

## 2022 NORWEX INCOME DISCLOSURE STATEMENT - U.S.A.

Norwex began in Norway in 1994 with the goal of turning homes into healthier environments by offering cleaning and personal care items that minimize harmful chemicals to live cleaner, safer, better.

### HIGHLIGHTS FOR JANUARY - DECEMBER 2022

- Consultants sell Norwex products directly to customers and earn a 35% commission (wholesale /retail)
- Average US Customer Spend is \$89.29 per order.<sup>1</sup>
- Average party sales for all US Consultants were \$ 667 in US dollars.<sup>1</sup>
- Team Coordinators averaged monthly party sales of \$1520.<sup>1</sup>
- Sales Leaders and above averaged monthly party sales of \$3,253.<sup>1</sup>
- Average total reported income for US Consultants was \$915 per year.<sup>2</sup>
  - 19% of Consultants only purchased product for personal consumption.<sup>2</sup>
  - 17% of Consultants did not order products and earned no income.<sup>2</sup>
  - The remaining 64% of Consultants had an average earning that was considerably higher.<sup>2</sup>
- A free starter kit is provided for those who achieve \$1,000 in sales within 30 days or \$2,000 within 90 days.
- The Standard Starter Kit is valued at greater than \$250 US dollars/\$350 CA dollars.
- A variety of starter kits are available throughout the year, and 54%<sup>3</sup> of consultants who ordered the Standard Starter Kit earned a free kit, not including shipping and taxes.
- See Success Builder for details on all Rank Requirements and Commissions/Bonus possibilities.
- Norwex offers an Annual Incentive Trip for Consultants who meet the qualifications.
- Of an average of 116,876 Norwex Consultants globally over the past five years, about 648 achieved the incentive trip each year.<sup>4</sup>

### Perspective:

- Many Consultants focus on Leadership and earn substantially more income, than the overall average.
- We encourage prospective Consultants to focus on the earning potential that exists in our Party Sales/Direct Retail Sales and the more attainable ranks in Norwex.
- There are no guarantees regarding income. In general, those who dedicate the most time and effort to their Norwex business have the potential to earn the most income.
- The majority of individuals that join Norwex do not achieve the rank of EVPSL – SSVP.

### Sources:

<sup>1</sup>Retail sales reported in US dollars, full year, January – December 2022.

<sup>2</sup>This 17% is factored into the overall average earning of \$915. The average earnings for the remaining 64% was considerably higher.

<sup>3</sup>% of consultants who ordered and qualified for the Free Standard Starter Kit, excluding shipping & handling, during full year 2022, US. All offers are subject to change.

Income numbers presented do not take into account actual or anticipated expenses that Consultants incur while operating their business. Common expenses may include, but are not limited to, travel, office supplies, license fees, insurance premiums, and legal or accounting fees.

<sup>4</sup>Percentage of Consultants who qualified for the Annual Incentive Trip from 2019 through 2023.