

Annual dōTERRA Business Builders Report 2022

Pursue What's Pure

The mission of dōTERRA is to pursue what's pure in everything we do, from how we source our oils to how we engage with communities around the world.

We empower farmers and landowners to flourish in their own communities. Through our sourcing efforts dōTERRA supports 463,025 jobs that also impacted 1,809,822 lives in 2021.

dōTERRA supports entrepreneurs to reach their financial goals by developing new education and training initiatives, including new materials related to appropriate income and lifestyle claims.

Market Leadership

A 2020 essential oils market study by Verify Markets found that dōTERRA continues to be the largest player in the market and is well-positioned for the increasing demands, requirements, demographics, and trends shaping the market for the future.

dōTERRA continues to lead as the most favored essential oil brand, with purity and effectiveness the most cited indicators of high-quality oils.



Business Model and Customers

dōTERRA is a product-driven company supported by a direct sales model. The majority of new dōTERRA U.S. customers—approximately 89%—are Wholesale and Retail customers who purchase products for personal use. This creates an exceptionally stable customer base for those who choose to build a dōTERRA business, known as Wellness Advocates.

Wellness Advocates are those who are excited about dōTERRA products and want to share them with the people they love. dōTERRA Wellness Advocates are the only individuals eligible to receive commissions.

Wholesale Customers (along with Wellness Advocates) receive the lowest possible prices and access to the company's Loyalty Rewards Program (LRP).

Retail Customers pay the listed retail prices with no discount for products and do not participate in LRP.

Loyalty Rewards Program

The dōTERRA LRP provides free product credits (points) for monthly purchases ordered on the program. Wholesale Customers and Wellness Advocates both have access to dōTERRA's LRP.



The rewards program has high participation rates and an 82% redemption rate by U.S. dōTERRA members. In 2021, dōTERRA awarded more than \$543 million (retail value) of products to dōTERRA members through its global loyalty program.

dōTERRA Compensation Plan

The dōTERRA compensation plan provides a robust earnings opportunity for Wellness Advocates. Wellness Advocates may sign up others as Retail Customers, Wholesale

Customers, or Wellness Advocates. They earn commissions based on product sales within their organizations and to their customers.

During 2021, dōTERRA paid commissions to approximately 227,000 Wellness Advocates within the United States. This is approximately 49% of all U.S. dōTERRA Wellness Advocates who made a purchase from dōTERRA.

Wellness Advocates

Entry-level Wellness Advocates

Many Wellness Advocates join dōTERRA to enjoy our essential oils at wholesale pricing, and do not earn commissions. Wellness Advocate commissions depend on many factors, including effort, interpersonal skills, and leadership abilities.

dōTERRA's entry level U.S. Wellness Advocates represented 74% of all U.S. Wellness Advocates in 2021, and 33% earned a commission. Entry level U.S. Wellness Advocates who received a commission averaged \$352 for the year.

Builders

dōTERRA considers those that have started to build a sales organization to be its Builders. U.S. Builders make up approximately 24% of all active U.S. Wellness Advocates and include the ranks of Manager, Director, Executive, Elite, and Premier. Each Builder's work schedule is as varied as their lifestyle—they decide their own schedule.



Those reaching the Manager and Director ranks represented approximately 39% and 26% of U.S. Builders and averaged \$721 and \$1,105 respectively in annual commissions.



Executive rank Wellness Advocates were 12% of U.S. Builders and averaged \$1,671 during the year.

The mid-level ranks of Elite and Premier—approximately 19% and 5% of U.S. Builders—averaged annual commissions of \$4,381 and \$10,533 respectively.

Wellness Advocate Leaders

dōTERRA considers those in the Silver rank and above to be Leaders. These ranks include Silver, Gold, Platinum, Diamond, Blue Diamond,

and Presidential Diamond. Leaders are diverse, committed, support other dōTERRA Wellness Advocates, and manage customer organizations.

These ranks are the highest levels in dōTERRA's commission plan and are approximately 2% of all U.S. Wellness Advocates. Within these ranks are those that conduct their dōTERRA business on a full-time basis, as well as leaders who supplement their household incomes.

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The chart below shows the average commissions of these leadership ranks. More than 97% of those in leadership stay with dōTERRA year after year.

7 Silver	\$30,037	61.0%
8 Gold	\$67,044	22.1%
9 Platinum	\$122,867	5.5%
10 Diamond	\$206,256	8.2%
11 Blue Diamond	\$501,759	2.2%
12 Presidential Diamond	\$1,369,172	1.0%



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