

APRIL 2023

## *frequently asked questions*

### ***Why is LifeVantage going to sell products on Amazon.com?***

This change in our partnership with Amazon allows LifeVantage to better represent the company's brand, positioning, product portfolio, and pricing on the e-commerce site. It will also give LifeVantage greater control and oversight in our efforts to gradually eliminate unauthorized sellers on Amazon. Additionally, a portion of the proceeds of sales from Amazon will be donated to LifeVantage Legacy to increase the impact of our nonprofit organization.

### ***Do we anticipate any changes in Amazon activity?***

It is possible that we may see additional sellers on Amazon during this change. However, LifeVantage has partnered with a leading company to identify any unauthorized sellers and have them removed. This monitoring process will continue indefinitely.

### ***How does a LifeVantage Amazon page benefit me as Consultant?***

Amazon is often a first stop for consumers searching for product information and reviews. An official LifeVantage page will give you a place you can direct potential Customers to see what others are saying about the products and ensure a positive experience with the brand. And, because products will always be listed above One-time Retail price, you will be able to offer lower prices for Customers when they purchase from you. LifeVantage will also provide a commission guarantee for Consultants who can prove a Customer sale was lost to Amazon.

### ***How does the commission Guarantee work?***

LifeVantage guarantees that if a Consultant loses a Customer sale to Amazon, LifeVantage will pay the Consultant a one-time payment of the difference between the LifeVantage One-time Retail price of that order and the Consultant price.

In other words, LifeVantage will pay the Customer Sales Profit based on the Customer Retail Price (CRP).

(Note: the Retail price paid is not the price the Customer paid on Amazon. It's the price they would have paid if the Customer purchased the product at Retail price directly from LifeVantage.)

### ***What are the terms and conditions of the commission Guarantee?***

- \* Consultant can only use this Guarantee once per Customer.
- \* LifeVantage must be able to validate the Customer purchased through Amazon.
- \* This Guarantee is only applicable if the Customer orders through the LifeVantage store on Amazon. If the Customer purchased through another vendor on Amazon, this Guarantee does not apply.
- \* Consultant gets only the Customer Sales Profit based on the CRP of the order and shall not receive any other Financial Distributions pertaining to that order.
- \* This Guarantee is only redeemable for one month of payments. If the Customer continues to order through the LifeVantage Amazon store, the Consultant will not get any further payments.
- \* No volume will be assigned to orders placed on the LifeVantage Amazon store.
- \* This Guarantee applies only in the US.
- \* This Guarantee may be modified or cancelled at any time at the sole discretion of LifeVantage.
- \* LifeVantage reserves the right to change this Guarantee at any time, interpret the rules of this Guarantee, and has the final decision in the event of any disputes regarding the terms and execution of this Guarantee.

### ***What is the process for a Consultant to receive the commission Guarantee payment?***

A Consultant must 1) get the Amazon order number from the Customer and 2) validate that order number with LifeVantage.

### ***What products will be available on Amazon?***

The LifeVantage product portfolio will continuously be evaluated to determine what best represents the brand and product mix. As a general practice, LifeVantage won't be placing newly launched or limited-time products on Amazon.

### ***How will products be priced on Amazon?***

Product prices on Amazon may vary but will generally be 10% above LifeVantage One-time Retail pricing.

***Has LifeVantage successfully removed unauthorized sellers from Amazon in the past?***

Yes. Many unauthorized sellers who were selling LifeVantage products on Amazon below the minimum advertised price have been removed. Focus on removing these unauthorized sellers is ongoing.

***Why can LifeVantage sell on Amazon but Consultants can't?***

The LifeVantage page on Amazon gives us oversight of aspects of the business best handled by the corporate office. This includes protecting the company, product positioning, and trademarks, as well as determining the portfolio of products available and protecting Consultants through a consistent pricing strategy. This also allows us to provide a portion of the proceeds to Legacy.

***What do I do if I see someone selling LifeVantage products on Amazon?***

If you see unauthorized sellers on any external e-commerce sites (Amazon, eBay, Etsy, etc.), report it to the LifeVantage compliance team. Please submit a report to [compliance@lifevantage.com](mailto:compliance@lifevantage.com).

***How will the donations to Legacy work?***

Donations will be made as needed based on current global circumstances. Amazon proceeds include all funds remaining after operating costs have been covered.

***Is LifeVantage moving toward becoming an online retailer? Will LifeVantage move away from traditional direct selling practices?***

No. LifeVantage will remain a direct sales company and the direct selling channel is core to our business.

***When will these changes take place?***

Consultants will see these changes starting April 1, 2023.

***If a Customer buys products on Amazon, do they return those products to Amazon or to LifeVantage?***

If a Customer purchases LifeVantage products on Amazon, they will make any returns to Amazon through their regular process. If a commission was given for that original purchase, a return will not impact that commission payment.

***Where will LifeVantage products purchased through Amazon ship from?***

LifeVantage products purchased on Amazon will be fulfilled by Amazon.

***What markets does this apply to?***

Currently, this applies only to the United States market. LifeVantage will evaluate when and if it makes sense to roll this out to other markets with an Amazon presence.