
YOUNGEVITY FIELD MEMORANDUM

TO: FIELD LEADERS AND DISTRIBUTORS
SUBJECT: COMPLIANCE TO UNDERSELLING PRODUCT POLICY
DATE: 2/21/2014
CC: CUSTOMER SERVICE STAFF

Attention Field Leaders and Distributors:

As Youngevity continues to expand and grow, so does the need to uphold and enforce the Policies and Procedures that are central to the success of our Distributors and the long-term stability of Youngevity. As with all strategies and endeavors, Youngevity is committed to its core values, strategic direction, along with future growth and will focus efforts on increasing the awareness and education of our Policies and Procedures. These efforts come with fair and equitable policing and enforcement.

While enforcement of all Policies and Procedures is critical, Youngevity will target focus its efforts on selling Youngevity products *below* wholesale. Please refer to **Sections B 9 and E 1** from the current Policies and Procedures:

- B 9 Wholesale Price (W/S): The maximum discounted price paid to the Company by Distributors for product. Also, the minimum price to be charged for selling product(s) to anyone that is not either an active Distributor or Preferred Customer of the Company. Prices are subject to change without notice. Please see current Price List for details.*

- E 11 Distributors, whether active or otherwise, shall not re-sell any product(s) in any form or combination with any other product unless it is complete, factory sealed, and in its original packaging with all required labels intact. Pricing for said product(s) is strongly recommended to be equal to the Suggested Retail Price, but under no circumstances shall it be less than the current wholesale price for the same item as published by the Company.*

Selling the life-changing Youngevity products below wholesale (*the lowest price available to any consumer and Distributor*) not only undercuts other Youngevity Distributors but it lessens the appearance of the integrity and value of our products. This is completely counter to our beliefs and values. Not only is it critical to maintain a fair market value for Youngevity products it's central to the equitable success of all Distributors and their consumers. Selling products below wholesale will not be tolerated. There is a strategic reason that most high-quality product brands maintain the value of their products and product philosophies: they are simply their life-blood. The value of Youngevity's products is the life-blood of this opportunity.

Adherence to Policies and Procedures provides a fair and safe environment for everyone involved in the incredible Youngevity opportunity while maintaining our commitment and desire to become the next billion-dollar brand.

If you should have any questions about this current focus, or any other part of our Policies and Procedures, please don't hesitate to contact the Customer Service Staff or any member of the Executive Marketing Team.

Thank you,

William Andreoli
President