



ceed

2016

Plexus™ Quarterly

BRIGHT FUTURE AHEAD!

GRAND OPENING
OF THE NEW
HOME OF PLEXUS
WORLDWIDE®

SUPER SATURDAY RECAP

15,000 Ambassadors
pack ballrooms
across America

Meet Sedona Reilly
Service Delivery
Supervisor



Plexus Worldwide CEO
Tarl Robinson cuts the
ribbon at the new world
headquarters.

YOUR FUTURE STARTS WITH A
DREAM, AND THIS IS YOUR YEAR TO
DREAM BIG AND DREAM ON!

Download the Plexus Events app from the App Store. Content for the
2016 Dream On Convention will be available mid-May!

*June 12-16,
2016*

FOR MORE INFORMATION, VISIT
PlexusConvention.Vegas

W E L C O M E

Dream On

plexus



As we prepare for the Dream On Convention in Las Vegas this June,

it is hard to believe that 2016 is going to be practically halfway over. So far this year has been a great one, and as I reflect on the first half, one phrase comes to mind: The Future.

Earlier this year we moved into our new building, One Plexus™ Headquarters, with a ribbon-cutting ceremony in front of hundreds of Diamond and local Ambassadors along with state and city leaders. As the doors to our new building opened, it was amazing to see how far we've come in just a short time, thanks to you. Our new home represents the future success of our Ambassadors, customers and employees. When I pull into the parking lot every morning, I get goose bumps seeing what Plexus has become.

On the topic of future success, we had a great Super Saturday event in January when we debuted our new Success Kit. The tools and resources included in the Success Kit are world-class, and as a leader, you have access to the best training available in our industry. Our Success Kit is designed to help new Ambassadors on their Plexus journey, but also to help current Ambassadors grow and train in the future.

Our talented executive team continues to grow as well. Earlier this year we announced Alec Clark as our new President, Cindy Latham as our new Chief Marketing Officer and Sarah Bjorgaard as our new Vice President of Global Sales. Our current team represents the future of

Plexus, and I am so proud of the strong leadership foundation we have. Cindy and Sarah bring a combined 50 years of experience in the network marketing industry, and Alec's leadership in his new role will continue to propel our company and Ambassadors forward. We have thousands of Ambassadors joining Plexus every month, making a choice to make a change.

Dream On Convention

Leaders are born at these events. Convention is the one event every year that is a must attend. Why? This year, along with education, tools, products and motivation, we will be presenting the Plexus brand vision. This will not only encompass product packaging look and feel, but the overall brand feel. What will Plexus look like five years from now? Get the insight in Las Vegas.

In closing, I am reminded of the conversations I've had with Ambassadors as I traveled the country for the Opportunity of a Lifetime Tour. City after city, their message was clear: We are One Plexus, and we are all working together to build a legacy we can be proud of today, tomorrow and in the future.

You have my commitment, and the commitment of every person from our Home Office, that our mission to enhance the health and happiness of people who use our products has never been greater.

We look forward to continuing to deliver health and happiness to you in the future.

Live Healthy • Love Life • Be Plexus™



“I am so proud of the strong leadership foundation we have.”

Tarl Robinson
CEO, Plexus Worldwide®





plexus
WORLDWIDE

GRAND OPENING



ON A MILD JANUARY EVENING IN SCOTTSDALE, ARIZONA, HUNDREDS OF LOCAL AMBASSADORS, DIAMONDS AND CITY LEADERS GATHERED IN FRONT OF THE 75,000-SQUARE-FOOT ONE PLEXUS™ WORLDWIDE® HEADQUARTERS BUILDING FOR THE OFFICIAL RIBBON CUTTING AND GRAND-OPENING CEREMONY.

The day kicked off with Diamond Ambassadors and their guests who received an exclusive VIP ribbon cutting and tour of the building. As Diamond Ambassadors entered the building, the mood was electric as employees gathered in and around the lobby with cheers and applause. Plexus CEO Tarl Robinson made a few remarks, and employees and Diamond Ambassadors could be heard chanting, "One Plexus. One Team!" Later that evening, guests, Ambassadors and dignitaries from the Salt River Pima-Maricopa Indian Tribe gathered for the official ribbon cutting.

As the sun began to set over the mountains, the energy and excitement grew. "This is the culmination of a lot of hard work from our employees, Ambassadors and vendors to make this significant growth possible," Tarl says. Then, it was time. With large scissors in hand, Tarl announced, "OK, let's do this!" and cut the red ribbon, officially opening One Plexus Headquarters.

The new building features an expanded product store open to all customers and Ambassadors, a recording studio, an Ambassador Recognition room and much more!

SUPER SATURDAY RECAP

More than 15,000 Ambassadors packed ballrooms across North America for the biggest Super Saturday training event in Plexus history!

Attendees in 20 cities received an afternoon of practical training that was designed to improve all aspects of their Plexus business. In each city, two Jewel Ambassadors inspired the crowd with their leadership. New training videos also debuted, including a new Compensation Plan video and Plexus Journey video.

The highlight and most anticipated part of the afternoon occurred when it was time to unveil the brand-new Success Kit. As a group, all attendees



WELCOME

"I was immediately impressed by the company's staff and senior leaders."

Cindy Latham joined Plexus in February 2016 as our new Chief Marketing Officer, assuming the role from Alec Clark, who was appointed to President of Plexus. Cindy will oversee Product Marketing, Market Research, Research & Development, Creative Services, Digital Marketing and Branding.

Cindy is no stranger to the direct selling and natural health industry. With more than 25 years of experience leading global marketing sales and product teams, Cindy was responsible for generating more than \$1 billion in cumulative revenue for a leading network marketing company. In addition, she marketed and launched 90% of the products sold over a span of 18 years.

"I was immediately impressed by the company's staff and senior leaders, and I am thrilled to join the talented executive team at Plexus Worldwide," Cindy says.

Cindy is a regular speaker and panelist at industry organizations and events.



CINDY LATHAM
Chief Marketing Officer

"I am excited to work with Plexus' talented leadership team, employees and Ambassadors from across the globe."

Sarah Bjorgaard joined Plexus in February 2016 as Vice President of Global Sales.

In this role, she will lead the Business

Analytics and Sales Development team and will implement sales structures to better support Ambassador and customer growth.

With a stellar record of 24 years of experience in sales and operational

achievement in the network marketing industry, Sarah's advice and leadership will play a significant role as Plexus continues its phenomenal growth.

"Plexus has quickly gained a positive reputation within the network marketing industry, thanks to strong leadership and commitment to putting Ambassadors first," Sarah says. "I am excited to work with Plexus' talented leadership team, employees and Ambassadors from across the globe."

Sarah has been married for 14 years to her husband, Bryan, and they have a son, Cale, who is 10½, and a daughter, Laken, who is 8.



SARAH BJORGAARD
Vice President of Global Sales



unboxed their Success Kits to reveal all of the tools and contents inside.

"This year's event was a huge success, and the unveiling of the new Success Kit was amazing," says VP of Ambassador Education Mary Ann Luciano. "I am so excited for our Ambassadors to start using the training and resources to help build their business."

SEDONA SERVES

SEDONA REILLY EPITOMIZES THE SAYING, "IF YOU WANT TO GET SOMETHING DONE, GIVE IT TO A BUSY PERSON."

Since she joined Plexus Worldwide® in September 2013, she has served in multiple positions within the Ambassador Relations Center, honing her customer service skills and knowledge of the company.

"I started out as a phone representative taking calls for anything and everything an Ambassador or customer could call about," Sedona says. "I talked to everyone—new Ambassadors and customers up to Diamond Ambassadors."

From there, Sedona served as an international representative, giving her the opportunity to learn about the company's C1 business and build relationships with the Plexus teams in Canada, Australia and New Zealand.

Then Sedona served in three additional roles—Ambassador Relations Liaison, Workforce Coordinator and Ambassador Relations Center Supervisor—before landing her current position as Service Delivery Supervisor.

"Though I have thoroughly enjoyed all of my previous positions, my current job is where I feel I have brought the most value to the organization," she says. "I am able to use all of the experience I have gained during my time here to work collaboratively with departments and vendors."

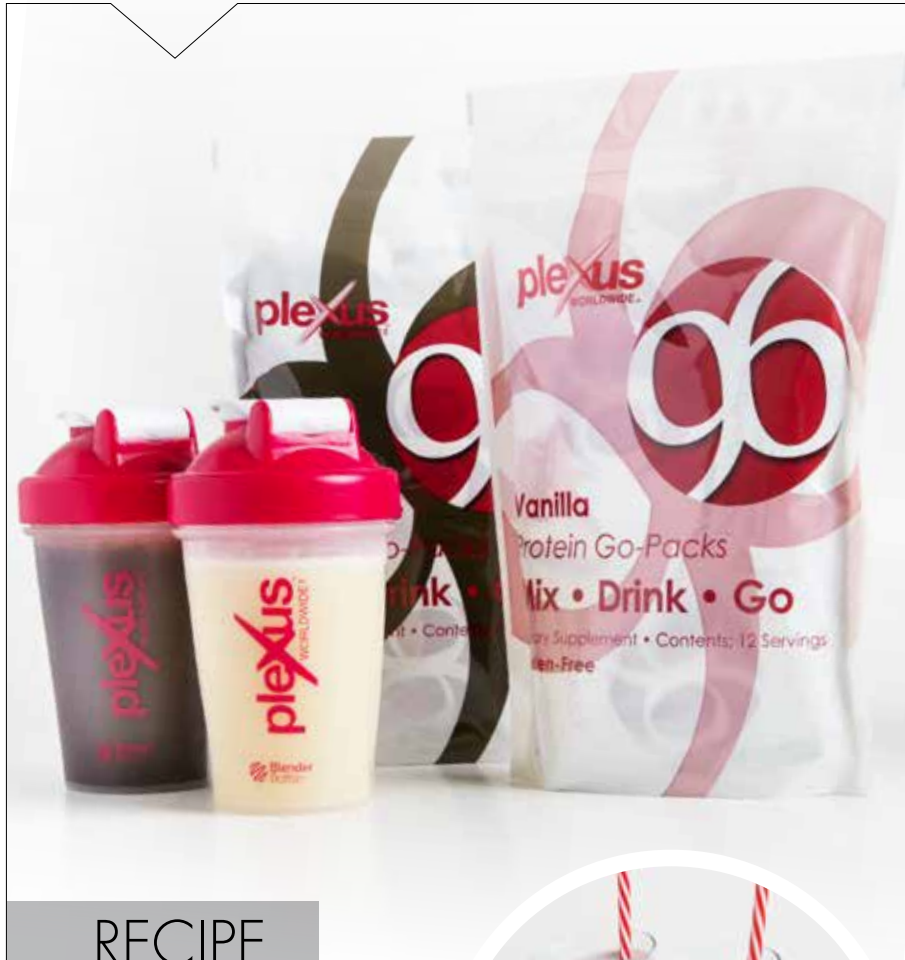
From day one, Sedona says she felt at home at Plexus. "People here genuinely care for one another, and the executives know your name," she says. "The interdepartmental teamwork and willingness to help out during times of high volume is unlike anything I have ever seen before."

Sedona is grateful to be given the opportunity to advance at a company that challenges her to expand her abilities and hone her talents. "I am so proud to be a part of an organization that not only encourages its employees' career development, but also helps so many people across the world achieve their health and financial goals," she says. "We are One Plexus, and I can't wait to see what the future holds for us."



SEDONA REILLY

Service Delivery Supervisor



RECIPE

Blueberry Pie Shake

- 8 OZ. ALMOND MILK
- 1 PACKET VANILLA PLEXUS 96®
- 1 CUP FROZEN BLUEBERRIES
- 1 TSP. VANILLA EXTRACT
- 6 ICE CUBES

Combine all ingredients in a blender, mix well and enjoy!



PRODUCT UPDATES

From day one Plexus Worldwide® has been committed to providing customers and Ambassadors with life-changing products and a rewarding business opportunity. As such, we're always looking for ways to improve our products to make them available to even more people who seek a healthy lifestyle. One of our goals here at Plexus is to continuously improve everything we do, including our products.

HERE'S A LOOK AT PRODUCT UPDATES FROM THE PAST QUARTER:



Plexus Accelerator+™

\$39.95 Retail; \$29.95 Preferred;
\$24.95 Ambassador

Only the best ingredients go into Plexus products. So what happens when you've mastered the inside? You make the outside look great too!

As a companion to Plexus Slim®, in conjunction with healthy diet and exercise, Accelerator+ adds a personality to your weight-management strategy. And now, Plexus Accelerator+ has a new personality of its own! The sleek purple bottle represents the fresh look to the Plexus products, joining the lineup of other great products that we recently redesigned.



Plexus Body Cream

\$49.95 Retail; \$39.95 Preferred;
\$37.95 Ambassador

Plexus Body Cream Sample Packs

\$39.95 Ambassadors Only

If you desire a unique skin hydrating cream, Plexus Body Cream is the product you've been seeking!

Plexus Body Cream is a unique skin hydrating cream with Spirulina Algae and Activated Charcoal. These ingredients are carried into the skin's layers in a rich blend of Aloe, Sweet Almond Oil, Grape Seed Oil, Evening Primrose Oil, Lavender Oil and Moroccan Rose Oil.

The newly designed bottle gives Plexus Body Cream a fresh new look while containing the same great product you know and love. Ambassadors also have the opportunity to share Plexus Body Cream with our newly launched sample pack. The new Plexus Body Cream samples come in a pack 30, 2 mL Easynaps.

Advisory Board Members

The Ambassador Advisory Board works closely with the Plexus Executive Team to help guide the company in the right direction by providing valuable input and serving as representatives for the Ambassadors.



Jerit Abart



Joy Cheramie



Jeddie Harrison



Jenn Hawkins



Sara Marble



Sheila Medina



Ted Thompson

International Advisory Board Members



Natalie Foeller



Rebecca Catton



Sonya Dudley



“A Plexus business is truly the whole package.”

BY AIMEE DARLING

Emerald Ambassador

As a Plexus business owner, I love knowing that the time I invest in inspiring others to reach their dreams of health and financial freedom makes a difference in so many lives. It’s a thrill to see a brand-new person enjoying financial freedom quickly. I’ve watched that freedom turn into greater giving and reduced debt, enabling families to create generational change. The ripple is beyond comprehension.[†]

A Plexus business is truly the whole package. With Plexus, I can now offer effective, simple products that are affordable while spending more time with my two children and husband—giving them the gift of a stress- and debt-free family while making travel memories is priceless.[†]

BY ABBYJO HILDERBRAND

Emerald Ambassador



“I get to make my own schedule.”

I love the time freedom I have and the fact that I get to make my own schedule.

It's important to me to be there for the people I love when they need me. I can do that now! I also don't have to ask a boss to take off from work for my many business trips. I have the time to work on my spiritual, physical and personal growth daily. Plus, the financial freedom is simply indescribable.[†]

My *why* is to help others have the financial and health freedom that Plexus offers. I love to serve others and want to show them how they can truly have financial independence and live a healthy lifestyle to enjoy it.



BY SHANNON McCOMBER

Emerald Ambassador

“There is nothing better than being able to run my business and not having my business run me!”

I've always been a bit of an adventurer at heart. Prior to Plexus, I had all but given up hope that I would ever be able to do much adventuring. Through Plexus, I was able to find that adventure again. I'm no longer tied down to a desk in an office building waiting to accrue enough time to have a vacation with my kids.

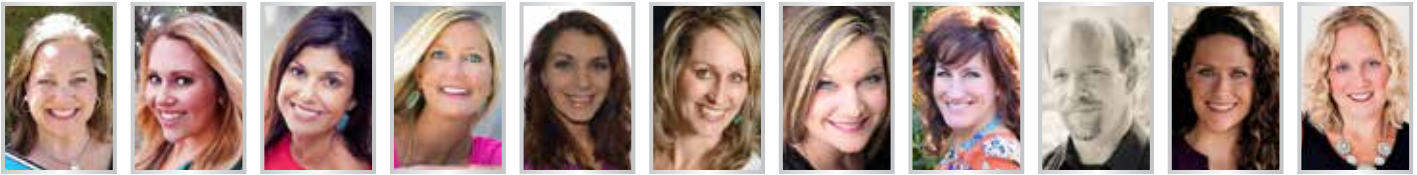
Now we can choose to hop in the RV and head out on the road anytime we want.[†] No matter where we go, I can work my business. There is nothing better than being able to run my business and not having my business run me!

[†]Plexus makes no guarantees or projections of income, as such representations may be misleading. Your success depends on your effort, commitment, skill, and leadership abilities, and how effectively you exercise these qualities. Please see Plexus' Annual Income Disclosure Statement.

New Jewel Ambassadors

Achieved December 2015 through February 2016

NEWEST DIAMOND AMBASSADORS



Sundee Anderson Tara Castaneda Staci Curtis Emily Finnell Kathleen Hepler Jana Hooten Addy King Wendy Larson Delvin Martin Brooke Matamoros Erin O'Keefe

NEWEST SAPPHIRE AMBASSADORS



Phallin Black David Castaneda Tiffany Gebhardt Rob Hefley Jessica Hoogendoorn Amber Livesay Debra McCutcheon Stephanie Murray Windy Rosemeyer Lindsey Russell



Andrew Schmidt Rhonda Shaw Telina Shepperd Charlotte Siems Jaclyn Stanley Susan Stern Knechtel Amy Welch Kimberly Wilson Jennifer Wright

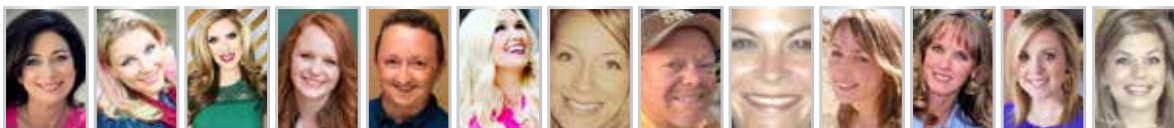
NEWEST EMERALD AMBASSADORS



Melanie Allen Rita Anderson Dawn Andrews Seegal Anselmo Ashlee Berchen Bobby Burke Erin Bush Shannon Carew Joanna Chabot Justin Curatolo Shoshanna Eastling Willie Eickenhorst Kristi Fontenot Whitney Fuston Danielle Gates Amber Hargett



Angela Harry Kyle Hull Amber Ike Kathryn Jones Jana Lee Mary Anne Lewis Jennifer Loewen Lou Lynn Amy Maguinness Jennifer May Sarah McCarty Mary McColl Tracey Oats Erin Morgan Erik Paul Danielle Pulley



Ann Reese Leslie Reichert Rachael Rogers Sunnie Rogers Todd Rouse Bridget Ryan Stefanie Shaughnessy Henry Siems Jodi Sohrt Rachael Stoll Jeanne Stratton Ashley Stuart Hillary Thompson

PRODUCT CLAIM SUBSTANTIATION— PLEXUS™ DOES IT RIGHT

Do you ever think that the product claims you see on TV or posted on a telephone pole are too good to be true—you know, “30 lbs. in 30 days! Ask Me How.” They probably are too good to be true.

Well good companies, like Plexus, comply with the law, which requires that advertisers have competent and reliable scientific evidence in support of claims made.

WHAT IS MEANT BY COMPETENT AND RELIABLE SCIENTIFIC EVIDENCE?

- Tests, research or studies based upon the expertise of professionals in the relevant area.
- Studies have been conducted and evaluated in an objective manner by qualified professionals.
- Using procedures generally accepted in the profession to yield accurate and reliable results.

WHAT IS ACCEPTABLE SCIENTIFIC EVIDENCE?

- Well-controlled, double-blind studies are given more weight than non-blind studies.
- Longer-term studies are better than shorter-term ones.
- A study’s result should be statistically and clinically significant.

Anecdotal evidence alone cannot be used to substantiate a claim, even if an individual’s experience is true.

This is probably the most misunderstood principle in advertising. It does not matter if it is your testimonial and it is true, it still cannot be used on social media or other forms of advertising if it is not scientifically substantiated or if it is a disease claim.

MISTAKES MOST COMPANIES MAKE

Using studies that do not match the product exactly in terms of dosage, directions for use, etc.

For example, a company cannot use a study that says 600 mg of an ingredient does “X” when its product only contains 10 mg of the ingredient.

Allowing customer reviews on social media.

The company implicitly adopts the claim and is considered to be making the claim itself.

Plexus does this right.

Plexus hires independent third-party experts to review each and every claim made for every product to ensure it has the proper scientific substantiation. If we don’t have the substantiation, we don’t make the claim. This is yet another reason for you to use only those claims produced by Plexus in its marketing materials. This allows you to go to your customers with complete confidence in our products and know that they do what we say they do.

—Chris Reid
VP of Compliance and Corporate Affairs

Our Most Popular Product Combo

TRI-PLEX!

30-Day Supply of Plexus Slim®
30-Day Supply of Bio Cleanse™
30-Day Supply of ProBio 5™

\$139⁹⁵ Retail
\$124⁹⁵ Preferred
\$109⁹⁵ Ambassador

Contact your Ambassador to order today!

Follow Us



www.plexusworldwide.com