



Youngevity International, Inc., a leading omni-direct lifestyle company, is a developer and distributor of over 5,000 health and wellness related products and services, ranging from nutrition products to apparel and fashion accessories, through a global "consumer cloud" of independent direct selling networks. The Company is currently generating revenue from their two premium product pipelines: Direct Sales (86% of revenue) and Commercial Coffee segments (14% of revenue).

Investment Highlights

- ❖ Among the Top 100 Global Direct Selling Companies
- ❖ Operate in high growth industries, Direct Selling and Coffee
 - Committed to expansion through organic growth and M&A
- ❖ New technology driven web platform supporting global e-commerce and social selling platforms and expansion
- ❖ Annual revenue more than doubled from \$75 million in 2012 to \$163 million in 2016
- ❖ Up-listed to NASDAQ in June 2017
- ❖ Experienced management team



- ❖ Offers nutritional and lifestyle products and services through a global direct selling platform
- ❖ Scalable and sustainable global expansion
 - International markets represent a great future opportunity
 - Only 9% of current sales revenue is derived from outside the U.S.
- ❖ International Entry Points Established:
 - Australia, New Zealand, Mexico, Russia, Singapore, Taiwan, Malaysia, Hong Kong, Philippines, and Japan
- ❖ More than 5,000 high-quality consumer products:

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|---------------------------|---------------------------|----------------------------|
| ▪ Nutritional Supplements | ▪ Gourmet Coffee | ▪ Business Lending |
| ▪ Weight Management | ▪ Packaged Foods | ▪ Telecare Health Services |
| ▪ Health and Wellness | ▪ Lifestyle Producers | ▪ Pet Care |
| ▪ Skincare and Cosmetics | ▪ Apparel and Accessories | ▪ Home and Garden |

Recent Mergers & Acquisitions

- ❖ November 2017 - Future Global Vision
 - Nutraceuticals, fuel efficiency products, personal tracking devices. Strong presence in Mexican markets
- ❖ June 2017 - Sorvana International
 - Subsidiaries include FreeLife, a provider of natural wellness products predominantly in the United States, Canada, Australia, and Philippines, and L'dara, a provider of award winning patented skin care products
- ❖ March 2017 - Bellavita
 - Whole food beverages, essential oils and anti-aging skin care products based on the Mediterranean diet
 - Strengthened Asian presence
- ❖ March 2017 - RicoLife32
 - Marketer of nutritionally charged teas, beneficial beverages and supplements incorporating *camellia sinensis*, known as "purple tea"
- ❖ September 2016 - Legacy for Life
 - Science based company and producer of i26, a product made from hyper immune whole dried egg, which is the key ingredient in Legacy for Life nutritional supplement products including products for pets
- ❖ August 2016 - Nature's Pearl
 - Grower, manufacturer, and direct seller of Muscadine grape products, including nutritional supplements, skin care and Muscadine juice
- ❖ August 2016 - Renew Interests
 - Manufacturer and distributor of SOZO Global Coffee and Integris brands
- ❖ March 2016 - Telecare
 - Provides direct access to doctors and medical care via telephone, video or app for a monthly fee
- ❖ March 2016 - Small Business Lending
 - Business term loans from \$10k to \$500k same day approval, capital within 3 days
- ❖ January 2016 - South Hill Designs
 - Direct-sales and proprietary jewelry company specializing in customized lockets and charms

Market Data

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|---------------------------|--------------------|
| Ticker (NASDAQ) | YGYI |
| Stock (11/28/2017) | \$4.50 |
| 52 Week Range | \$3.00-7.00 |
| Market Cap | \$85.2M |
| Shares Outstanding | 19.68 M |
| Insider Ownership | 77% |

Management Team

Steve Wallach, Chairman and Chief Executive Officer

- Two decades of direct sales experience
- Previously CEO of AL Global Corp. d/b/a Youngevity Essential Life Sciences
- Positioned the Company for steady growth organically and through M&As

Dave Briskie, President, Chief Financial Officer

- Previously CEO, Javalution Coffee Company, JavaFit, and Café La Rica brands, all acquired by YGYI in 2011; CEO, Drew Pearson Marketing, Inc.
- Category creator of functional gourmet coffee

Michelle Wallach, Chief Operating Officer

- 20 years' experience in direct sales and management
- Previously developed a successful nutritional health product distributorship

Dr. Joel Wallach, DVM, ND, Co-Founder

- Biomedical research pioneer with over 40 years in Veterinary Medicine
- Renowned for groundbreaking research on health benefits of selenium and other minerals
- Founded American Longevity in 1997, currently Youngevity

Dr. Ma Lan, MD, MS, Co-Founder

- MD, Beijing Medical University; Master's degree, Transplant Immunology, Zhong-Shan Medical University
- Research has resulted in ten papers published in peer-reviewed journals
- Served as exchange scholar at Harvard School of Medicine

Loren Castronovo, Chief Marketing Officer

- 30+ years in marketing for top beauty and fashion brands such as Chanel, Estée Lauder and Revlon, as well as direct selling companies, including Mary Kay and Creative Memories
- Won numerous awards including 21 Addy Awards; Ethos Awards; 2011 Rebrand Award and the 2011 Minnesota Best Brand

Brad Kenson, Chief Technology Officer

- 25 years technology experience includes e-tailing, order management and back office
- Developer of MK Collab e-boutiques and My Anthology web experience

Alex Theis, VP of Distributor Relations and Training

- Previously VP of Sales and Marketing at Life Force International
- Experienced in directing large customer service teams, developing sales initiatives and international management
- Author of Amazon bestseller "Stop Pitching and Start Connecting: Social Media Strategies for Network Marketing"



CLR Roasters

- ❖ Coffee roasting operation based in Miami, FL
 - Café La Rica - 5th best selling espresso brand in the nation
- ❖ Roasting capability of 10 million pounds per year in a 50k sq. ft. state-of-the-art facility with services including:

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|-----------------------------|---------------------------|
| ▪ Toll Roasting | ▪ Private Label |
| ▪ Creating Custom Blends | ▪ Brand Building |
| ▪ Green Coffee Purchasing | ▪ Package Designing |
| ▪ Green Coffee Distribution | ▪ Marketing Opportunities |
- ❖ Wide range of products and distribution networks including own boutique brands, hospitality, cruise lines, wholesalers, retailers, grocery chains, direct sellers, and office coffee services

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|-----------------------------|-------------------------|
| ▪ Walmart | ▪ Publix |
| ▪ Winn-Dixie | ▪ Rothfros Corp |
| ▪ Norwegian Cruise Lines | ▪ Carnival Cruise Lines |
| ▪ Miami Marlins MLB Stadium | ▪ Sam's Club |
| ▪ Daymon Worldwide | ▪ Vel-Mac Foods |



Vertically Integrated Field to Cup

- ❖ Currently own a coffee plantation and state-of-the-art dry-processing facility in Matagalpa, Nicaragua
- ❖ Plantation, dry-processing facility and existing U.S. based facilities allow CLR to control coffee production process from field to cup
- ❖ USDA Organic, Rainforest Alliance Certified, Fair Trade Certified, and Bird Friendly Certified throughout entire process from farm to delivery
 - Provides significant margin improvement in green coffee markets



Growth Strategy

- ❖ Continue to expand unique business model which includes:
 - Broaden product range to growing database of distributors and customers
 - Goal is to build a community similar to other online marketers such as Amazon
- ❖ Continue to support global expansion strategy, launched in 2014
- ❖ Committed to aggressive expansion through organic growth and M&A
- ❖ New Technology Center supports E-commerce and social commerce experience for distributors and consumers
- ❖ 2017 acquisitions expanded distribution to Taiwan, Hong Kong, Malaysia and Indonesia
- ❖ CLR Roasters doubling field-to-cup operations with second coffee plantation under contract

Recent Headlines

- November 20, 2017 - Youngevity Completes Acquisition of Future Global Vision
- November 13, 2017 – Youngevity International Announces Record Third Quarter Results
- November 1, 2017 - CLR Roasters Expands into Bravo Supermarkets and Sabor Tropical Stores
- September 20, 2017 - CLR Roasters Announces 419% Increase in August Unit Sales
- August 10, 2017 - Youngevity International Announces Second Quarter 2017 Results
- July 25, 2017 - Youngevity International Adds Luke Taffuri as VP of International Sales and Operations
- June 21, 2017 - Youngevity International, Inc. Commences Trading on The NASDAQ Capital Market
- June 19, 2017 - Youngevity Acquires FreeLife & L'dara Through Acquisition of Sorvana International
- June 14, 2017 - CLR Roasters Signs Daymon Worldwide to National Distribution Deal - Agreement Includes Retail and Food Service Distribution for All CLR Brands
- June 5, 2017 - Youngevity Announces Addition of Kevin Allodi and Paul Sallwasser to Its Board of Directors
- April 11, 2017 - CLR Roasters Café La Rica Brand Becomes Official Cafecito of Miami Marlins MLB Team
- March 30, 2017 - Youngevity International, Inc. Reports Record Revenues for the Year Ended December 31, 2016
- March 29, 2017 - Youngevity Acquires BellaVita - Acquisition Strengthens Youngevity Asian Market Presence

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