

Germany update....

We are making great progress

- Multiple Arbonne departments involved in the project - US and UK
- Numerous external partners in legal, accounting, regulatory, sourcing, distribution and translation involved
- Product review ongoing to ensure we meet German Legal requirements.
- Germany Sales Manager appointed – Robert Merkel
- More than 250,000 words translated , over 3 months to translate the website.



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Planning ahead

- Germany is one of the most competitive Direct Sales markets in the World
- Competition in beauty & cosmetics in the retail sector
- GDPR - Data Protection Laws
- What did we learn from the Taiwan and Poland launches?

We need to get it right the first time



We will do a Pre Launch 'warm up' in the German market

By warming up the German market, creating brand awareness and getting product into the hands of Consumers before we launch 'full scale' with Consultant business opportunity will ensure we get momentum from Day 1



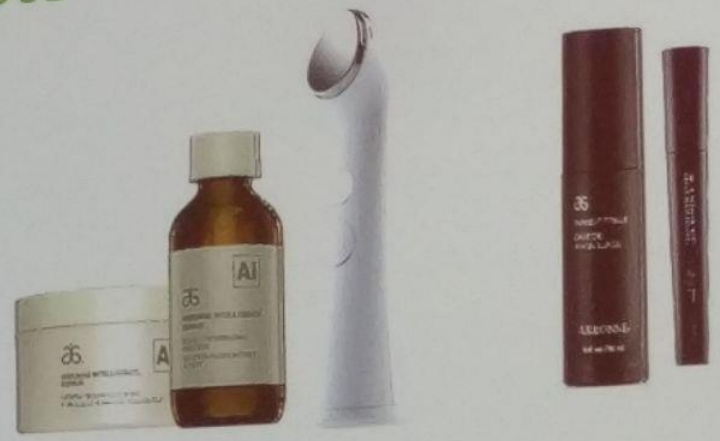
What does 'Pre launch' mean?

Quarter 1 2018

- Allow German consumers (Vorteilskunden – Advantage Client) to purchase from the Arbonne website or existing Consultants' website
- 'Hero List' of products available (31 SKUs)
- Payment methods: Visa, MC, Amex, SEPA and PayPal
- Shipping fees: Flat rate of 5,95€. Orders over 135€ free shipping
- To support this there will be a large social media & PR campaign to raise brand awareness



Products



Advantage Client AC

- AC will pay no signup fee – no physical starter kit ,all digital tools
- AC will receive a discount of 20% just like a PC , no additional reward program offers
- ACs can be tethered to an existing IC whom will receive all appropriate compensation
- At full launch AC can transfer to become an IC or change into a PC



Advantage
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Full Launch

- Full Launch with Consultant business model in Q3-4 2018
- We will continue to develop supporting tools and to help you prepare for launch
- Event communication and PR plans are work in progress
- ACs can upgrade to Independent consultant (IC) for free in launch month and following month
- If choose to remain “Advantage Client”, first year after launch will be free and then require an annual fee and will be converted into our existing PC program
- The customer tier of client will be introduced
- Full product line-up, including nutrition available at full launch



Continue to register your interest..

Visit www.arbonne.de and register your details to receive further updates.

Contact us at germany@arbonne.com if you have any comments, thoughts or ideas!

Contact Robert on Facebook, Robert Jan Merkel or through email
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Sponsor Independent Consultants in your country who are originally from Germany or who have strong connections in Germany.

Get ready to 'warm up' your contacts within Germany.



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