

# GLOBAL 100 BY THE NUMBERS

Now in our eighth year of compiling research for the *DSN* Global 100 list, we are always interested in the many points of comparison the list reveals. The companies on the list each year represent such a variety of development, from fast-growing newcomers to the pioneering giants. The breadth of products and services represented includes nearly every category imaginable, such as health and wellness, clothing, beauty and skin care, travel and leisure, food and beverage, energy, financial services, and housewares.

Below we have created graphic representations of a few insights into our tremendous channel of distribution that this year's list reveals.

## LIST REVENUE

Total List	<b>\$82.214 billion</b>
Companies 1 - 10	<b>\$40.53 billion</b>
Companies 11 - 20	<b>\$13.60 billion</b>
Remaining 80 Companies	<b>\$28.01 billion</b>

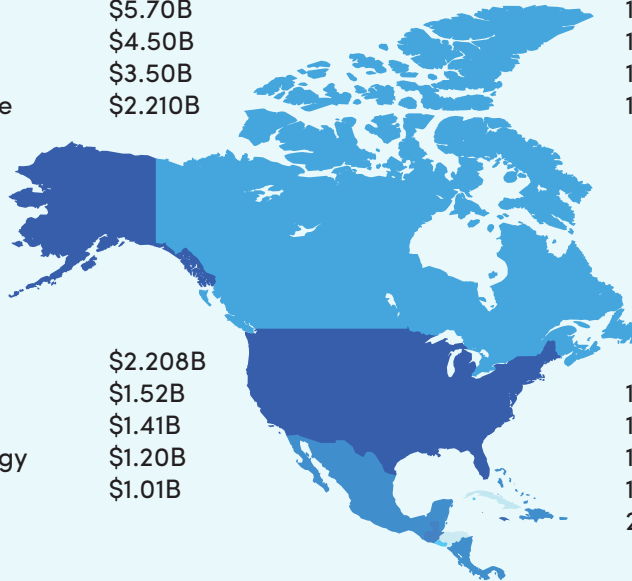
Number of Companies over \$1 billion = 22



## TOP 20 U.S. COMPANIES

1. Amway	\$8.80B
2. Avon	\$5.70B
3. Herbalife	\$4.50B
4. Mary Kay	\$3.50B
5. Tupperware	\$2.210B

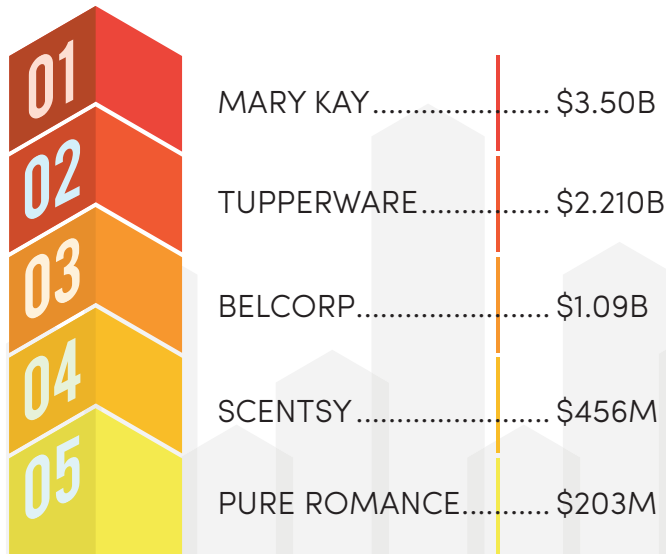
6. Nu Skin	\$2.208B
7. Primerica	\$1.52B
8. Jeunesse	\$1.41B
9. Ambit Energy	\$1.20B
10. USANA	\$1.01B



11. Young Living	\$1.00B
12. WorldVentures	\$926.6M
13. Isagenix	\$924.3M
14. Team Beachbody	\$863M
15. Market America	\$798M

16. ACN	\$750M
17. Stream	\$735M
18. It Works!	\$686M
19. Team National	\$659M
20. AdvoCare	\$586M

## TOP PARTY PLAN COMPANIES



## THE \$100 MILLION GROWTH CLUB

**NUMBER OF COMPANIES THAT GREW \$100M OR MORE IN 2016 = 10**

Jeunesse	\$318M
WorldVentures	\$233M
Vorwerk	\$200M
Pola	\$181M
Yanbal	\$177M
Plexus	\$148M
PM International	\$110M
Team National	\$110M
Le-Vel	\$100M



## NUMBER OF MID-MARKET COMPANIES = 30

(\$300 MILLION TO \$999 MILLION)

### TOP U.S. MID-MARKET COMPANIES

1. WorldVentures	\$926.6M
2. Isagenix	\$924.3M
3. Team Beachbody	\$863M
4. Market America	\$798M
5. ACN	\$750M
6. Stream	\$735M
7. It Works!	\$686M
8. Team National	\$659M
9. AdvoCare	\$586M
10. Arbonne	\$541M

## CONSISTENT GROWTH FROM 2009 TO 2016



Our first DSN Global 100 ranking and banquet was held in the spring of 2010, based on revenue reported for 2009. A handful of companies—29 to be exact—participated with us that year, and have

appeared on the list every year since. Ten companies of those 29 have experienced over 100 percent growth in that time frame.

COMPANY	% INCREASE FY '09 TO FY '16
1. WorldVentures	927%
2. Isagenix	277%
3. Ambit Energy	270%
4. Team National	264%
5. Telecom Plus	184%
6. Market America	180%
7. Scentsy	156%
8. USANA	130%
9. Take Shape For Life	122%
10. 4Life Research	119%