



## Business Opportunity Strategy

July 2024



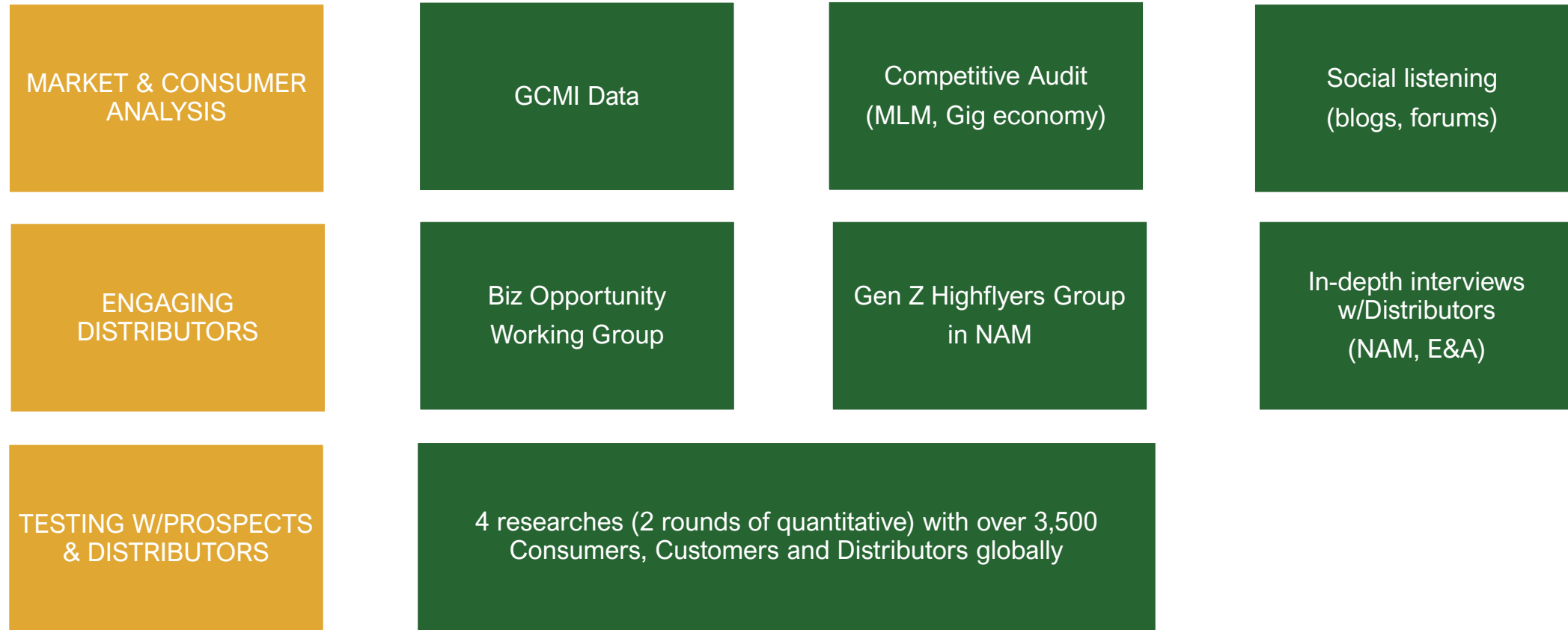
# Agenda

1. Business Opportunity Positioning:
  - Positioning Journey
  - Positioning Statement
  - Messaging & Expression
2. First 90 Days Journey
  - Market & Herbalife Insights
  - First 90 Journey
  - DS F90D Journey Research
  - Business Claims using Metrics
3. What's next

# As our brand continues to evolve, so does how we speak about the Business Opportunity



# How we arrived at our updated positioning



From 8 positioning territories => to 5 => to 2 => to 1

# Our last and most important input: Our Value Proposition

## COMPANY VALUE PROP

**The world's premier wellness platform that empowers connections between wellness coaches + entrepreneurs and people in pursuit of healthier, better lives.**

## CONSUMER VALUE PROP

A community-centric platform that empowers individuals to connect with their personal coach, who helps and supports them throughout their wellness journey.

## DISTRIBUTOR VALUE PROP

An all-in-one, easily accessible platform that empowers anyone to build their own successful business from their passion for wellness.

## CONSUMER VALUE PILLARS

### Products, Plans + Programs:

- Browse through high-quality wellness products.
- Utilize customizable product plans and recommendation
- Engage with holistic wellness solutions and services.

### Personalized Coaching & Goal Tracking:

- Connect with personal coaches for customized wellness plans.
- Receive guidance, motivation, and mentorship from experienced coaches.
- Access tools for tracking progress towards wellness goals.

### Connections + Community:

- Build connections and friendships with like-minded individuals.
- Participate in community wellness activities.
- Benefit from global community support and encouragement.

### Loyalty, Rewards Recognition + Gamification:

- Earn discounts and perks from interactions and purchases.
- Achieve trophies and points for wellness activities.
- Participate in gamified and social mechanics for added value.

## DISTRIBUTOR VALUE PILLARS

### Flexible Ways to Work + Earn Income:

- Utilize flexible business methods for income building.
- Enjoy the freedom to set personal work schedules.
- Earn from multiple revenue streams including personal and team sales.

### Connections + Community:

- Make connections with wellness entrepreneurs and coaches.
- Join community activities and trainings.
- Transform with support from a global wellness community.

### Business Tools + Resources:

- Utilize a robust online platform with digital tools.
- Leverage technology for business management and growth.
- Access comprehensive training resources for success.

### Recognition + Performance:

- Gain rewards through recognition programs.
- Utilize insights and recommendations for business performance.
- Attend recognition events for learning and inspiration.

# Herbalife Business Opportunity Positioning statement

## Make Wellness Your Business with Herbalife

Our wellness platform empowers people from all walks of life to turn their passion for wellness into successful businesses. For more than 40 years, we have helped people like you earn some extra income and create their own wellness ventures. Whether you simply want to supplement your income with a gig or dream of building your own, thriving wellness pursuit, Herbalife offers a flexible path to reach your goals - in your own time and on your own terms.

### Reasons to Believe

#### Explore Diverse Ways to Earn

Earn through flexible and inventive business methods by leveraging our science-backed wellness products and programs, as well as our realistic income-building opportunities.

#### Discover Our Comprehensive Business Toolkit

Access our robust online platform, including a suite of digital tools purposely designed to help you build a strong business foundation. Our comprehensive training provides practical support to help you achieve your income and business goals.

#### Run Business Your Way

Enjoy the flexibility to run your wellness business on your schedule and around your lifestyle – because you report to no one but yourself, and you get to work in ways that feel right to you.

#### Leverage the Power of Community Support

Our global community of more than 1 million experienced entrepreneurs and coaches offers a wealth of knowledge, creative ideas and support as you build and grow your wellness business.

#### Create A Path to Continuous Income

Unlock the potential to establish a continuous income stream – as you take the lead in building your own business and team, you open the opportunity to earn continuous income, based on your personal sales and the ongoing, collective sales of your team.

# Overarching Business Opportunity Messaging



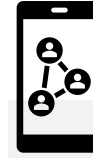
## Turn wellness into an income opportunity.

Earn an extra income or build your own business from your passion for wellness through our flexible and inventive business methods.



## Products and programs relevant to you and your customers.

Use our science-backed products, effective plans and programming to help your customers achieve wellness results.



## Tools, tech and training to enable you on your journey.

Use our tools designed to build a robust business foundation and support you in your journey towards income and business goals.



## Flexibility to run your business your own way.

Work on your schedule, around your lifestyle, passion and style, reporting only to yourself.



## A global community of entrepreneurs and coaches to support you.

You don't have to do it alone. Your network will be there throughout your journey with their knowledge, creative ideas and support.



## A path to greater autonomy and continuous income.

As you take the lead in building your own business and team, you open the opportunity to earn continuous income, based on your personal sales and the ongoing collective sales of your team.

## Guardrails on communicating “Continuous Income”

- “**Continuous Income**” is the preferred and legal-approved term – “**residual income**” or “**passive income**” are **not to be used**
- Terms like “automatic income” or “recurring income” can also be used
- On first reference, “continuous income” must be used, as well as the following description:

**Unlock the potential to establish a continuous income stream – as you take the lead in building your own business and team, you open the opportunity to earn continuous income, based on your personal sales and the ongoing collective sales of your team.**



# Expression on Herbalife.com

Make wellness  
your business

See How



## Pave your own path



We offer you the unique income opportunity – one of a lifetime in many professions. For over 40 years, Herbalife has helped individuals worldwide to earn more extra income and build a wellness business as their only hobby.

We provide the technology and tools to kickstart a side hustle or full-time business from anywhere – at your own pace. Our business model makes sense for you to explore your own style within the context of our powerful brand. We offer training and the support of a community of successful entrepreneurs.

You choose the path that gives you the flexibility you desire. It's up to you how, where, for a part or full-time extra income and how you experience our business. Herbalife has the technology, expertise and support to help you find your way.



## Income opportunities, your way

Explore diverse paths to earn through Herbalife and our sales business methods. Using our unique Herbalife products, programs and initiatives, income-building opportunities, you can make extra income part of your lifestyle for your customers. Or you can choose to become a distributor as you build your team and grow your business.

Learn More



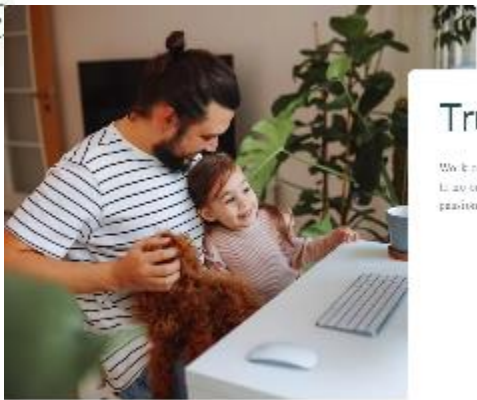
## The digital tools you need

Discover our robust online platform, which comes with a suite of digital tools immediately online to help you build a strong presence. Freedom. And our comprehensive training resources are designed to support you in your journey towards successful business goals.



## A path to continuous income

Unlock the potential to establish a continuous income stream. You can earn passive extra money right away by selling our innovative products, that's just the beginning. As you take the next step in building your own team, you open the opportunity to earn continuous income based on your personal sales and the collection of sales achieved by your team that increases over time.



## True flexibility

Work on your schedule and around your lifestyle. Because you report to no one but yourself, you can adjust it with your unique style and passion. Working on your day, feel right at home.



## Community support

Our global community of members is filled with experienced entrepreneurs who offer their wealth of knowledge, expertise and support. You can rely on their advice and insights to help you in your journey to build and grow your wellness business.

# Distributor Testimonials on Herbalife.com

- Global and regional. Different demographics.
- Sharing their experience with Herbalife Business opportunity

In their own words

Hear from Distributors why they chose a path with Herbalife.





# Herbalife<sup>®</sup>

First 90 Days Journey



# There is short window of the first 90 days to make a difference with someone who trusted Herbalife with the Business Opportunity

## Market Insights:

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- Getting paid is the #1 reason for people to stay in the Direct Selling after first 90 days\* and they don't need to make a lot:
- 67% would have to make between **\$250-\$999** in the first month of direct selling to absolutely convince them that it's worth it.
- **Generation Z and Younger Millennials** are more likely than older generations to be convinced that direct selling is worth it if they make **\$250 - \$500 in the first month**.
- This is comparable to typical monthly income from side hustle:
  - 75% of side hustle workers make under \$500/month with a median of \$200/month\*\*.

- 💡 Need to increase % of DS earning income in the first 30 – 90 days.
- 💡 Need to increase the amount of earnings in the first 30 – 90 days.
- 💡 Need to better articulate earning opportunity for new Distributors.

## Herbalife Insights (US example)\*\*\*:

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- **First 30 days:** only 40% of New DS earn
  - **Median earnings – \$161 USD**
  - Average Earnings – \$330 USD
- First 90 days: 51% of New DS earn
  - **Median earnings – \$299 USD**
  - Average Earnings – \$815 USD
- Minimal increase in % of DS earning after 90 days (54% after 180 days vs 51% after 90 days).
- 80% of DS that make more than 300 USD in their first 30 days convert to a Supervisor\*\*\*\*.

\*Direct Sales Generational Engagement Study (US) by Center for Generational Kinetics on behalf of Bridgehead Collective, 2023

\*\*Bankrate survey, April 26-28, 2023.

\*\*\*Considering Jan-Jun 2023 New Ds generation US/PR. Earnings are mostly coming from Retail Profit.  
\*\*\*\*[https://herbalife663.sharepoint.com/:p/s/WWTEAMWWSalesStrategy/Ec-O02I0R\\_5DpufBxbKS6vgB9DPYPutqXxuT29D6QWCf-g?e=ysGa6b](https://herbalife663.sharepoint.com/:p/s/WWTEAMWWSalesStrategy/Ec-O02I0R_5DpufBxbKS6vgB9DPYPutqXxuT29D6QWCf-g?e=ysGa6b)

# Focus on the first 90-day experience

HYPOTHESIS:

Focusing on the first 90 days for Consumers and Distributors is a logical starting point to fuel connections and engagement with Herbalife

## CONSUMER 90-DAY DEFINITION

The Consumer's first 90-day journey starts with the introduction to Herbalife - their personal coach, first purchase and ends once they demonstrate engagement – repeat purchases, connection with programs and plans.



## DISTRIBUTOR 90-DAY DEFINITION

The Distributor's first 90-day journey starts with the introduction to the business opportunity and ends once they have several customers and understand the broader business opportunity.



# Distributor Journey and Outcomes





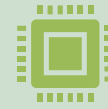
Ds Journey – First 90 days  
Market Research

## OBJECTIVE

Map out the Journey of New Distributors during their first 90 days, identifying key milestones, challenges, benefits and pain points.

## OUTCOME

Gain qualitative insights into what attracts individuals to the Herbalife Business Opportunity, their early successes and challenges, and factors that sustain their motivation.



Did they have goals regarding earnings, customer acquisition, and tools and methods of operation to start the business?



What challenges did they face in the first 30-90 days for having an action plan to start selling immediately?



Did they understand the business methods, products and compensation plan?



What were the main benefits of being part of Herbalife within community, products, technology, tools, distribution, earnings and company/sponsor support?



# Segmenting the Audiences



# Outliers Model Selection – New Distributors

This group of New Ds will inform us about their journey on their First 90 days in their different stages (Sign up, Activation, Engagement and Retention) :

## Earnings Amount (\$USD)

Earnings at 30, 60, 90  
and 180 days.

## Types of Earnings (\$USD)

Retail Profit  
&  
Commissions

## Velocity to Supervisor

Time of a New Ds to get  
to the Supervisor level  
after Signing up

## Recruitment

Recruiting other Ds or  
PMs will help us  
understand their interest  
in the MLM opportunity

## Customers/Receipts (US only)

Inform frequency and  
number of  
customers/receipts each  
NDS have along time

## Additional considerations

- Team level
- Preferred member?
- Generations: Include all generations
- Tenure (time doing the business)
- Sales Channel (NC, Retail Sales, PM, others)
- Include their Top 10 products basket or the Products that make up their 80% of sales.
- Are they part of a Highflyer group/organization?



\* Will need to define the weights of each of these variables according to their relevance

## Next Steps

- **Interviews:**
  - Conduct in-depth interviews with a mix of Prospects, New Distributors and Sponsors
- **Geographical Priority:**
  - First round of interviews will be conducted in US during July and August 2024
- **Findings reporting:**
  - First round of learnings will be shared by end of August



Business Opportunity Toolkit

How to support New Ds in their F90D Journey?

## BACKGROUND

Herbalife is revamping its strategy to make the Business Opportunity more appealing to new Prospects.

This initiative aims to position the Business Opportunity effectively to drive recruitment and retention, particularly among new Distributors, through a Toolkit.

## OBJECTIVE

To create a compelling marketing campaign that communicates the new positioning and messaging of Herbalife's Business Opportunity.

This Toolkit should target Prospects, Preferred Members, and Distributors, using an omni-channel strategy to reach these audiences across various digital touchpoints.

# Business Opportunity toolkit priorities

APPROACH

1

Campaign  
Components

2

Toolkit  
Components

3

Communication  
touch points  
(Omnichannel  
strategy)

4

Dashboard &  
Analytics

5

Regional and  
Distributor's  
Support

OUTCOMES

- Messaging across different touch points
- Reaching 3 audiences (Prospects, PMs and Sponsors) through segmented communication
- Business methods (DMOs)
- Across Generations

- Testimonials
- Training
- Presentations
- Social Media templates
- Education & Learning platform (ea: HN Grow)
- Starting Kit revamp
- Compensation Plan training
- Elevator Pitches (Product & Business)

- Myherbalife.com
- Herbalife.com
- Social Media
- Commerce site
- Email Marketing
- Youtube
- LLM Platform
- Landing Pages in Hrbl platforms
- Blog Posts

- Finding business claims through data to communicate the business opportunity to these audiences and the earnings potential
- Ea: SB Program

- Regional efforts to localize the strategy and executional plans
- Ds Support to deploy this plan within their organizations



Business Claims using metrics  
Turning data into actionable insights

# Example of the dashboard for claims Success Builder Qualification in **2 Months**

Country	Achieved on	GOAL	VP Goal	Personal Consumption	CD+RS+PM Avg Order Size	Monthly CS	EB/VP Ratio	Discount	Total Earn	Acummulated Earn
US & PR	M0	35%	250	0	153	3	1.58	25%	\$255	\$255
	M1	42%	1,000	0	153	3		35%	\$306	\$561
	M2	50%	2,000	0	153	9		42%	\$1,092	\$1,653
									Monthly Earn	\$551

Boost your income potential faster with Herbalife Success Builder Program. With just **3 average sales per month**, you can earn over **\$500 USD in 2 months** while reaching a whooping **42% discount** faster than ever.



# Example of the dashboard for claims

## Success Builder Qualification in 3 Months

Country	Achieve d on	GOAL	VP Goal	Personal Consumption	CD+RS+PM Avg Order Size	Monthly CS	EB/VP Ratio	Discount	Total Earn	Acummul ated Earn	
US & PR	M0	35%	250	0	153	2	1.58	25%	\$170	\$170	
	M1	42%	1,000	0	153	2		35%	\$170	\$340	
	M2			0	153	2		35%	\$204	\$544	
	M3	50%	2,000	0	153	5		42%	\$510	\$1,053	
	M4			0	153	9		42%	\$1,092	\$2,146	
									Monthly Earn	\$429	

Herbalife empowers you to achieve Success Builder level **in just 3 months** and reach your permanent **42% discount**. By making only **2 average sales every month**, you can make over **\$500 USD in 3 months**.

\* These are atypical hypothetical examples. Most distributors earn some extra money. For more info, see [www.Herbalife.com/STE](http://www.Herbalife.com/STE).

## 5. New Success Builder Program Claims Example (US)\*

### SB Qualification in 2 months

- Boost your income potential faster with Herbalife Success Builder Program. With just **4 average sales per month**, you can earn over **\$700 USD in 2 months** while reaching a whopping **42% discount** faster than ever.
- Elevate your earning potential with Herbalife's **Success Builder Program**. Secure a **42% discount** and earn over **\$300 USD** monthly by maintaining **4 average sales every month for 2 months**.
- Take advantage of the New Success Builder Program. Reach **42% discount** and accelerate your progress to Supervisor while earning **over \$700 USD per month** with only **7 average sales monthly**.

### SB Qualification in 3 months

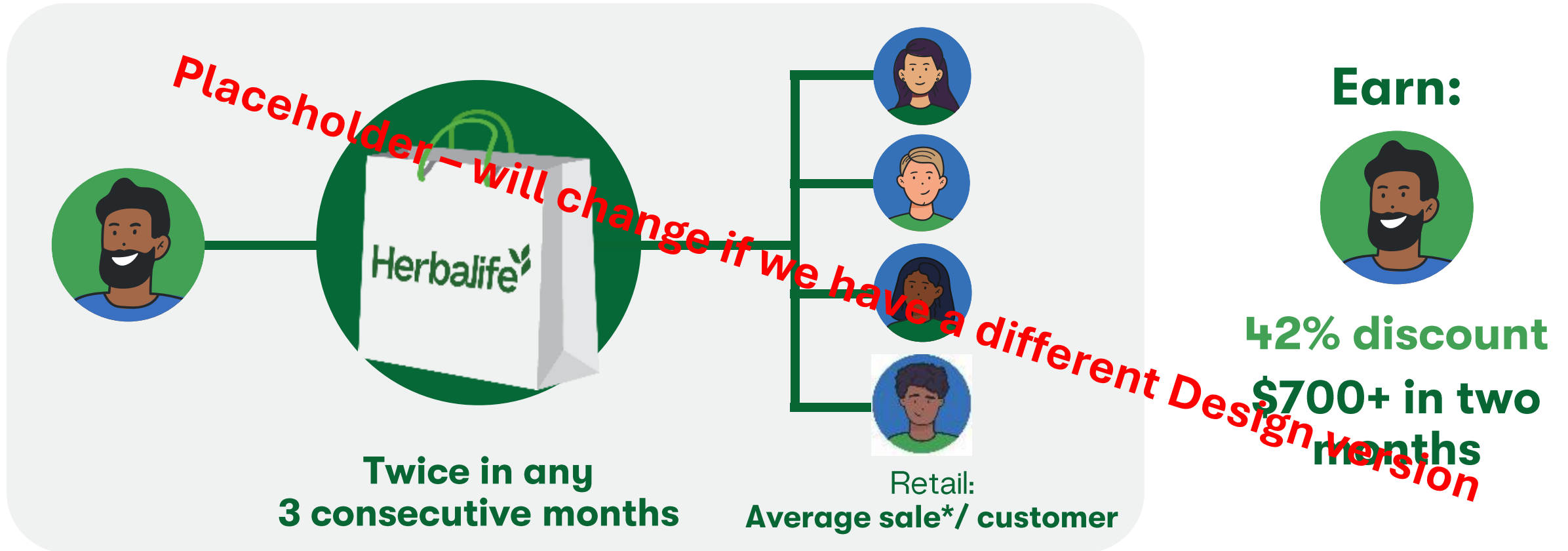
- Earn **over \$1,000 USD in just 3 months** with **4 average sales** monthly leveraging the New Success Builder program. That's just **1 average sale every week and over \$300 USD monthly**.
- Maximize your earnings with Herbalife's Success Builder Program. With only **6 average sales per month**, you can achieve **Supervisor (SP) level in just 3 months** and earn more than **\$1,800 USD**.
- Herbalife empowers you to achieve Success Builder level **in just 3 months** and lock in a **42% discount**. By making only **2 average sales every month**, you can earn over **\$500 USD in 3 months**.

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# Success Builder

## Earn More, Faster Than Ever Before



Become a Success Builder by achieving 1000 VP\* over any three consecutive months and lock in a 42% discount as a Success Builder. Learn more at **MyHerbalife.com**.

\*Average sale is an order size of 153 VP. All VP in US/PR must be documented.



# What's Next: Biz Opp Positioning

- Share positioning statement and messaging with Regions (July) and FCCC (Aug)
- Messaging Framework (Aug)
- Roll out messaging Biz Opp section on herbalife.com (through 2024)
- Continue development of the Biz Opp expression on the site
  - Biz Opp content
  - Populating testimonials with examples of business methods
  - Testimonials guidelines for the regions (Aug)
- New Income & Business Opportunity Toolkit including templates (proposal by end of July- early August)
- Business Opportunity strategy for social channels w/Corp Comm (reco by mid Aug)
- Biz Opp tracking w/n annual brand tracking (in place)
- Biz Opp claims strategy (Aug)
- Segmentation research kick off (2024)
- DS, Mkt Plan, Biz Opp naming work (2024 – 2025)

# What's Next: First 90 Days Journey

- Research topline learnings (Aug)
- Digital journey (sign up kick off in Aug)
- Starting Kit initial proposal (mid-August)
- Dashboards & Analytics:
  - Claims for SB program and Supervisor velocity: Complete and shared with Regions
  - New Ds Journey Global dashboard to inform track and progress across F90D: In process

# APPENDIX

#### COMPANY VALUE PROPOSITION

**The world's premier wellness platform that empowers connections between wellness coaches + entrepreneurs and people in pursuit of healthier, better lives.**

#### CUSTOMER VALUE PROPOSITION

A community-centric platform that connects people to their personal coach who helps and supports them throughout their wellness journey.

#### DISTRIBUTOR VALUE PROPOSITION

A powerful and accessible platform that empowers anyone to build their own business from their passion for wellness.

# Our last and most important input: Our Value Proposition

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**The world's premier wellness platform that empowers connections between wellness coaches + entrepreneurs and people in pursuit of healthier, better lives.**

## CONSUMER VALUE PROP

A community-centric platform that empowers individuals to connect with their personal coach, who helps and supports them throughout their wellness journey.

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An all-in-one, easily accessible platform that empowers anyone to build their own successful business from their passion for wellness.

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- Receive guidance, motivation, and mentorship from experienced coaches.
- Access tools for tracking progress towards wellness goals.

### Connections + Community:

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- Participate in community wellness activities.
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### Connections + Community:

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- Join community activities and trainings.
- Transform with support from a global wellness community.

### Business Tools + Resources:

- Utilize a robust online platform with digital tools.
- Leverage technology for business management and growth.
- Access comprehensive training resources for success.

### Recognition + Performance:

- Gain rewards through recognition programs.
- Utilize insights and recommendations for business performance.
- Attend recognition events for learning and inspiration.



HYPOTHESIS:

Focusing on the first 90 days for Consumers and Distributors will secure the shares of eyes, heart and wallet that will fuel business value

Supporting Insights:

1

Significant drop off in customer orders from 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup> order

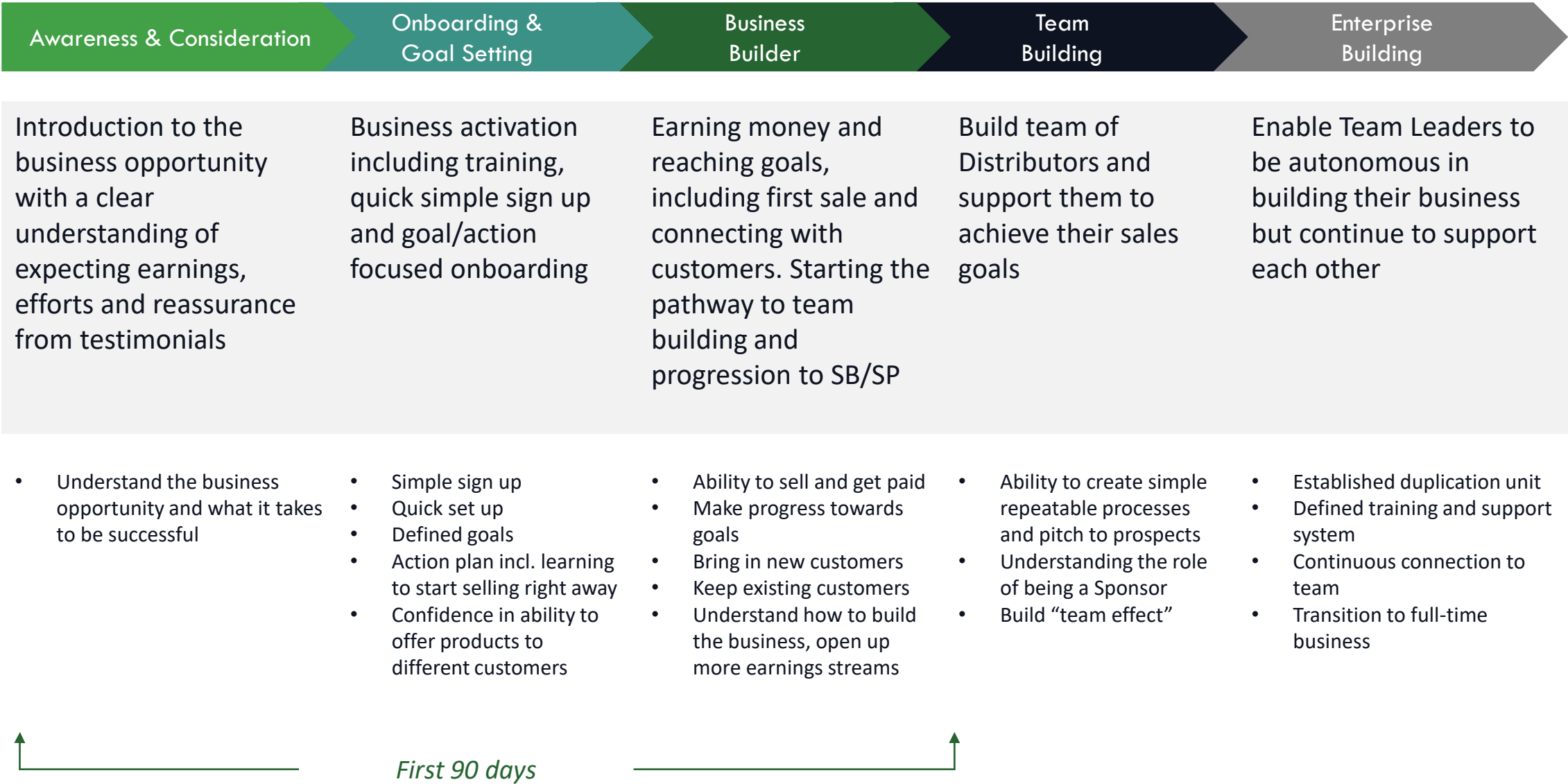
2

WW ex-US, only 51% of new DS earn within the first 90 days (54% in US) and only 41% in the F30D.

3

Distributors who converted from PC/PM are more likely to earn in the first 30 days

# Distributor Journey and Outcomes



*The Distributor’s first 90-day journey ends once they have 5-10 customers and they understand the concept of the broader business opportunity.*

## 5. New Success Builder Program Claims Example (Spain)\*

### SB Qualification in 2 months

- Boost your income potential faster with Herbalife Success Builder Program. With just **6 average sales per month**, you can earn over **\$700 USD in 2 months** while reaching a whopping **42% discount** faster than ever.
- Take advantage of the New Success Builder Program. Reach **42% discount** and accelerate your progress to Supervisor while earning **over \$700 USD per month** with only **6 average sales monthly**.

### SB Qualification in 3 months

- Earn **over \$600 USD in just 3 months** with an average of **4 average sales** monthly leveraging the New Success Builder program. That's just **1 average sale a week** and over **\$200 USD** in earnings monthly.
- Maximize your earnings with Herbalife's Success Builder Program. With only **5 average sales per month**, you can achieve **Success Builder level in just 3 months** and earn more than **\$800 USD**.
- Herbalife empowers you to achieve Success Builder level **in just 3 months** and lock in a **42% discount**. By making only **4 average sales every month**, you can earn over **\$600 USD in 3 months**.

\* These are atypical hypothetical examples. Most distributors earn some extra money. For more info, see [www.Herbalife.com/STE](http://www.Herbalife.com/STE).

## 5. New Success Builder Program Claims Example (Mexico)\*

### SB Qualification in 2 months

- Boost your income potential faster with Herbalife Success Builder Program. With just **8 average sales per month**, you can earn over **\$500 USD in 2 months** while reaching a whopping **42% discount** faster than ever.
- Elevate your earning potential with Herbalife's **Success Builder Program**. Secure a **42% discount** and earn over **\$250 USD** monthly by maintaining **8 average sales every month for 2 months**.
- Take advantage of the New Success Builder Program. Reach **42% discount** and accelerate your progress to Supervisor while earning **over \$250 USD per month** with only **8 average sales monthly**.

### SB Qualification in 3 months

- Earn **over \$900 USD in just 3 months** with an average of **8 average sales** monthly leveraging the New Success Builder program. That's just **2 average sale every 5 days** and over **\$300 USD** in earnings monthly.
- Maximize your earnings with Herbalife's Success Builder Program. With only **5 average sales per month**, you can achieve **Success Builder level in just 3 months** and earn more than **\$400 USD**.
- Herbalife empowers you to achieve Success Builder level **in just 3 months** and lock in a **42% discount**. By making only **6 average sales every month**, you can earn over **\$500 USD in 3 months**.

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## 5. Qualification to Supervisor through new Success Builder program

### US/PR

- Fast-track your success: Start as a Success Builder and with consistent effort, you can get to Supervisor level. With **7 average sales monthly**, you can reach Supervisor (SP) level in just **3 months**, unlocking the potential to earn over **\$2,100 USD**.

### Mexico

- Step-by-step progression: Continuing your journey as a Success Builder and steadily work your way up. With **10 average sales monthly**, you can achieve **Supervisor (SP) level in 6 months**, allowing you to earn **more than \$1,800 USD** as you grow your business.

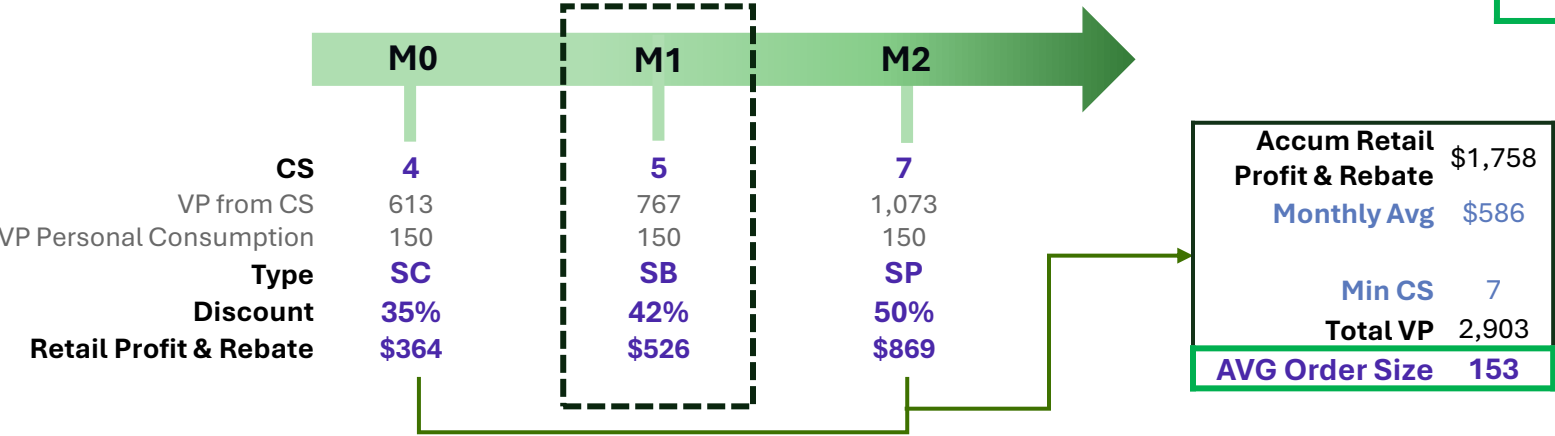
### Spain

- Consistent growth: As a Success Builder, by making **7 average sales monthly**, you can become a **Supervisor (SP) in 6 months**. This steady approach helps you build a solid foundation for your business and **earn over \$2,300 USD**.

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NDS needs at least **7 Customers** to get SP level in **3 Months** and they will get total earnings of **\$1,758 USD**.

F30D Retail Profit	
AVG Earn	Median Earn
\$352	\$170



### Bundle Options: Product Groups

**Order Size 153**  
Monthly Earn Var -\$1



**Order Size 153**  
Monthly Earn Var -\$2



**Order Size 154**  
Monthly Earn Var \$4

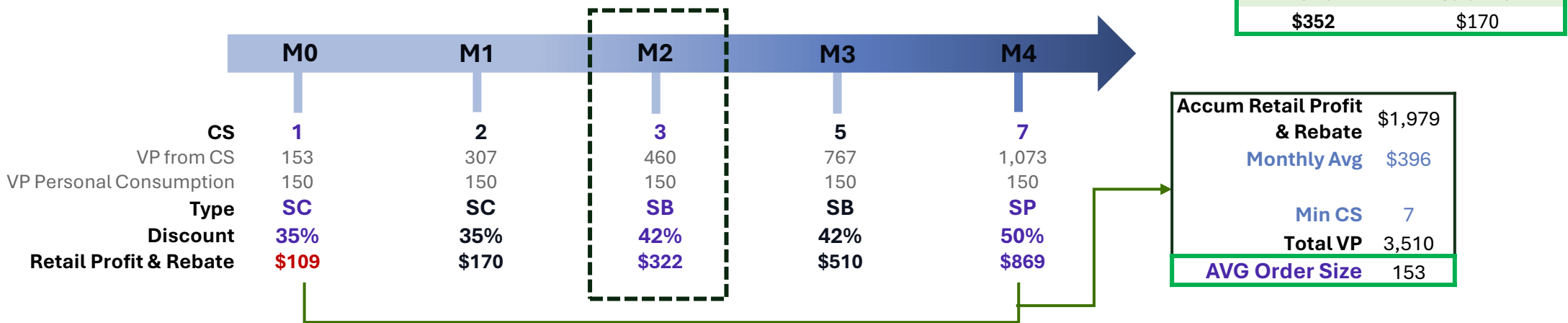


**Order Size 150**  
Monthly Earn Var -\$13

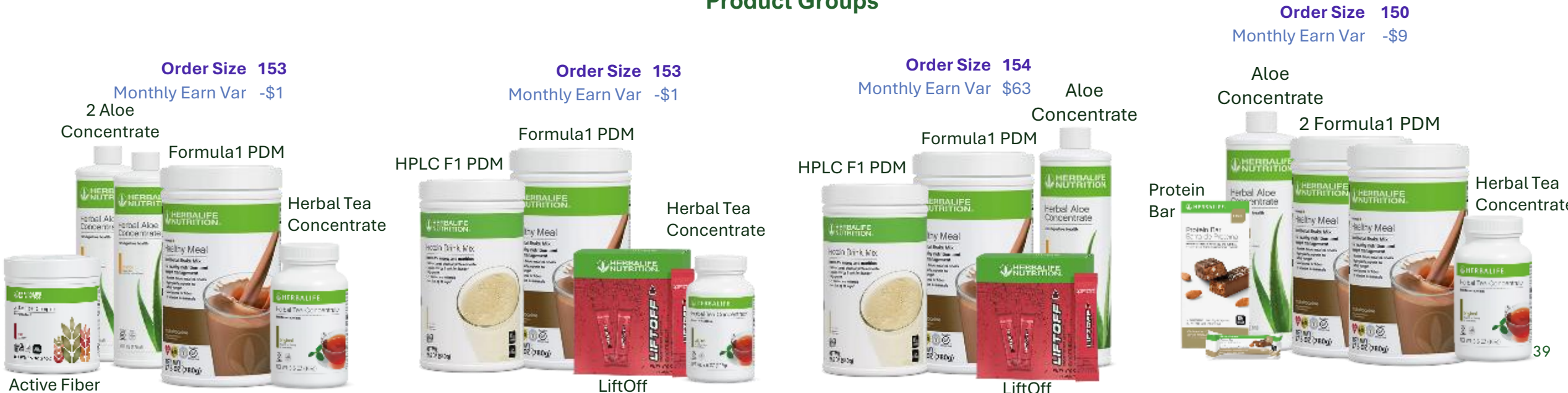




NDS needs at least 7 Customers to get SP level in 5 Months and they will get total earnings of \$1,979 USD.



## Bundle Options: Product Groups



Images are just an example representation; Bundle can be any product from the Product Group.