

Annual dōTERRA Business Builders Report 2021

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 300,892 jobs that also impacted 1,166,409 lives in 2020.

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 customers—approximately 86 percent—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 commission.

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 a near 100% redemption rate by loyal consumers. In 2020, dōTERRA awarded more than \$562 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 2020, dōTERRA paid commissions to approximately 257,000 Wellness Advocates within the United States. This is approximately 20% of all U.S.-based dōTERRA Members who made a purchase from dōTERRA. For more information please see the dōTERRA 2020 Opportunity and Earnings Disclosure Summary.

Wellness Advocates

Entry-level Wellness Advocates

Many Wellness Advocates join dōTERRA to enjoy our Certified Pure Tested Grade (CPTG) essential oils at wholesale pricing, and do not earn commissions. Wellness Advocate earnings depend on many factors, including effort, interpersonal skills, and leadership abilities.

dōTERRA's entry level Wellness Advocates represented 41% of all U.S. Wellness Advocates in 2020, and 55% earned a commission. Entry level Wellness Advocates who received a commission averaged \$341 for the year.

Builders

dōTERRA considers those that have started to build a sales organization to be its Builders. Builders make up approximately 27% of all active 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 37% and 26% of Builders and averaged \$665 and \$1,117 respectively in annual part-time income.



dōTERRA®

Executive rank Wellness Advocates are 13% of Builders and earned an average of \$1,643 during the year.

At the mid-level ranks of Elite and Premier—approximately 20% and 5% of Builders—average annual part-time earnings from \$4,369 to \$10,390 per year.

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 Members, and manage customer organizations.



These ranks are the highest levels in dōTERRA's commission plan and are approximately one percent of all 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.

The chart below shows the average earnings of these leadership ranks. More than 91% of those in leadership stay with dōTERRA year after year.

7 Silver	\$28,658	60.0%
8 Gold	\$61,929	22.4%
9 Platinum	\$119,411	7.0%
10 Diamond	\$201,855	7.3%
11 Blue Diamond	\$487,093	2.3%
12 Presidential Diamond	\$1,308,488	.9%

