



plexus<sup>®</sup>

2022 ANNUAL REPORT





**GENE TIPPS,**  
**CEO**

**It's been an exciting year at Plexus**, with an incredible number of new Brand Ambassadors joining the family and continued evolution to drive even greater success. Our motto for the coming year is to "be brilliant at the basics" throughout every level of the organization. It means delivering a better customer experience, providing our Brand Ambassadors with stronger support and tools, launching products that reflect our strength in gut microbiome, and giving back as part of the global community. At Plexus, we will never settle for anything less than excellence in everything we do.





# Get to know *Plexus*

## **PLEXUS AT A GLANCE**

- Industry innovation since 2008
- 4 countries
- 375+ employees
- 700,000+ Ambassadors and Customers
- 73,000 sq. ft global headquarters offices
- 27,577 sq. ft global headquarters warehouse
- 25+ health and wellness products
- 4 product categories
- 3 Scientific Advisory Board members
- 12 independent and partner laboratories

## **IN 2022**

- Shipped 3.2 million orders globally
- \$454M in total gross sales
- Launched 12 new products
- Continued to expand Nourish One philanthropic initiative



DRIVEN BY  
**science**





**FOUNDED IN GUT HEALTH.  
EXPERTS IN MICROBIOME.**

Many of Plexus Worldwide's products are designed to improve gut health. With over a decade of experience in the category, we understand the interconnection between the gut microbiome and other systems and physiological processes in the body. All of our products lead back to supporting a healthy gut and microbiome.



## GUT SCIENCE

The adage “you are what you eat” may be truer than we once thought. Or more accurately “you are your gut”. Scientific research in the gut microbiome has exponentially increased over the past decade, with new discoveries being made every day. We now realize that the human gut microbiome affects us in profound ways, including cardiovascular health, cognitive function, mood, immune health, skin and many more. Each year, new products are added to our portfolio to support the gut microbiome and overall health and wellness.





## **QUALITY PRODUCTS - SAFE CLEAN AND EFFECTIVE.**

Plexus started with just one product — the Breast Chek Kit. Now, we help others with more than 25 health and wellness products in the categories of Gut Health, Weight Management, Nutrition, Kid's Health, Skincare and Wellness.

**BECOMING A HALLMARK OF QUALITY.** We dedicate ourselves to changing lives and promoting health, wellness, and success. Our products are the foundation of these goals, which is why we are committed to the highest quality of standards.

**OUR PRODUCT CLAIMS.** Each product claim is supported by clinical research and substantiation. Our product formulations are guided by science rather than popular trends or fads. We rely on dependable human research studies to back our claims. When public research is inconclusive, we conduct and publish our own human clinical trials. This means you can always be confident our products deliver scientifically backed results.

**PRODUCT STABILITY.** While regulations do not require dietary supplements to have expiration dates, Plexus raises the bar higher for quality assurance standards. We conduct studies to establish a dependable shelf life for our products. This ensures our products fully meet the highest standards of potency and purity throughout their printed shelf life.

**OUR MANUFACTURING.** Plexus engages in best manufacturing practices. We hold our manufacturers to standards that are upheld by renowned third-party auditing organizations. Our facilities use the latest technology in equipment and controls to provide a sterile environment for product manufacturing. Every Plexus product is manufactured and packaged in separate and defined operation rooms that are controlled for temperature, humidity, and air pressure. This process, along with HEPA filtration systems, eliminates cross-contamination and preserves product purity.





“

Plexus products are at the convergence of innovation, scientific research, and consumer demand.”

**MICHAEL HARTMAN**  
**VICE PRESIDENT, RESEARCH & DEVELOPMENT**

At Plexus Worldwide, we know that success is built on smart products that deliver. They are what the Brand Ambassadors advocate for and what consumers stay loyal to - because they work. That's why our Research and Development team is built with seasoned scientists who are continually exploring new scientific studies, and developing ways to integrate them into our products. And because we are, first and foremost, a gut health company, we make sure that our products are designed to support a healthy microbiome. That includes proven probiotics, novel prebiotics, and other nutrients that keep the gut in optimal balance. This year we added Plexus Reset, a nutritionally supported three-day fast to our product lineup. Coupled with our hero system, Triplex, we now have an even more powerful way to give people the tools they need for a wellness journey filled with health, hope, and happiness.





## SCIENTIFIC ADVISORY BOARD

The Plexus Worldwide Scientific Advisory Board provides expertise and deep knowledge about emerging research in the human microbiome. Led by Dr. Michael Hartman, our advisors provide counsel on how to formulate products that create positive change, specifically in the human gut. The members include:

- **DR. ANDRE MARETTE**, Professor at Laval University, where he serves as Scientific Director, Nutrition and Health Branch of the Institute of Nutraceuticals and Functional Foods and committee member of its Faculty of Medicine Council;
- **DR. LAWRENCE CHESKIN**, a board-certified gastroenterologist and weight management expert, who is the Director of Johns Hopkins Weight Management Center, and Director of Clinical Research for the Global Obesity Prevention Center at Johns Hopkins University and;
- **DR. JAMES VERSALOVIC**, Pathologist in Chief, Vice Chair of Pathology & Immunology at Baylor College of Medicine, and Director of the Texas Children's Microbiome Center.

## RESEARCH & DEVELOPMENT

Our research and development team focuses on products that support gut health, from core systems like Triplex, to functional foods that have microbiome supportive ingredients, like Greens. Science shows us that the human gut microbiome is complex, affecting the entire body. Our research scientists are at the forefront of this discipline, actively engaged in the conversation, collaborating with other scientists, and participating in relevant studies. By designing products backed by diverse and credible scientific research, and clinical trials, we are giving people the tools to lead healthy lives.





POWERED BY  
**heart**





“Our Brand Ambassadors are the heart of Plexus, educating their audiences, motivated by compassion, and fueled by a passion for wellness.”

**GENEVIEVE SKORY**  
**CHIEF FIELD DEVELOPMENT OFFICER**

## GET TO KNOW THE PLEXUS BRAND AMBASSADORS

Plexus Brand Ambassadors have a deep commitment to wellness that has inspired them to develop vibrant, thriving businesses. The majority of Brand Ambassadors are female entrepreneurs who embody innovation, integrity, and transparency and are true advocates of Plexus products. For most of them, this comes from our products helping them to achieve their health and wellness goals, and wanting to share this with everyone. With Brand Ambassadors leading the charge, we know that we are living with compassion and authenticity.



# philanthropy

## **A LOOK BACK AT PLEXUS' PHILANTHROPIC EFFORTS FOR 2022**

- Over 2,100 trees planted across Canada through our partnership with One Tree Planted.
- 1,940 volunteer hours contributed nationally and internationally.
- Over \$120K donated to support breast cancer research and treatment.
- Over \$5.6 million contributed via product, in-kind, and monetary donations.

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Plexus partners with local and national organizations to help expand our reach, holds annual corporate drives to increase our donation power, and creates initiatives that give our customers the opportunity to make a difference while enjoying wellness products they love.

## **WHAT IS NOURISH ONE**

Plexus began its Nourish One initiative in 2018, partnering with Feeding America to help provide meals\* to Americans who experience food insecurity.

More than 34 million people, including 9 million children, experience food insecurity in the United States. In 2020, the COVID-19 pandemic caused a significant increase in people experiencing both unemployment and food insecurity, with communities of color hit the hardest. Programs like Nourish One are critical in helping provide food banks and community programs with the resources needed to support families and individuals.

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Our partnership with Plexus supports families experiencing food insecurity, helping them to thrive.”

**CLAIRE BABINEAUX-FONTENOT**  
CEO, FEEDING AMERICA





**ALEC CLARK, PRESIDENT AND FOUNDER**

## **WHY NOURISH ONE**

Since 2019, the number of people who do not have consistent access to nutritious food has risen dramatically, with people of color, older populations, and rural communities disproportionately affected.

“People often think of hunger in the United States as something far removed from their lives,” notes Alec Clark, Founder and President of Plexus Worldwide, and the leader of the program. “But food insecurity affects every community in the country. These are people in our towns - people that we know and people that we care about.”

## **LEAN AND RESET**

With Nourish One, people can purchase healthy products while helping children and families facing hunger. Through the Nourish One Initiative and Plexus' partnership with Feeding America, a monetary donation equivalent to 10 meals\* is made for every purchase of Plexus Lean and 3 meals\* for every purchase of Reset. To date, over 35 million meals\* have been donated, with a target goal of 40 million by the end of 2023.

## **GETTING INVOLVED**

For employees at Plexus, the Nourish One Initiative goes beyond donations. In 2022, over 160 employees volunteered at a local food bank in the Phoenix Metro area, with a company-wide volunteer week taking place every September in honor of Hunger Action Month. It's all part of the company's commitment to getting involved at every level.

## **GOING GRASSROOTS**

Plexus kicked off a national volunteer and donation program with its first event at the North Texas Food Bank (NTFB) in recognition of Hunger Action Month. More than 75 members of the company's local independent sales force volunteered at the event, which combined with Plexus' donation, was the equivalent of over 30,000 meals.\* Plexus also donated the equivalent of \$258,496 of Lean in September.

Plexus will launch six similar events in 2023.



LOOKING TO THE  
*future*



“ We need to demand ethical business practices.”

**KIM DRABIK**  
**SENIOR DIRECTOR, CORPORATE AFFAIRS**



After decades of seeing the impact small business entrepreneurship has on individuals, especially empowering woman in leadership around the world, from being a part of a community, learning business skills or earning extra income, we have become a fierce advocate for ethics and transparency. At Plexus Worldwide, ethical business practices are the lens through which we act. It's in every product we bring to market, every Brand Ambassador who joins our family, every way we give back to the world. We are constantly adjusting, refining and improving so that we can be standard for not only direct selling but business as a whole. We see a bright future for Plexus Worldwide. As we expand in both our current markets and through geographical expansion, we will do so by being a thought leader in ethical business practices and transparency. Our vision is to have a positive impact beyond our company and into the communities and societies where we operate.



# Our impact &



**\$949K**

donated to nonprofits

**4.7 million**

in-kind donations provided

**1940 hours**

volunteer time by team members

**over 35 million**

meals donated since the inception of  
Nourish One in 2018



**1.8% higher**

in overall team member engagement  
score than Perceptyx benchmark

**Ethics first**

Accepted as a National Partner of the  
Better Business Bureau - National Partners  
are champions of industry self-regulation,  
data privacy, consumer protection, and  
truth and accuracy in advertising



# commitment



## Mega X

The Ahiflower oil purchased supported 49 acres of regenerative farming and avoided 23.5 million anchovies being harvested

## InSea2

a key ingredient in our Block Capsules comes from brown seaweed and is hand harvested in an eco-responsible way

**2100+**

trees planted across Canada through our partnership with One Tree Planted



**72,000**

plastic water bottles equivalent recycled by our headquarters

**7,000+ pounds**

of virgin plastic avoiding landfills due to removal of plastic neck bands on supplement bottles

## Cleaning up

1,500+ EV charges, eliminated 2000+ gallons of gas, providing 84,000+ electric miles, and reduced the CO2 emissions equivalent to 500 trees

## WHAT'S IN STORE FOR PLEXUS WORLDWIDE

I have spent over a decade watching Plexus Worldwide grow, change, and become a leader in the wellness industry. We started with a single product and now have dozens of diverse options to support people on their wellness journeys. We have a vibrant community of talented, hardworking Brand Ambassadors who inspire us on a daily basis. We are a company that partners not only with our employees but partners with our loyal consumers. What does the future hold for Plexus? With a brilliant team dedicated to excellence, our roots in gut health and expertise in microbiome will strengthen and grow. Our Brand Ambassador family will continue to evolve, building on the foundation of our incredibly supportive, inspired advocates who make Plexus a community. And we will continue to deepen our philanthropic efforts and be a responsible partner in our community. Plexus will continue to evolve because we know that we can always improve. As Plexus starts a new era with Gene Tipps as CEO, I know that we will act with compassion, integrity, and strength. That's what makes us One Plexus.



**TARL ROBINSON, CHAIRMAN**



# BRILLIANT AT THE BASICS

Our products are phenomenal – backed by science, using the highest quality ingredients, and formulated for results. We would even be as bold to say they are the best on the market. But excellence can't stop at product. Every action, every department, every touch point needs to be brilliant. Our vision is to get the highest possible marks for everything we do – customer experience, product development, sustainability, corporate social responsibility, and employee engagement.

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plexus®