

JOURNALISTS

You are invited to participate in a survey to understand the perception and awareness of nutritional supplement companies and direct selling companies.

As a thank you for participating, we will be pleased to make a donation of €50 to the charity of your choice.

The survey is conducted by an independent consultancy ReputationInc. Your answers will be strictly confidential.

Thank you very much for your time.

- 1. Please state to what extent do you agree with these statements about nutritional supplements:** (scale 1-5 where 1=Strongly disagree and 5=Strongly agree + Pass):

a. I generally trust nutritional supplements.	
b. Nutritional supplements are relevant to maintain well-being in hectic lifestyles.	
c. Nutritional supplements can be effective in weight management.	
d. Nutritional supplements help to achieve better sport performance.	
e. Nutritional supplements enhance concentration.	

- 2. Which nutritional supplements providers are you aware of?** Open-ended, aim to get at least 5
- 3. In your opinion, who is the leading food supplements provider? 3a. Which other food supplement providers would you describe as “leading”**
- 4. Why do you think this company is the leading provider of food supplements?** Open-ended
- 5. What do you see as potential risks and threats to companies in the nutritional supplements industry?** Open-ended
- 6. How favourable is your opinion of COMPANIES IN GENERAL that sell their products through direct selling model?** (Scale 1-5 from 1 = Very unfavourable to 5 = Very favourable)
- 7. How favourable is your opinion of FOOD SUPPLEMENT COMPANIES that sell their products through direct selling model?** (Scale 1-5 from Very unfavourable to Very favourable)

8. Please state to what extent do you agree with these statements about direct selling/multi-level marketing companies: (Scale 1-5: 1= Strongly disagree to 5- Strongly agree + Pass)

a. Direct selling business model is sustainable.	
b. Direct selling business model is transparent.	
c. Direct selling business model is a business opportunity for young entrepreneurs.	
d. Direct selling companies enable flexible career opportunity for distributors.	
e. Direct selling companies enable distributors to earn sustainable income.	

9. How would you rate the performance of the following nutritional supplements providers in the following areas? (Scale of 1-5, where 1 = very poor performance and 5 = very good performance + Pass) – use the LEADING COMPANIES journalist mentioned in QUESTION 3 + probe Herbalife (as second or third company)

			Herbalife	
They offer good-quality products.				
They are a leading producer of nutritional supplements.				
They are a scientific company.				
They are an ethical company				
They are a trustworthy company.				

10. What is the first thing that comes to mind when you think of Herbalife? Open-ended + ‘I have never heard of Herbalife’ IF ‘Never heard’ GO TO END

11. Are you aware of Herbalife Family Foundation? Yes/No. 11a. If yes, what do you know and think about about the Herbalife Family Foundation?

12. Are you aware of Herbalife sport sponsorship projects? Yes/No. 12a. If yes, what sports do Herbalife sponsor?.

13. Please state to what extent you agree with these statements (scale 1-5 from 1=Strongly disagree to 5=Strongly agree + Pass):

a. Herbalife has strong leaders.	
b. Herbalife is a well-managed company.	
c. Herbalife makes a positive social and economic impact in the communities and countries in which it operates.	
d. Herbalife is committed to bringing good nutrition to underprivileged children.	
e. Herbalife improves the life of orphans around the world.	
f. Herbalife is responsive to the concerns of the communities in which they operate.	

14. Please state to what extent you agree with these statements (scale 1-5 from Strongly disagree to Strongly agree + Pass):

a. Herbalife's products are healthy.	
b. Herbalife's products are nutritious.	
c. Herbalife's products work.	
d. Herbalife's products are backed by scientific research.	
e. Herbalife's products are endorsed by doctors.	

15. Overall, how favourable is your general impression of Herbalife? (scale 1-5 from Very unfavourable to Very favourable)

16. Can you please describe your impression of Herbalife in more detail?

THANK AND CLOSE