

# Herbalife and Cristiano Ronaldo

## PROMOTIONAL GUIDELINES

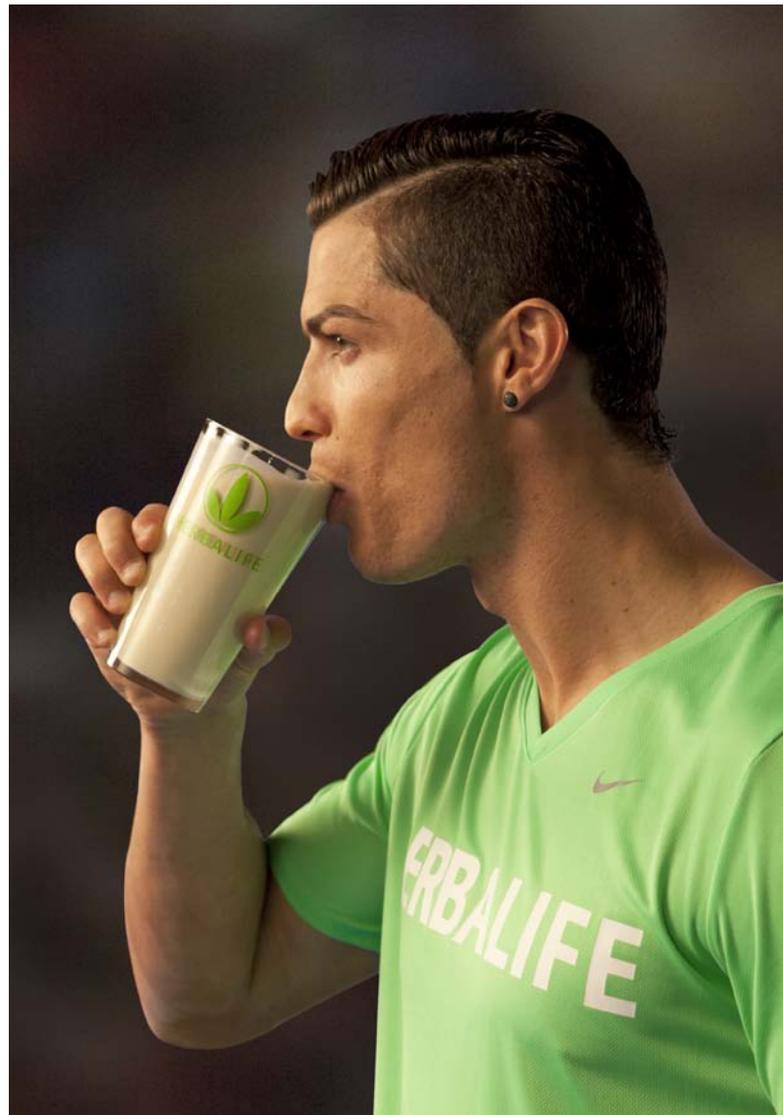
Herbalife's sponsorship of Cristiano Ronaldo is a huge asset for creating global brand exposure and recognition and we are anxious to use it to the fullest extent possible to grow the Herbalife brand worldwide.

However, because it is a contractual relationship, there are specific rules we must follow when talking about the relationship and depicting Ronaldo in our marketing materials. Failure to adhere to these rules could put our relationship in jeopardy. Conversely, working within the guidelines will provide everyone with great opportunities to promote Herbalife and Herbalife® products.

It is imperative that we all do our part to adhere to the rules and thus it is mandatory that ALL materials created using Ronaldo's image or endorsement must be submitted to Brand Review for approval prior to release. Failure to submit could result in mandatory removal or destruction of the piece at the expense of the offending country.

### Logos and Imagery

- Cristiano Ronaldo must approve all marketing materials in which his image or personal logo is used. To accomplish this:
  - All materials must be submitted to Brand Review – it is their responsibility to obtain the approval
  - A minimum of five days should be factored in to schedules for his specific approval.
- When depicting Ronaldo in marketing materials, he may not be shown in Real Madrid or other team-specific apparel.
- Real Madrid may be referenced as the team he plays for but images of him playing with the team, other team members or a team photo may not be used and a relationship may not be implied.
- Official jerseys featuring the Herbalife logo will be available through the company. Distributors and marketing departments may not create their own jerseys for sale or for individual use. Worldwide Marketing is working with Ronaldo's sponsor Nike® to make a branded shirt available as soon as possible.
- Ronaldo may be shown with any/all Herbalife® products, except for the skincare line.



- Distributors may use Ronaldo in marketing tools that are created by Herbalife's Marketing department and made available for download at MyHerbalife.com, offered for purchase in the Company's current product catalog, or made available from Distributor Relations upon request.
- Distributors may not alter the company's marketing tools.
- Distributors may not create their own brochures, flyers or any other marketing tools using any Ronaldo logo, mark, image or audio file.

## Describing the Relationship

Because Ronaldo has multiple sponsors across a broad array of categories, it's important that we refer to Herbalife's relationship in the appropriate language.

The following statements, as they are worded below, are accurate, permissible and encouraged; they may be used individually and in combination:

- Herbalife is the Global Nutrition Partner of Cristiano Ronaldo.
- Herbalife is the Official Nutrition Sponsor of Cristiano Ronaldo.
- Herbalife is the Official Wellness Sponsor of Cristiano Ronaldo.
- Herbalife is the Official Sports Performance Supplement Sponsor of Cristiano Ronaldo.
- Cristiano Ronaldo is an Herbalife-sponsored athlete.

## Media Rights

As part of the contract, we have secured the following media rights for use of Ronaldo's name and image. These rights are global. They are:

- Television
- Outdoor
- Online/digital
- Print
- Audio/radio
- Building graphics
- Other

## Media Coverage

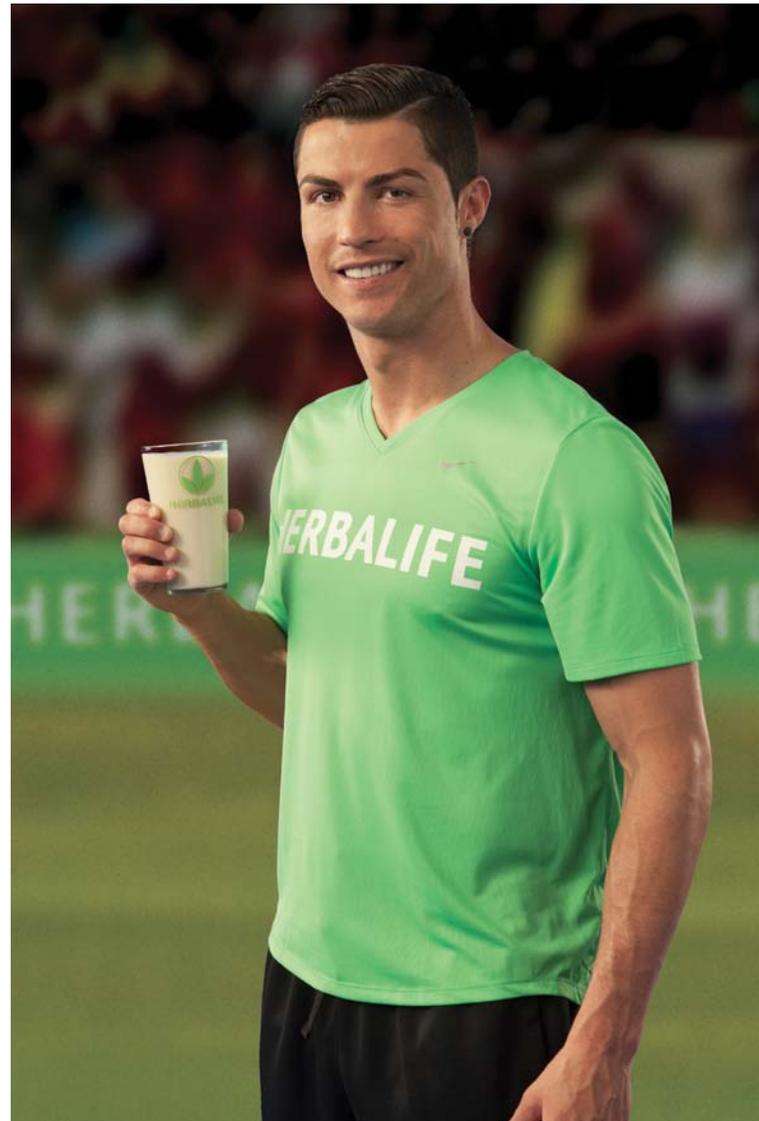
- Distributors may keep personal copies of Ronaldo media coverage and review or refer to that coverage with customer or Distributor prospects, or within their organizations. For example, Distributors may keep a personal copy of a magazine featuring Ronaldo and show it to prospects and persons in their organizations.



- Distributors may post links to Ronaldo media coverage on their personally owned and maintained websites but they may not post directly onto their sites. All links must be accompanied by the following disclaimer: “By clicking on this link, you will exit this Herbalife Independent Distributor website and visit a website that is not formally associated with Herbalife or its Independent Distributors.”
- Distributors may not reproduce, reprint or post directly onto their websites any Ronaldo coverage including, but not limited to, articles, titles and headlines. For example, Distributors may not make copies of a sports magazine featuring Ronaldo and hand it out to prospects, nor may Distributors type the content of a feature article into visual materials (such as PowerPoint® presentations or pitch books). What they can do is purchase multiple copies of the original magazine with the article and hand those out or include a screen shot of the article in a presentation with attribution to the author and publisher.

Our relationship with Ronaldo makes a global statement about the strength and commitment of Herbalife to health and fitness and our leadership in nutrition. It's a relationship we are proud to have and we thank and appreciate your efforts to abide by the rules.

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