. Refer to the market's sales tools for more detailed information. For further inquiries, reach out to the market you are interested in. Contact information can be found on The Hub.

### **How do I begin my USANA business?**

Please review the specific market's Terms & Policies on The Hub for detailed information. For further inquiries, reach out to the market you are interested in. Contact information can be found on The Hub.

### **Is there a different compensation plan for each market?**

In general, USANA's compensation plan is consistent across most markets, but there may be market differences. For example, [India's compensation plan is modified](#) from all our other markets. Please make sure you fully understand the market's nuances prior to expanding your business there. Find these differences on [The Hub](#) or by asking your customer service agents.\*

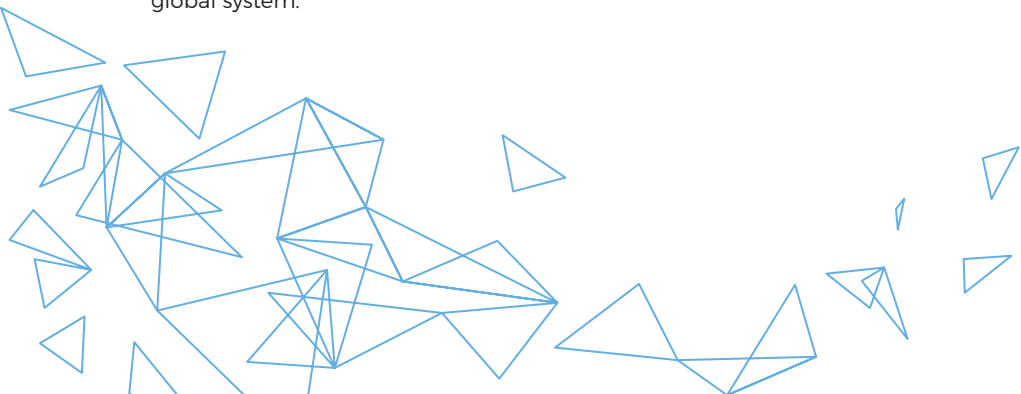
### **What training and tools are available to help me?**

Access the Share USANA Media Centre via The Hub to see which prospecting tools are available for the market. Training tools are located on The Hub > Training.

### **Where can I get market-specific information?**

Check out the local market page on The Hub by changing the locale on the top right-hand corner of the page. Click the flag icon to change markets.

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## Market Expansion Code of Ethics

USANA's Market Expansion Code of Ethics sets forth a commitment to its Associates when opening a new market. It details the ethical practices and principles all Associates must adhere to for a fair, and thus successful, new market opening.

### CODE OVERVIEW

#### **USANA's Commitment**

- USANA commits to listen to its Associates, to be fair in announcing new markets, and to work with Associates to create a plan for success for all new markets.

#### **Corporate Communication**

- New markets will be announced officially and in the fairest manner possible.
- At the time of the official announcement, USANA will give guidelines on approved and unapproved pre-launch activities. USANA will also begin working with interested Associates on strategies for successfully entering the new market.

#### **Approved Pre-Launch Activity**

- Any permitted pre-launch activities will be officially announced and apply to all Associates building in the new market. If an Associate is unsure whether an activity is approved, it's their responsibility to contact USANA at [international.expansion@USANAinc.com](mailto:international.expansion@USANAinc.com).

#### **Unapproved Pre-Launch Activity**

- Unapproved pre-launch activities are considered serious violations of the Terms & Policies and may result in cancellation of distributorship(s).

#### **The USANA Voice**

- USANA strives to respond to local market needs while maintaining a cohesive global brand identity.



## CODE OF ETHICS

### **USANA's Commitment**

- Market Decision—USANA commits to listen to its Associates when determining the next market to open. A request does not mean USANA will open the market, but Associates' input receives top priority.
  - Registering Interest—To request interest in a new market, you should first complete the official market expansion interest survey. You can further express specific interest by contacting your respective sales managers. For all market expansion inquiries, contact USANA market expansion at [international.expansion@USANAinc.com](mailto:international.expansion@USANAinc.com).
- Fairness—USANA takes a fair approach to announce a new market through official events (i.e., Conventions, regional celebrations, etc.) as determined by USANA's public relations department. All efforts are made to ensure only approved pre-launch activity occurs.
- Collaboration—The sales team within an Associate's respective market will work with those interested in entering the market. This collaboration includes strategies to strengthen existing business and the most effective building approach for the new market.
- Support—All efforts are made to provide resources (locally and on a corporate level) early in the market-opening process to help relationship-building efforts, ensure a strong market launch, and grow market operations.

### **Corporate Communication**

Prior to Official Market Selection—All communications regarding potential future USANA markets prior to an official new market announcement are to determine interest. These discussions are not to be considered authorisation to begin any pre-launch activity.

Post Official Market Selection—Once a new market is selected, communications proceed as follows:

- USANA will officially announce the next market to open.
  - Announcement will include tentative dates for the opening, pre-launch guidelines, and any other relevant information.
- USANA's market expansion and sales teams will then work with Associates who have registered their interest (see Register Interest above) in building the new market.
- As soon as available, additional assistance will be provided through local sales managers to support strategy and communication efforts in the new markets.
- The market expansion team will maintain regular communication with interested Associates via phone, email, and social media to provide updates and platforms for collaboration.



## Approved Pre-Launch Business Building

Approved pre-launch activities are outlined by USANA corporate and must be strictly adhered to. All violations are considered serious breaches of the Terms & Policies. Find the Terms & Policies on The Hub > Training > Terms & Policies.

- Approved pre-launch activities may include:
  - Travel to the new market to network
  - Discussing USANA using corporate-approved materials
  - Collecting letters of intent

Guidelines will likely change for each new market. It's the Associate's responsibility to understand what is allowed for a specific market. For questions, please contact USANA at [international.expansion@USANA.com](mailto:international.expansion@USANA.com).

## Unapproved Pre-launch Activity

A new market announcement is exciting and creates many new opportunities. However, unapproved pre-launch business activities can cause many problems, including fines and delays or restrictions in obtaining a license to operate. For this reason, participating in unapproved pre-launch activities is not allowed and is considered a policy violation. Violations may result in serious compliance cases, including not being allowed to work in the new market and possible termination of distributorship.

- Unapproved pre-launch activity includes, but is NOT limited to:
  - Distributing or selling products
  - Soliciting or enrolling new Associates or Preferred Customers (PCs) (unless the market is already open for PCs)
  - Using sales aids or advertisements not officially approved by USANA. Sharing unapproved materials poses a serious risk to USANA's operations in new markets, as well as to your distributorship.
- Prior to official announcement—No product selling or other business-building activity can take place (see "International" policy in Terms & Policies).

## The USANA Voice

As a global company, USANA is committed to maintaining one voice and a cohesive brand identity. All official communication channels for new markets are created and administered by USANA's corporate and field teams.

- Official channels—Do not establish any online accounts, sites, or profiles that aim to publicly represent the USANA opportunity and brand in a new market before the market officially launches. The "USANA" name is reserved for corporate channels.
- Translations—All translations are headed by USANA's translation department and are performed through accredited translation agencies. Do not translate or produce your own sales tools unless specifically approved by USANA. By following this policy, we avoid unnecessary risk to both USANA and your distributorship.
- Localised content—USANA recognises the need for market-specific tools and content. If a significant local market demand arises for a specific asset that's not currently available, please contact us at [international.expansion@USANAinc.com](mailto:international.expansion@USANAinc.com).



USANA