ONE PERSON CARING ABOUT ANOTHER

REPRESENTS LIFE’S GREATEST VALUE.

- Jim Rohn 1930 -
“EVERYONE IS PART OF THE GOAL AND PLAN OF MAKING THIS A BETTER PLACE TO LIVE. EVERYONE.”

- Mark Hughes
Herbalife and Herbalife Family Foundation’s Founder, 1956 - 2000
To our global HFF family:

As we traveled around the world last year, we were touched by the faces of the children at our Casa Herbalife programs. I’m sure most of them don’t understand exactly who we are, but their smiles make it clear that we’re making a real difference in their lives.

In 2009, we funded 11 new programs. Our family of Casa Herbalife programs has grown to include 50 locations around the world. What an achievement.

When a new charitable organization becomes a Casa Herbalife program, its children become part of our family. Despite the financial hardships that affected many last year, Herbalife Family Foundation, through the generosity of its donors, continued to provide financial support to the children in our Casa Herbalife programs around the globe.

Our impact went so much further than providing much-needed funds. Our Distributors, employees and other supporters spent countless hours with the children at these programs. I’m so impressed when I hear stories about different activities, education and the ways our volunteers spent time with these kids.

While the children in our programs are our main focus, we can’t turn a blind eye when natural disasters strike, as they did last year in Southeast Asia, Australia and Italy. We opened special funds to get financial donations to the organizations that were already on the ground providing care in these locations. We’ve learned that at times of crisis, organizations like the Red Cross and Save The Children need money more than anything else, in order to provide the quickest care possible.

Our mission is consistent – children need our help and good nutrition makes a difference in their lives. Let’s continue to help our Casa Herbalife children with funding, volunteer support and love. They are part of our family.

All my best,

from the chairman

Michael O. Johnson
Dear friends and supporters:

We are constantly amazed and inspired by the passion and generosity displayed by Herbalife Independent Distributors, employees and friends. Throughout the year, we have received email messages, phone calls and handwritten letters informing us of incredible expressions of generosity, personal volunteerism and, perhaps most importantly, successes achieved by the children served by our Casa Herbalife programs.

What we are seeing, more and more, is the result of the ongoing relationships we have with the children we support. This is not by accident but a part of our “impact giving” model. We have encouraged our supporters to wrap their arms around the children in the Casa Herbalife programs and create an environment of love, compassion and success. The true impact of Herbalife Family Foundation (HFF) and Casa Herbalife programs is found in the words of our volunteers and donors, and in the faces of the children we serve.

You will see from this annual report that our Herbalife family is caring, charitable and dedicated to making our communities better places to live and work. We hope you find this report informative, and that you are able to share it with your friends, families and colleagues.

We thought it only right to share just a few of our ongoing stories in this report.

With warm regards,

Robyn M. Browning

from the executive director
The Herbalife Family Foundation (HFF), created in 1994 by Herbalife’s Founder Mark Hughes, is dedicated to improving children’s lives by helping organizations provide healthy nutrition to children at risk. HFF also lends support to relief efforts, responding to natural disasters around the world.

With the generous contributions of Herbalife Independent Distributors, the company, employees and friends, HFF offers support to impoverished children, helping them to survive and reach their potential, despite the difficult challenges they may face.
Casa Herbalife, HFF’s flagship program, was introduced in 2005 to support existing charitable organizations serving children at risk. The program, named after the Brazilian orphanage Mark Hughes and HFF built in 1998, helps to provide proper nutrition to children in more than 39 countries around the globe.

Casa Herbalife programs receive HFF funding, as well as the support of local HFF donors, through numerous fundraisers and volunteer projects.
A Place Called Home
Los Angeles, CA, United States
Family member since 2005

A Place Called Home is the location of the very first Casa Herbalife program in the United States, and geographically closest to the Herbalife home office. Since joining the Herbalife family in 2005, A Place Called Home has received more than US$250,000 in grants directly from HFF and through fundraising efforts made by local Herbalife Independent Distributors, the company and employees.

These funds have helped build a state-of-the-art kitchen, which is used for both preparing thousands of healthy meals and teaching cooking classes to the teens and families that frequent the center. Currently, the program helps provide nutritious lunches, snacks and dinners, five days a week, for hundreds of at-risk youth between the ages of 8 and 20. In 2009, the Casa Herbalife program at A Place Called Home helped provide more than 52,000 meals!

Throughout the year, Herbalife family members donate their time and money to A Place Called Home, offering assistance to an incredible organization that provided services to more than 2,300 members in 2009 free of charge. With dire economic times came an increased need for contributions last holiday season. As always, Team Herbalife answered the call and Herbalife employees “adopted” five families, providing the children with gifts and their parents with non-perishable food and cash so that they could rest easy during the holiday season. In 2009, 200 members of the Herbalife family volunteered a total of 1,600 hours at A Place Called Home.

Sang Rok Won
Seoul, South Korea
Family member since 2007

In 2007, a Casa Herbalife program was launched at Sang Rok Won, an organization that cares for homeless and abandoned children ages 2 to 18 in Seoul, to help provide daily nutritious meals. From that day forward, an outpouring of support from local Herbalife Independent Distributors, Nutrition Club customers and Herbalife employees has resulted in memorable activities for the children, exceptional local fundraising efforts (more than US$50,000 in 2009 alone) and hands-on nutrition education.

The support has been so exceptional that it was only natural to open a second Casa Herbalife program in Korea at Child Fund, a non-profit organization that provides support through a network of community centers in Seoul.

The Herbalife family in Korea has forged strong connections with the children cared for by Sang Rok Won and Child Fund, often spending national holidays with the children and teaching them how to prepare traditional dishes and nutritious meals. As the children of these programs mature, we hope that through their connection to Herbalife, they will find opportunities to lead healthy, happy and successful lives.
HFF success stories

Ministerios de Amor, A.C.
Mexico City, Mexico
Family member since 2006

Philanthropic efforts spearheaded by Herbalife’s Founder’s Circle members Enrique Varela and Graciela Mier, and Chairman’s Club members Raquel Cortes and Abraham Benitez, have made the HFF Casa Herbalife programs in Mexico a terrific success! In celebration of 20 years of Herbalife business in Mexico, our amazing Distributors raised almost US$500,000 in support of current and future Casa Herbalife programs in the region.

The current Casa Herbalife program at Ministerios de Amor, in Mexico City, has expanded at an incredible rate. Last year, US$90,000 was provided to the charity to cover their entire food budget for the hundreds of boys and girls that call the center home. Additionally, HFF and Herbalife Independent Distributors are committed to being part of an incredible expansion program that will provide for the care and housing of an additional 1,000 children.

Asociación Probienestar Infantil (APROBI)
Bogota, Colombia
Family member since 2007

Asociación Probienestar Infantil - APROBI, located in the Suba district of Bogota, is the first Casa Herbalife program established in Colombia, the 10th Casa Herbalife program in South America and the 46th worldwide. Established in 1978, APROBI cares for and educates low-income pre-school children of 2 to 5 years of age. HFF has helped improve the organization’s kitchen facilities and provided healthier meals to the children in the center’s care. After the initial grant, Herbalife Independent Distributors raised over US$100,000 to support a special capital project in which the organization’s facilities were greatly expanded, allowing them to double the number of children served in the area.

The support and dedication of Herbalife Independent Distributors and employees in South America led to the addition of a second Casa Herbalife program in Colombia. In 2009, La Casita de Maria Children’s Foundation (FUCAM) joined the Herbalife family. FUCAM currently provides housing, food and educational support to 30 children who would otherwise be homeless. Herbalife Independent Distributors visited the organization to welcome the children into our family late in 2009 and vowed to help the organization expand their capacity to better serve the children of Medellin.

Acres of Love
Johannesburg, South Africa
Family member since 2006

Since 1998, Acres of Love has cared for orphaned and abandoned children in South Africa, giving them shelter, food, medical care, love and affection. Many of the children entrusted in the care of this amazing organization are infected with the HIV virus and require specialized care and medical attention. HFF launched a Casa Herbalife program with Acres of Love in 2006 to support the care and feeding of these special children.

In part, through the support of Herbalife Independent Distributors, employees and friends of HFF, Acres of Love has been able to expand their services every year since joining our family. We have seen amazing success stories, and have been able to watch as tiny, ailing, orphaned infants become strong, active, thriving young children.

Lulu (above photo) is a shining example of the difference we are making through our Casa Herbalife programs. As a tiny, ailing infant, Lulu was first introduced to our Herbalife family at a Distributor training event in 2006. Today, Lulu is a thriving, gorgeous, healthy young girl and a shining example of how love and good nutrition can change a life.
In 2009, the world endured a number of devastating and unusual natural disasters. In February, the southern Australian state of Victoria had its worst natural disaster to date, as wildfires destroyed property and vegetation—the homes of both people and wildlife. Also, our friends in Italy were hit by a horrible earthquake in April that caused the loss of hundreds of lives and left tens of thousands without homes. Later in the year, our friends across the Asia Pacific region suffered typhoons, earthquakes and tsunamis.

Our Herbalife family responded with their hearts and wallets, and by working with the International Red Cross and Save the Children, the Herbalife Family Foundation donated over US$120,000 and continued to collect donations on behalf of the victims of these disasters through the end of the calendar year. One hundred percent of the donations collected were distributed to organizations working at the sites of disaster, helping to provide shelter, food, clean drinking water and other life-saving assistance to children and their families.

The Herbalife Family Foundation presented its third annual Humanitarian Award to Guillermo Luna and Carola Lichtman, Herbalife Independent Distributors. The award was presented during the 2009 annual Mark Hughes Bonus Awards ceremony in Beverly Hills, Calif., on March 22.

The philanthropic activities of Guillermo and Carola are much needed in their native Bolivia, where their fundraising activities help clothe, nurture and shelter those in need. They are especially proud of their support of the Tahuichi Academy, where impoverished children are helped through sports, and the Doason Foundation, which helps families with children in need of medical care. In addition to philanthropic activities in their country, they are avid supporters of the Herbalife Family Foundation’s global initiatives, encouraging their organization to include social responsibility in their business operations.

As the recipients of the 2009 HFF Humanitarian Award, Guillermo and Carola chose to award the US$10,000 HFF donation to The Church of the city of Riberalta, Bolivia. The funds were used to build a sports field so that all of the children in the community would have a safe space to play.

The Herbalife Family Foundation established the HFF Humanitarian Award to recognize Herbalife Independent Distributors who exemplify the foundation’s mission and, through their outstanding involvement and dedication, have made a significant contribution to changing lives through community service.
2009 financial report
informe financiero del 2009

TOTAL ASSETS¹

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<th>2009</th>
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<td>$4,892,385</td>
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¹ 2009 Asset and Income Statements include $1.2 million in uncollected pledges that had to be written off at the end of the year.

This is an unaudited financial picture. HFF does undergo an annual audit by an independent CPA according to GAAP standards. For more information please contact the HFF office.

2009 GRANTMAKING = $1,357,260

DONACIONES EFECTUADAS EN 2009

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<tr>
<td></td>
<td>MEXICO</td>
<td>ASIA PACIFIC &amp; CHINA</td>
<td>NORTH AMERICA</td>
<td>EUROPE, MIDDLE EAST &amp; AFRICA</td>
<td>SOUTH AMERICA / CENTRAL AMERICA</td>
<td>RUSSIA / CIS</td>
<td>DISASTER RELIEF</td>
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Funds raised in 2009 will fund Casa Herbalife projects in 2010.

Los fondos recaudados en 2009 están asignados para la financiación de los proyectos Casa Herbalife de 2010.

PROFIT AND LOSS

GANANCIAS Y PÉRDIDAS

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<tr>
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<th>2009</th>
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<tr>
<td>TOTAL INCOME / INGRESOS TOTALES</td>
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<td>TOTAL EXPENSES / GASTOS TOTALES</td>
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<td>NET INCOME / INGRESOS NETOS</td>
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¹ Increased expenses include $1.2 million in uncollected receivables that were written off and negatively affected the 2009 P&L.

¹ Aumento en gastos incluye $1.2 millones en cuentas pendientes que fueron anuladas y afectaron en forma negativa las ganancias y pérdidas de 2009.

Note: All figures are in U.S. Dollars.
Nota: Todas las cifras son en dólares estadounidenses.
2009 Major Donors: Through the support of many, the Herbalife Family Foundation is improving the lives of children all over the world. We would like to recognize the following donors for their inspired support of HFF in 2009.

The principal contributors of 2009: Gracias al apoyo de todos, la Fundación Familia Herbalife está logrando mejorar la vida de los niños alrededor del mundo. Nos gustaría rendir un reconocimiento a los siguientes contribuyentes por el apoyo que han brindado a HFF en 2009.

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Momoji Ohno
Nobuyuki Ohno
Kouhei Ohta
Hector Manuel Ojeda Barraza
Anne Okkonen
Ayako Ono
Helga Opsett
Angel Orellano
Javier Ornelas
Lourdes Orozco Plascencia
Natalia Plejic
Antonio Podesta
Harshal Pol
James Polk
Sergio Pollone
Carolina Ponce
Rinaldo V. Porcile
Carina Portillo
Tony Powell
J. Ines Pozo
Andres G. Prieto Espitia
Marie C. Prima
Krishna Prince
Tanja Potschke
Don Pylman
Emma Quayle
Gloria Quinn
Pablo Quintero
Deborah Quinteros
Johannes K. Qvist
Pietro Sebastiani
Francesco Secci
Arie Seelen
Yolanda Sejas
Mark Senger
Trudiger Senger
Meri Serrano
Irina Serebrakova
Mina Serto
Sasha Shtein
Sharon Silverman
Rebecca Sloan
Sharon Sloan
S. Sloan
Shih-Chii Liu
Mary G. Smith
Nicholas Smith
Dr. and Mrs. Horace Anthony Vendryes
Katiuzka Vera
Cinttia Gisela Vera Castrillo
Helenice Vidigal
Erika Villafana
Edgar Villagran
Fabio Villamagna
Alfredo Villalobos
M. Gloría Villalobos
Y. Yang
Ligia T. Yap
Romel Ygot
Masao Yoshizawa
Hau Man Yu
Coronado Yvonne
Sonia Zambrano Cevallos
Elizabeth Zamites
Lynette Zamora
Carla Zanardo
Hernan Zapata
Anna Zavala
Maria Zavala
Denis Zdorik
Marin Zeravica
Gloria Zinni
Horacio Zinny
Gian Mario Zoadelli
Andrea Zordan
Vilma Zucchelli
Margaret Zuercher
Victoria Zuluaga
Mitja Zupanek
Carlos Zarate
Hernan Zapata
Anna Zavala
Maria Zavala
Denis Zdorik
Vanessa Zickler
Kris Zieba
Martha Zuniga
Joel Zunker
Edward Zuccari

*Please forgive us if your name was omitted in error and contact us if an edit to the spelling of your name is required.
Por favor, discúlpennos si hemos omitido su nombre por error y póngase en contacto con nosotros si la ortografía de su nombre requiere alguna corrección.
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