



IMPORTANT FAQS

What is ARIIX?

ARIIX is a unique and disruptive international opportunity company that creates efficacious, toxin-free products developed through collaboration with world-renowned experts and marketed through independent representatives.

The ARIIX name represents the very ideals the company embodies — a gold standard and infinite opportunity. Combining derivatives from the Latin word for gold and the Roman numeral eight, representing the circles of infinity, the name means eternal wealth and symbolizes the ARIIX commitment to maintaining a “gold standard” for excellence in all things.

When was ARIIX founded?

Disruptive by Design®, ARIIX was founded in 2011 by seven people with a desire to be different: CEO and Founder, Dr. Fred Cooper; President and Founder, Mark Wilson; CFO and Founder, Jeff Yates; COO and Founder, Riley Timmer; CPO and Founder, Deanna Latson; CIO and Founder, Wenhan Zhang; and CSO and Founder, Ian Chandler. These leaders saw unfairness in the industry, where entrepreneurs were taken advantage of and owners took more than their fair share, and they thought, “We could do better.” They saw an opportunity to create an environment where people could win — where the average person has a chance to succeed. They decided to tip the scale back in favor of those who build the company, the entrepreneur distributor. Their goal is to change the industry, change lives and change the world, starting with innovative practices and a Representative-first approach that is disruptive to the status quo.

Who owns ARIIX?

Each of the seven Founders holds shares in the ARIIX corporation and brings an area of expertise in his/her respective field. With more than 100 years of combined experience, the team of seven ARIIX Founders knows what it takes to create a thriving business.

Dr. Fred Cooper — Chief Executive Officer and Founder
Mark Wilson — President and Founder
Riley Timmer — Chief Operating Officer and Founder
Jeff Yates — Chief Financial Officer and Founder
Wenhan Zeng — Chief Information Officer and Founder
Deanna Latson — Chief Product Officer and Founder
Ian Chandler — Chief Sales Officer and Founder

When will we meet the Founders and staff of ARIIX?

ARIIX will be holding a North America event September 5–7 in Salt Lake City, UT. Many of the Founders and staff members will be in attendance and they’d love to see you there. You can also meet some of the ARIIX Executive Team at our LIMU Little Rock Regional Event on Saturday, September 14th!

Where does ARIIX do business?

The U.S. ARIIX office is located in Bountiful, Utah — a suburb of Salt Lake City. ARIIX is open in 20 markets, on four continents with 12 worldwide offices.

- **North America:** Canada, Mexico, United States
- **Asia:** Greater China including Hong Kong SAR, Taiwan, Japan, Kazakhstan, Russia, Singapore, South Korea
- **Europe:** Belgium, France, Ireland, Israel, Italy, the Netherlands, Spain, Switzerland, the United Kingdom
- **Australia**

Has ARIIX been growing?

ARIIX has attracted tens of thousands of entrepreneurs to join its innovative and collaborative opportunity. The year 2018 was especially impressive as ARIIX achieved year-over-year revenue growth of 24%, from \$178 million to \$220 million, with profits exceeding 8%. We also increased our Representative field by 32% over the previous year-end. The week of May 27, 2019 generated a record-breaking sales week of \$6 million USD with ARIIX Japan and ARIIX Europe leading the way! And 2019 also brought ARIIX to No. 57 on the Tenth Annual Direct Selling News (DSN) Global 100 List!

Why did LIMU choose to merge with ARIIX?

ARIIX contacted Gary in 2018 and again in early 2019 to inquire whether he would have any interest in a merger of their two successful companies. After a great deal of reflection, prayer, analysis and due diligence, Gary and our Executive Team became convinced that ARIIX was the best vehicle for LIMU to reach hypergrowth, not just domestically, but internationally as well. This merger is an outstanding blend of two strong companies and provides a huge business opportunity for LIMU Promoters and Customers.

What will be the involvement of LIMU's CEO?

As LIMU's Founder, President and CEO, Gary has been the central figure in LIMU's mission, vision and success from Day One. As one of the most successful distributors in the industry prior to founding LIMU, Gary has a unique affinity for LIMU Promoters and what they need to succeed. With that in mind, he will continue to remain directly involved in LIMU just as he has from the beginning, albeit at a reduced schedule.

Why weren't we informed before now?

As this is a major transition for both companies, we wanted to ensure there was a rock-solid plan in place before making the announcement. A lot of thought and planning went into what would be best for both LIMU Promoters and their Support team and ARIIX Representatives to ensure there would be no disruption in how you do business.

How long will the integration take to complete?

The transition will take shape in the following phases over the next 12 months:

- Announcement — August 29, 2019
- LIMU can begin to purchase a selection of the ARIIX products in U.S. — October 1, 2019
 - ▶ Other ARIIX products will be introduced throughout the transition period
- ARIIX can purchase a selection of the LIMU products in U.S. — December 1, 2019
 - ▶ Other LIMU products will be introduced throughout the transition period
- LIMU can begin to recruit in ARIIX international markets — within the next few months and ongoing throughout the transition

Why is the integration occurring over such a long period of time?

As ARIIX has joined forces with other organizations over the years, we've learned that becoming familiar with a new company, product suite and culture takes time and can be overwhelming if undertaken all at once. Trying to undergo all this education while maintaining your business can be a challenge. For this reason, the integration timeline is stretched over a period of several months, so that you can continue building your LIMU business while strategically being introduced to elements of ARIIX life.

What will happen to the LIMU products?

ARIIX is extremely excited about the LIMU product family, and we know that our U.S. field, as well as international audiences, will love it as well. Because of this, the LIMU products will stay intact and will be added as an independent brand to the ARIIX brand family. As these products are introduced internationally, it's possible that small changes will take place to ensure compliance in countries outside the U.S.

Will we stay with our current compensation plan?

Yes, you will stay on the current LIMU compensation plan.

Do I keep my current title rank?

You will maintain your rank, but your title will transition later to the equivalent ARIIX title, business level and associated benefits.

If I enroll someone new, where do they enroll?

New business members will be enrolled as LIMU Promoters under the LIMU compensation plan in the United States. Details are still being developed on how this will work in our international markets.

Will we keep our existing distributor tree and Customer base?

Yes, your distributor tree and Customer base will remain intact.

Will the LIMU Back Office change?

No, the Back Office will not change, so you will continue to use your LIMU Back Office as usual.

Will I still be paid weekly?

Yes, you will be paid as usual on the normal schedule.

How will I receive commissions?

You will continue receiving commissions as you have been.

Who will now be handling our Support? Are there different hours of operation? Different numbers, emails, ways to reach Support?

All LIMU Support numbers and emails will remain the same, as will the hours of operation. When both teams are trained and ready to support all products and Promoters, new contact information will be announced.

Where can I learn more about ARIIX?

ARIIX.com is a great place to get started. Click on the search bar in the navigation panel to access a robust knowledge base that functions as an ARIIX-specific search engine.

Will we have access to all ARIIX products to purchase/sell?

Yes, the ARIIX product transition will happen in phases to ensure enough time to provide proper training. By October 1, you will have access to a sampling of products across our different brands, with the intent to provide access to all ARIIX products over the next several months.

Those initial products by October 1 will include:

- Skincerity® masque
- Optimal-V® full-spectrum vitamin therapy
- Optimal-M® comprehensive mineral support

- Omega-Q® blend
- Giving Greens® whole food mix
- Slenderiiz®/Xceler8™
- Puritii® Water Filtration System

What kind of ARIIX products will be available to LIMU over time?

ARIIX partners with world-renowned nutrition, health and lifestyle experts, bringing you brands that are on the leading edge of what science and nature can offer. Our individually-branded lines have been meticulously formulated to provide the highest quality products on the market. Rigorous testing by third parties ensures the products within every ARIIX brand represent the gold standard in the industry and earn the highly esteemed ARIIX Seal of Approval. This means you can have confidence knowing you are building your business with products you love and products you trust.

NUTRIFII™

Essential wellness supplements to fit your every need and provide your body with optimal nutrition.

SLENDERIIZ®

A revolutionary weight management system that offers real results that really last.

JOUVÉ®

A luxurious and clean skin care line designed to show your natural glow with smoother, brighter and younger-looking skin.

NUCERITY®

Dermatologist recommended skin care products that help create and maintain healthy skin using the latest research and technology.

PRIIME™

Exclusive blends with carefully sourced essential oils that will change the way you think about and use oils.

REVIIVE™

A spa-quality line of clean and natural personal care products.

PURITII®

Award-winning portable water filtration and air purification systems.

While our products are designed to work together synergistically, ARIIX employs a “house-of-brands” philosophy that allows Representatives the freedom to choose the products they align with — and products they are excited to grow their business with.

Do we have to sell ARIIX products?

No. ARIIX has built its business as a house of brands. This allows Representatives to focus on a single product or brand or integrate products from different brands in their sales programs as they choose. LIMU is pleased to join this house of brands as a stand-alone product family that can easily be integrated with other products if Promoters choose.

Will we be trained on the ARIIX products?

Yes, starting in October, there will be product training set up throughout the integration timeline. A training schedule will be communicated via email.

Will ARIIX Reps be able to sell LIMU products?

Yes, ARIIX is thrilled to introduce the entire LIMU product offering to our Representatives in the United States. In fact, we believe our Representatives will love the LIMU products so much that we are starting the registration process in all of our international markets.

Who should I contact if I have questions?

Contact your current Support team.