

## MONAT CEO's Quarterly Email Message to the Field

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Dear Market Partners,

We've arrived at the midpoint of summer, a time of year when many of us are fixing our focus on *destinations*: Faraway vacation getaways for the family, weekend road trips with friends, and even the next level you've targeted as your goal for your MONAT business. Here at our corporate offices, as MONAT continues to gain momentum, the next major milestone on our "map" is **IGNITE: MONATions United**—and as exhilarating as the journey has been so far, it's the *destination*—a rollicking, rocking arena filled with our MONAT Family, gathered for the grandest event in MONAT history—that is truly going to be epic!

Along the way, other incredible destinations have been reached: Breathtaking Baha Mar hosted our recent Directors' Retreat in June, where our spirited leaders convened for a part vacation, part vision-casting experience that offered equal parts relaxation and inspiration. In July, our qualification period for Passport concluded, and now hundreds of you are celebrating the official stamping of your ticket to Cancún this November. Passport achievers, we salute you for your tremendous hard work—we're extremely proud of you, and we promise the trip will be well worth it!

In the meantime, as we race together toward MONATions, like any sleek, high-velocity vehicle, we're sure to turn some heads. Those who've recently recognized our successes include:

- **Direct Selling News**, who named MONAT #8 in Engagement in the Digital DSN 100, described as companies who are "doing social media right"
- **Happi Magazine**, who named MONAT #31 in their Top 50 Companies—up from #38 the prior year
- **The Association of Marketing and Communication Professionals**, who presented MONAT with six awards and two honorable mentions among its 2019 Videographer Awards
- **South Florida Business Journal**, who is including MONAT on their upcoming *Fast 50* list of the region's fastest-growing private companies

While it's an honor to receive accolades from well-known publications and industry associations, we're never content to rest on our laurels. Rather, we continue our drive for improvement in all areas, particularly those that have the greatest impact on your business and your customers. One recent example is the new manufacturing technology we've installed at our B&R facilities this year, aimed at increasing our overall productivity. We'll share more about these upgrades and other areas of improvement at MONATions!

Another element of our culture that continues to propel us forward is our desire to make a difference through MONAT Gratitude. This May, sales of the More Than a Gift Set raised more than \$223,000 USD to help veterans and first responders in the United States, United Kingdom and Canada, while the "dunk

tank” fundraiser activity at our Alcora company picnic raised more than \$8,000 for Lotus house, a Miami-based nonprofit committed to fighting homelessness. And during Directors’ Retreat, our leaders partnered with a local artist to build a “Gratitude Locks” art installation that will raise more than \$5,000 for Lend a Hand Bahamas, a nonprofit group dedicated to bringing more activities and opportunities to economically disadvantaged areas. These are just a few examples of the efforts YOU have helped make possible through your spirit of giving. Thank you!

Looking a little farther down the road, we’ve already planned several dazzling destinations for next year, with the intention of helping you grow your business *right now*. While many of you are already plotting your course to achieve Elite in Bora Bora, we’ve just announced that August is the first month to begin qualifying for Reunion! As with all incentives, the payoff of “being there” is only part of the benefit: While working to qualify, you’re growing your team, increasing your earnings, creating opportunities, and *changing lives*. Be sure to mark your calendar for next April, because this *family* Reunion is going to be our biggest and best yet!

From a purely personal perspective, as excited as I get thinking about the future of MONAT, the present is every bit as thrilling. The momentum you’ve created in the third quarter has been especially spine-tingling, because I know what’s coming next...and I can’t wait for you to see it all! So many amazing things are coming your way that I *strongly* encourage you to go all-out in August to build your team and be ready for news that will absolutely change your business. Our next destination—MONATions—will be remembered as the moment that not only *IGNITED* the biggest, most successful quarter in MONAT history, but changed our business forever. We’ll see you there!

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