

2023

ANNUAL REPORT

plexus®



GET TO KNOW PLEXUS®

Founded in gut health.
Experts in Microbiome.
Plexus Worldwide® is
a health and wellness
company specializing
in innovative dietary
supplements, weight
management, and personal
care products - sold
exclusively through Plexus
Brand Ambassadors.



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Reflecting on Plexus Worldwide's achievements over the past year, we are filled with immense pride and gratitude. Our success is a testament to 'being brilliant at the basics' and is essential for any company, particularly one built on science and innovation. In 2023, we evaluated how we work, improved it, and constructed a resilient foundation for future expansion and growth. The gut microbiome has always been the cornerstone of our products, and this past year we focused on emerging scientific research and novel ingredients to ensure we are the leader in the field. In the coming years, Plexus Worldwide will expand its gut category and open new categories rooted in microbiome science. Get ready for Plexus to be the leader, innovator, and champion of microbiome-driven products.”

Gene Tipps, CEO





Plexus at a glance

- Direct selling industry innovation since 2008
- Products distributed in 4 countries
- 322 employees globally
- 700,000+ total unique purchasers
- 73,000 square foot global headquarters offices
- 27,577 square foot global headquarters warehouse
- 4 health and wellness categories
- 30+ health and wellness products
- 9 independent quality and safety laboratories
- 2 Scientific Advisory Board members

in 2023...

- Added 52+ new corporate staff
- Launched 11 new products
- Shipped over 3 million orders globally
- Honored with Sales and Marketing campaign award by Direct Selling Association for Plexus Reset™
- Received Informed Choice Certification for active lifestyle products to elevate our commitment to quality
- ProBio5® top-selling product



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 microbial systems and other systems and physiological processes in the body. The majority of our products lead back to supporting a healthy gut and microbiome.

A young woman with brown hair tied in a bun is smiling and eating a slice of orange. She is in a kitchen with a brick wall and white cabinets. On the counter, there is a glass of orange juice, a cutting board with more orange slices, and a glass of water.

While the saying “you are what you eat” holds weight, a more apt description might be “you are your gut.” The past decade has seen a scientific revolution in understanding the gut microbiome, and its influence on our health goes way beyond digestion. From heart health and brainpower to immunity and even skin, a balanced gut ecosystem is key. That’s why we’re continuously expanding our product line to nurture your inner world and optimize your overall well-being.

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, Kids' 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 substantiated by ingredients based on clinical research. Our product formulations are guided by science rather than popular trends or fads. We rely on dependable research studies to back our claims. This means you can always be confident that 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 sanitized environment for product manufacturing. Every Plexus product is manufactured and packaged in separate and defined operation rooms controlled for temperature, humidity, and air pressure. This process and HEPA filtration systems eliminate cross-contamination and preserve product purity.

Quality Matters

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Innovation and science are inextricably woven, both critical to creating superior products. By pairing clinical research with novel approaches, we can develop more effective, safe, and unique products to enhance health and wellness. While dietary supplements used to focus on addressing a narrow category, they have matured into a field that can support overall health, optimize results, and set the foundation for physical and mental well-being.”

Dr, Michael Hartman, PhD VP, R&D



At Plexus Worldwide, the foundation of our success is our innovative products that deliver on their promises. This is what our Brand Ambassadors champion and our consumers demand products that work. Our Research and Development team is a group of experienced scientists, always at the forefront of scientific discovery, integrating the latest research into product development. As a company devoted to gut health, our products support a thriving microbiome, formulated with proven probiotics, cutting-edge prebiotics, and other gut-beneficial ingredients. As we look toward developing products that address other human microbiomes, we are committed to even greater innovation designed to help people on their journey to Hope, Health, 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, PhD, 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

POWERED BY

Heart



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Our Brand Ambassadors inspire me daily, most of whom are women. These women have found their home at Plexus, balancing the responsibilities of caregiving, running a household, and leading a business with intelligence and compassion. Plexus provides an opportunity that allows our Brand Ambassadors to create dynamic and successful businesses without sacrificing what matters most.”

Genevieve Skory
Chief Field Development Officer

Plexus Brand Ambassadors have built dynamic and rewarding businesses on their shared passion for health and wellness. These entrepreneurs are mostly female and embody authenticity. Because they have personally experienced the transformative power of Plexus products, their stories resonate with their customers, building trust and inspiring others to start and continue their wellness journeys.



Brand Ambassadors



A LOOK BACK AT PLEXUS' PHILANTHROPIC EFFORTS FOR 2023

- Contributed 40 million + meals* through Nourish One® since 2018
- Planted 3,358 trees since 2022 through our partnership with One Tree Planted in Canada
- Plexus has donated over 8,235 hours to local, national, and international nonprofits since 2019
- Donated over \$477,000 to breast cancer organizations since 2019
- Donated over \$11.6 million in monetary and in-kind donations since 2019

Philanthropy





Proper nutrition is the cornerstone of a healthy and fulfilling life. Yet, food insecurity remains a formidable barrier to achieving this goal. In 2022, a troubling percentage of households in the United States and globally faced food insecurity. At Plexus, our commitment to eradicating food insecurity is deeply personal. We believe that access to nutritious food is a fundamental right for everyone. This belief fuels our Nourish One initiative through active impact with food banks, regional events, and local volunteer efforts. Together, we strive for a future where food insecurity is a thing of the past.”

Alec Clark
Founder & President

WHAT IS NOURISH ONE?

Plexus® began its Nourish One initiative in 2018, partnering with Feeding America® to help people in the U.S. experiencing food insecurity.

Programs like Nourish One play a role in helping families and individuals access the resources they need to thrive through their direct support of food banks and community programs.

EMPLOYEE INVOLVEMENT

Community contributions go beyond this initiative, as Plexus employees also volunteered at St. Mary's Food Bank in September, packing 14,000 emergency and senior food boxes while also donating \$10,000 to the Phoenix food bank, which is the equivalent of 50,000 meals to assist families and households during a difficult year.

LOCAL IMPACT FROM SALES FORCE

More than 200 Plexus Brand Ambassadors volunteered at Florida at Treasure Coast Food Bank and Utah, at Utah Food Bank, where a \$5,000 donation was offered to each of the food banks. Volunteers packed or sorted the equivalent of more than 90,000 meals.

*Every Plexus Lean sold contributes a donation equivalent to 10 meals and every Plexus Reset sold contributes a donation equivalent to 3 meals to Feeding America®, helping to provide at least 5 million meals annually. \$1 helps provide at least 10 meals secured by Feeding America® on behalf of local partner food banks.

LOOKING TO THE

Future



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At Plexus, ethics are at the core of our identity, shaping our culture, people, and practices. We make a conscious choice to integrate ethical considerations into every decision we make. Every day, we strive to enhance our business practices and seek innovative ways to improve. We view our decisions through the lens of their impact on our customers, partners, local communities, and the world.”

Kim Drabik
VP, Corporate Affairs





WORKING TOWARDS A BETTER FUTURE

Our impact in 2023

- 1,200 + EV charges
- Eliminated 1,886 gallons of gas
- Saved 16,000+ emissions
- Provided 72,000+ electric miles
- Reduced CO2 emissions equivalent to 467 trees
- 82,445,263 square inches of post-consumer plastic used in gusset bags in 2023
- 40% of gusset bags are made of post-consumer plastic resin
- 1,000 trees planted across Canada with One Tree Planted

Philanthropy

- 300,000 + meals* contributed during Hunger Action Month®
- 2,000 + volunteer hours contributed globally
- Over \$1 million in monetary and in-kind donations to global non-profits



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I have always thought that a company is an idea, a vision for the future, with its people bringing that to life. I started Plexus with the thought of giving people the tools they need to live healthier, happier, and fuller lives. And I have seen our Brand Ambassadors, team members, and Customers embrace that and turn it into a thriving, powerful movement. One where science sets the stage for brilliant products and our commitment to wellness fuels and inspires people to take charge of their lives and create change in a meaningful and profound way. And we are just at the beginning of our journey. Our next step is making microbiome-focused products accessible to everyone. New customers, new markets, new countries. At Plexus, we believe the future is one of wellness.”

Tarl Robinson
Chairman

A man and a woman are playing pickleball on an outdoor court. The man, on the left, is wearing a dark green t-shirt and holding a black pickleball paddle. The woman, on the right, is wearing a white halter-neck crop top and light-colored pants, holding a green pickleball. Both are laughing and looking at each other. The background shows a blue court surface, green trees, and a cloudy sky.

One Plexus is
about working
toward a vibrant,
compassionate,
happy future.

plexus®