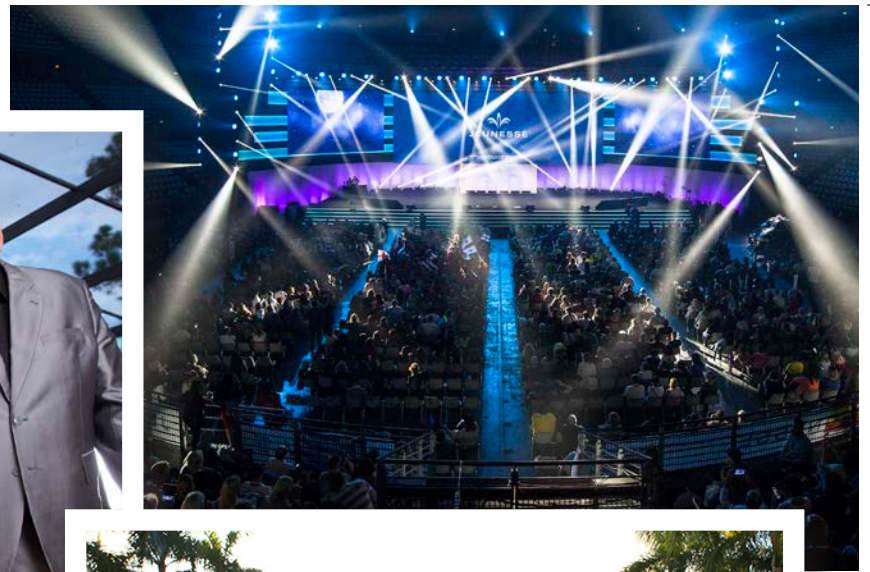




The making of a **FAMILY BUSINESS**

From its beginning, the focus of Jeunesse
has always been on the global market.



The tendency of family businesses is to think small. But not Jeunesse. When Randy Ray and Wendy Lewis came out of retirement to create Jeunesse, the goal from the beginning was, to build a global billion-dollar brand. In just nine years, with the collaboration of Wendy's son, Scott Lewis, the dream was accomplished when the company reached \$1.46 billion USD in annual sales in 2018.

Jeunesse launched at 9:09 p.m. Sept. 9, 2009. The number nine represents longevity, and reflects the Founders'

desire to create a legacy – a company with staying power in the direct selling industry.

With unique products made in the United States, one of the most rewarding marketing plans and technical knowledge to create a cutting-edge platform for distribution, training and support, Jeunesse was ready for success. The solid foundation and focus on international expansion proved to be a winning combination.

MOTIVATION



Vision of success

Leading the brand's strategic vision requires creative thinking and solid confidence in the unlimited potential of the future. Fortunately, Scott Lewis embodies these characteristics, coupled with the market experience and passion for bringing positive impacts to the lives of others. He understands that the company's success is rooted in commitment to the network of people and on a relationship-focused basis, always guided by ethical principles. In addition to thinking about guidelines, standards and strategies, he works for the effectiveness of operations around the world. For Scott, Jeunesse is much more than a business. It is truly a family - one that he serves and leads in an honest and humble way. He and his wife, Isabel, travel and work side by side with leaders around the world and are still passionate about helping others grow - including children in many countries through Jeunesse Kids, a nonprofit institution.

Industry Innovators

Prior to Jeunesse, Randy Ray and Wendy Lewis enjoyed rewarding careers in technology, co-founded other successful companies, and invested considerable time and resources in giving back to the needy through multiple philanthropic initiatives and doing volunteer works with their own hands.





LEGACY

Scott and Isabel
pass on the values of
the Jeunesse family
ethically and humbly.