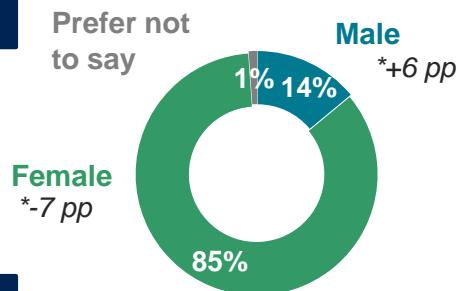


# DIRECT SELLERS SURVEY 2023 –

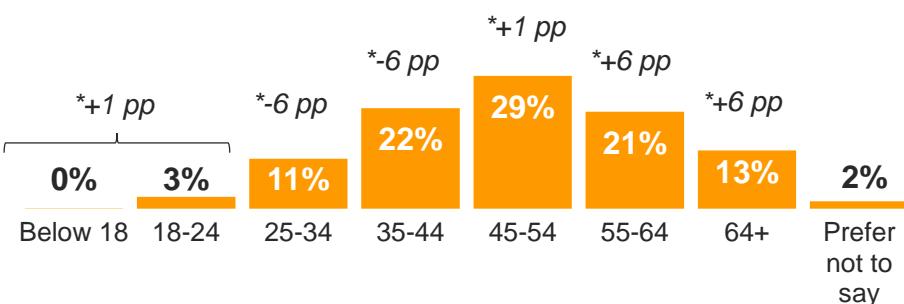
## COUNTRY 'SNAPSHOTS'

# COUNTRY SNAPSHOT – CZECH REPUBLIC

## GENDER



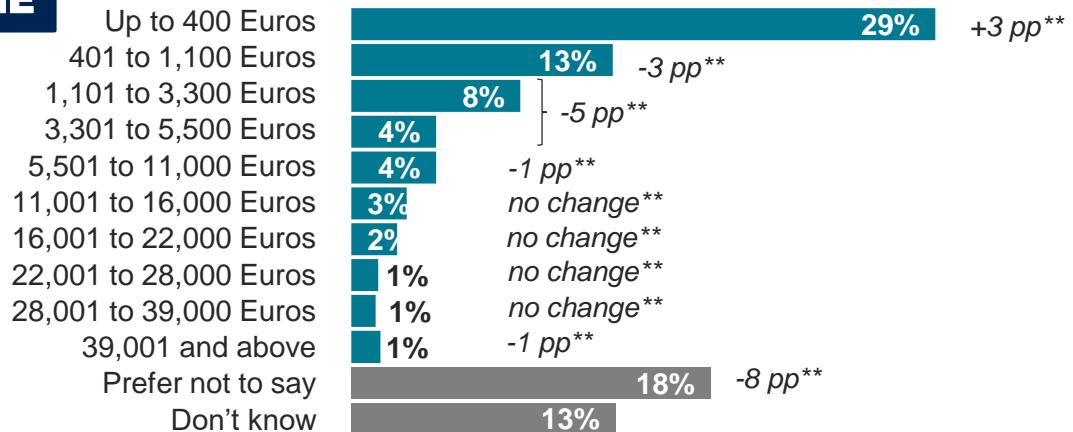
## AGE



## TIME SPENT IN DS



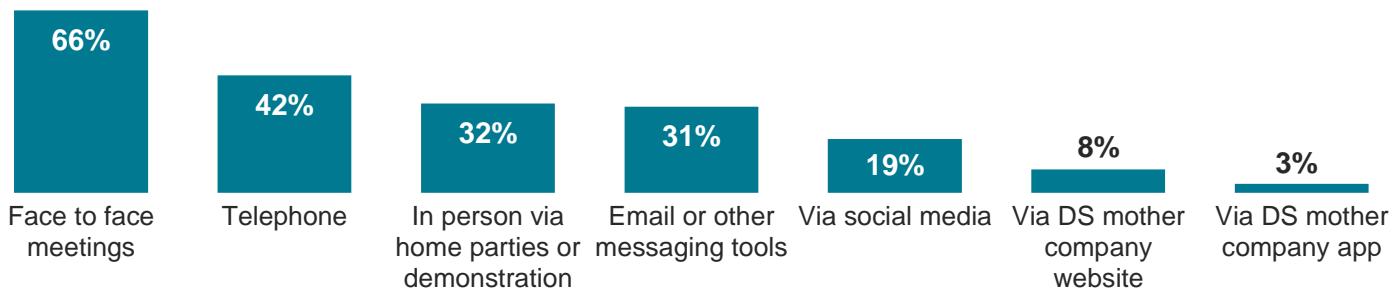
## INCOME



## INCOME CHANGE IN LAST YEAR



## TOP CHANNELS FOR ORDERS



# COUNTRY SNAPSHOT - CZECH REPUBLIC

## SATISFACTION

■ 5 - Very satisfied ■ 4 ■ 3 ■ 2 ■ 1 - Very dissatisfied



## LIKELIHOOD TO CONTINUE REPRESENTING THE SAME COMPANY

■ Very likely ■ 3 ■ 2 ■ Very unlikely ■ Don't know



## LIKELIHOOD TO RECOMMEND COMPANY

92%

8%

NPS: 84

Likely

Unlikely

3

## TOP WORD ASSOCIATIONS WITH DS

2023

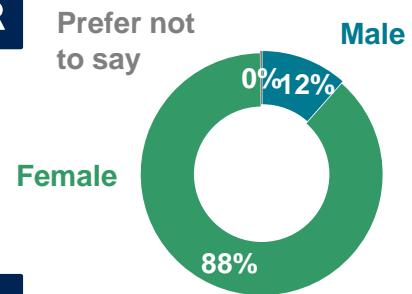
Friendliness/Friendship  
**Joy/Happiness**  
 Flexibility/Versatility  
 Contact/Connection  
**Freedom/Free**  
 Personal/Customized  
**Quality** Profit/Income  
 Money/Finance  
 Independence

2018

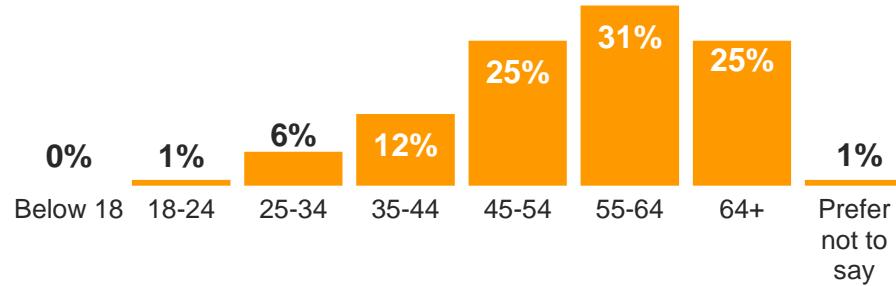
Customer-satisfaction  
**Entertainment**  
 Communication  
**Freedom**  
**Independence** Money  
 Contact  
 Joy  
**Flexibility**  
 Quality

# COUNTRY SNAPSHOT – ESTONIA

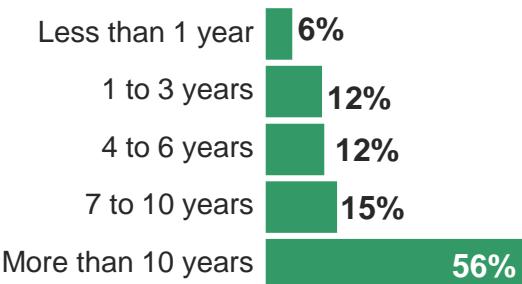
## GENDER



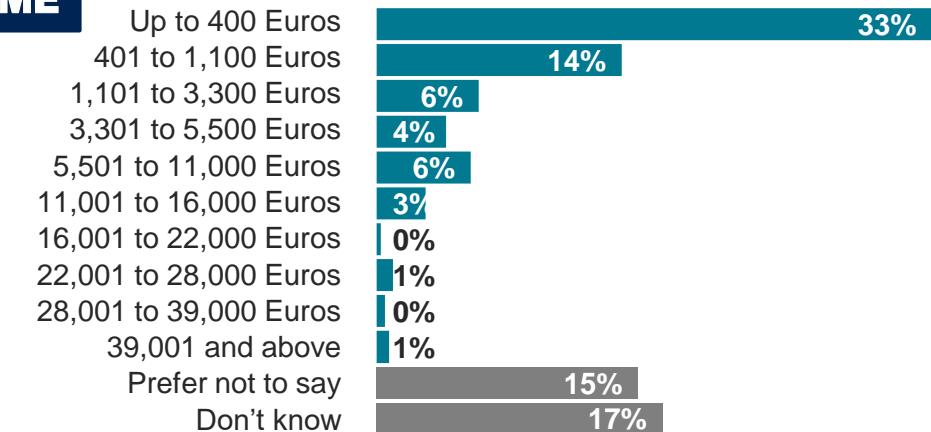
## AGE



## TIME SPENT IN DS



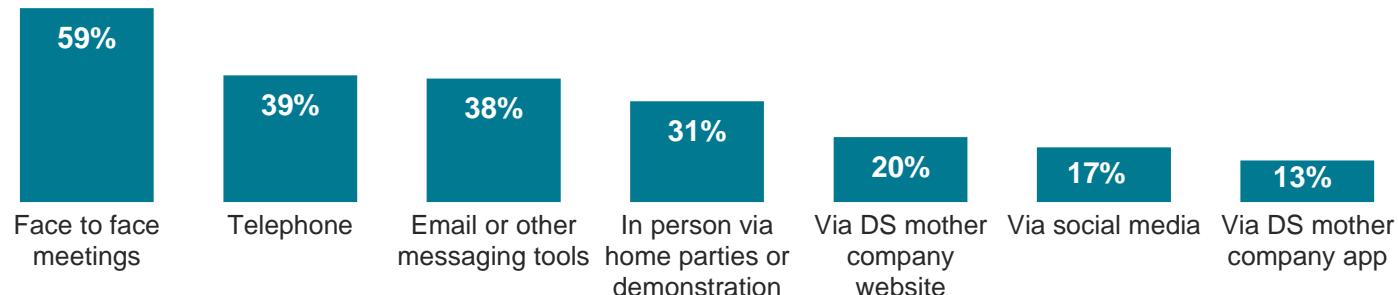
## INCOME



## INCOME CHANGE IN LAST YEAR



## TOP CHANNELS FOR ORDERS



# COUNTRY SNAPSHOT - ESTONIA

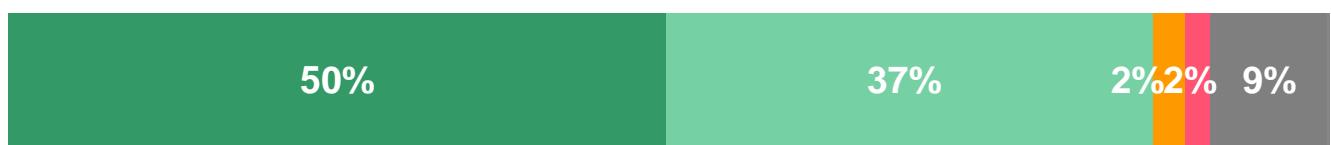
## SATISFACTION

■ 5 - Very satisfied ■ 4 ■ 3 ■ 2 ■ 1 - Very dissatisfied



## LIKELIHOOD TO CONTINUE REPRESENTING THE SAME COMPANY

■ Very likely ■ 3 ■ 2 ■ Very unlikely ■ Don't know



## LIKELIHOOD TO RECOMMEND COMPANY

89%

11%

NPS: 78

Likely

Unlikely

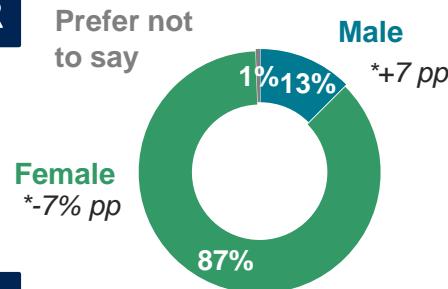
## TOP WORD ASSOCIATIONS WITH DS

2023

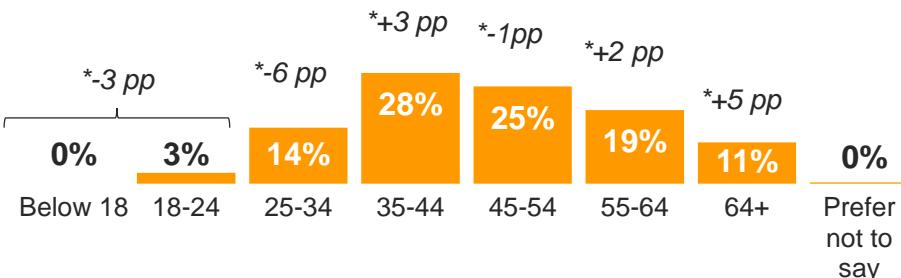


# COUNTRY SNAPSHOT – FRANCE

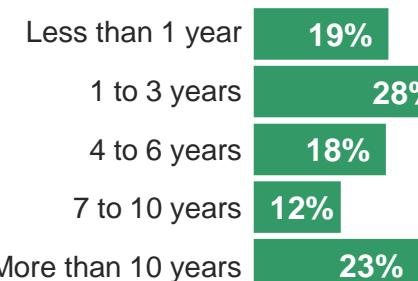
## GENDER



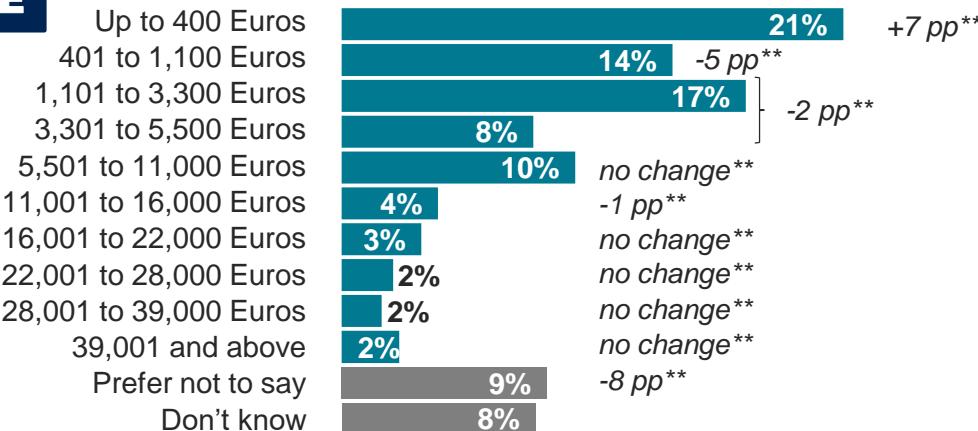
## AGE



## TIME SPENT IN DS



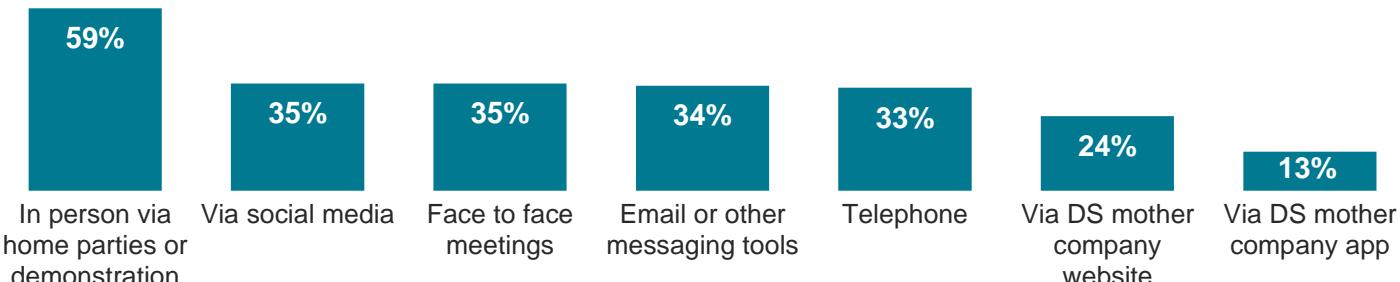
## INCOME



## INCOME CHANGE IN LAST YEAR



## TOP CHANNELS FOR ORDERS



# COUNTRY SNAPSHOT - FRANCE

## SATISFACTION

■ 5 - Very satisfied ■ 4 ■ 3 ■ 2 ■ 1 - Very dissatisfied

no change

no change

-1 pp

no change



## LIKELIHOOD TO CONTINUE REPRESENTING THE SAME COMPANY

■ Very likely ■ 3 ■ 2 ■ Very unlikely ■ Don't know



## LIKELIHOOD TO RECOMMEND COMPANY



## TOP WORD ASSOCIATIONS WITH DS

2023

Encounter  
Independence  
Freedom/Free  
Fulfillment/Realization  
Profit/Income  
Pleasure

Trust/Confidence  
Money/Finance  
Relationships/Relations  
Friendliness/Friendship  
Autonomy  
Work  
Contact  
Flexibility

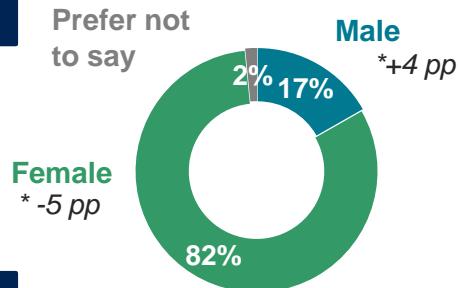
2018

Meeting  
Freedom  
Independence  
User-friendliness  
Pleasure

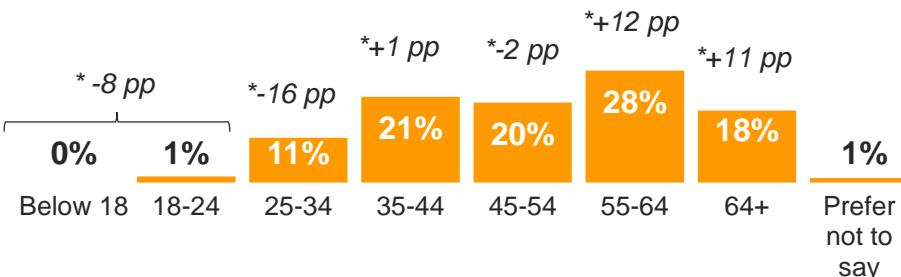
Autonomy  
Work  
Contact  
Flexibility

# COUNTRY SNAPSHOT – GERMANY

## GENDER



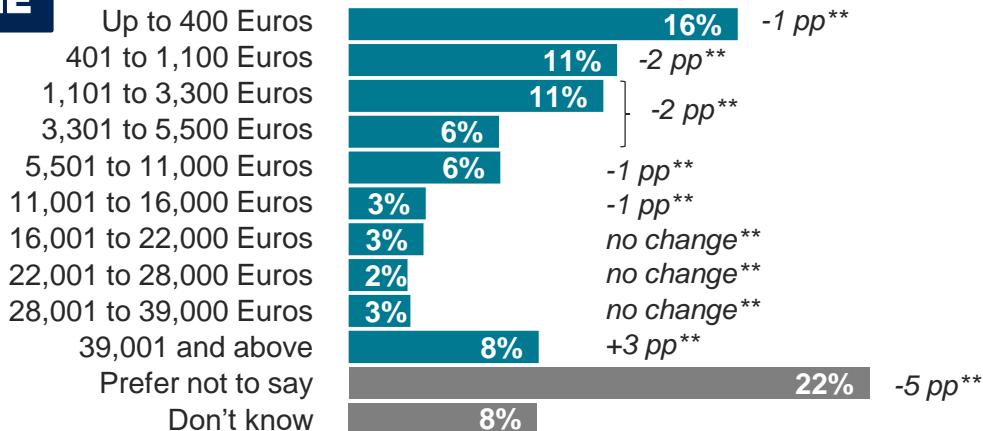
## AGE



## TIME SPENT IN DS



## INCOME



## INCOME CHANGE IN LAST YEAR

Increased = 29%

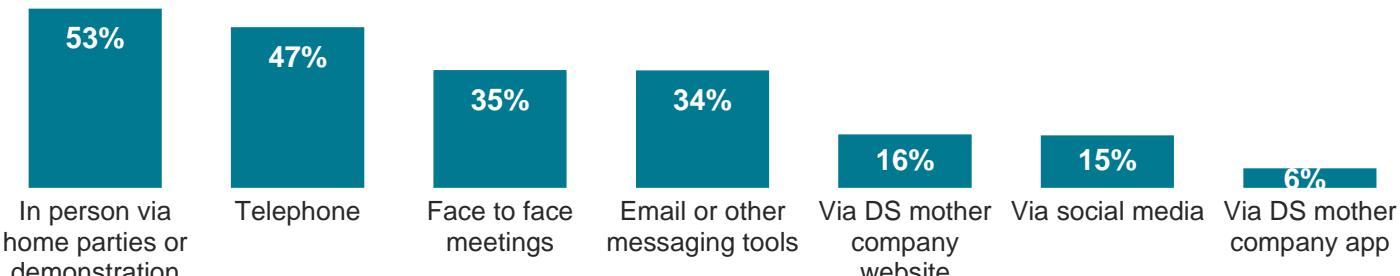
Stayed same = 26%

Decreased = 27%

-4 pp

+15 pp

## TOP CHANNELS FOR ORDERS



# COUNTRY SNAPSHOT - GERMANY

## SATISFACTION

■ 5 - Very satisfied ■ 4 ■ 3 ■ 2 ■ 1 - Very dissatisfied

-1 pp

No change

+1 pp

No change



## LIKELIHOOD TO CONTINUE REPRESENTING THE SAME COMPANY

■ Very likely ■ 3 ■ 2 ■ Very unlikely ■ Don't know



## LIKELIHOOD TO RECOMMEND COMPANY

89%

11%

NPS: 78

Likely

Unlikely

## TOP WORD ASSOCIATIONS WITH DS

2023

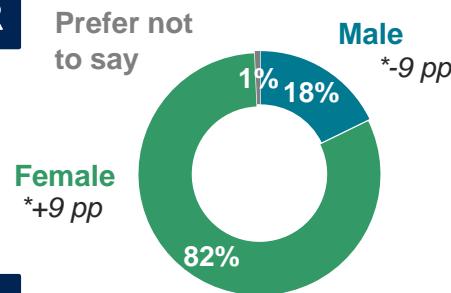


2018

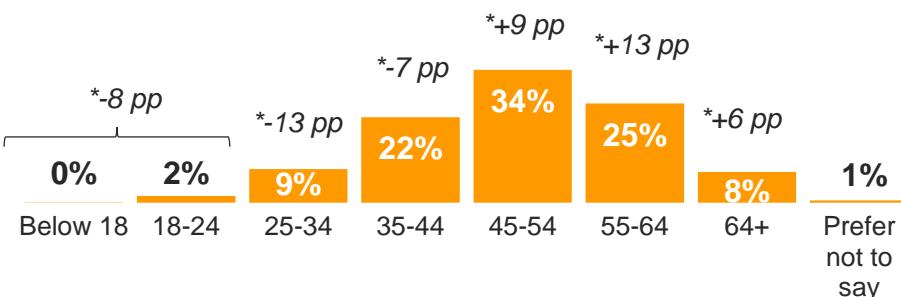


# COUNTRY SNAPSHOT – ITALY

## GENDER



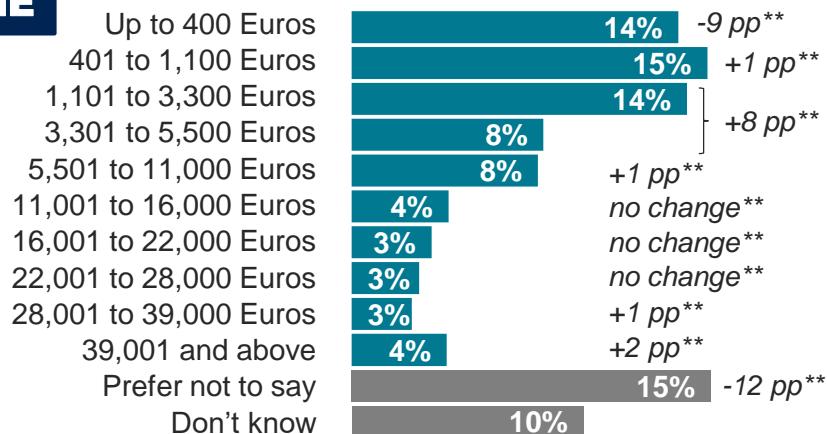
## AGE



## TIME SPENT IN DS



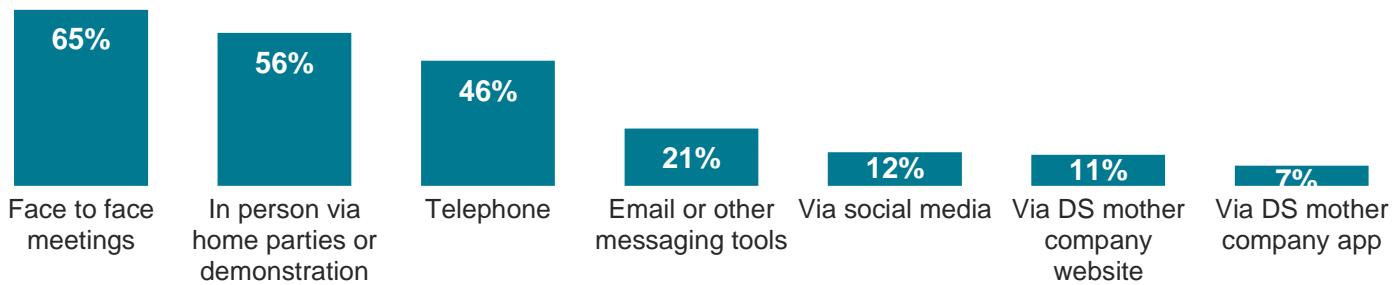
## INCOME



## INCOME CHANGE IN LAST YEAR



## TOP CHANNELS FOR ORDERS



# COUNTRY SNAPSHOT - ITALY

## SATISFACTION



## LIKELIHOOD TO CONTINUE REPRESENTING THE SAME COMPANY



## LIKELIHOOD TO RECOMMEND COMPANY



## TOP WORD ASSOCIATIONS WITH DS

2023

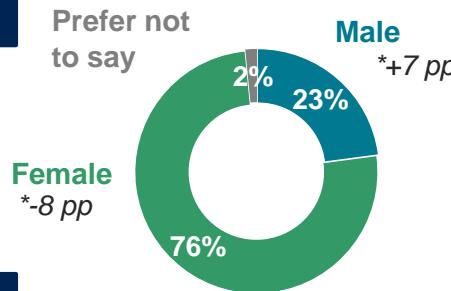
Flexibility/Versatility  
Commitment/Dedication  
Rewards/Bonuses  
**Freedom/Free** Fun  
**Satisfaction/Gratification**  
Profit/Income Knowledge  
Trust/Confidence  
Challenging

2018

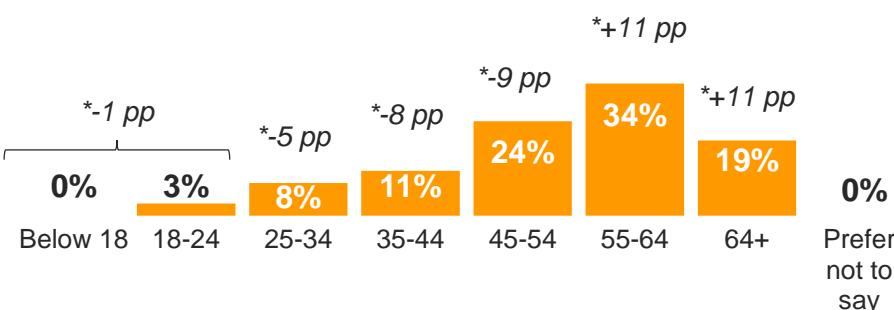
Easy  
Funny Freedom  
Independence Gain  
**Challenging**  
Profitable Rewarding  
Comfortable Commitment

# COUNTRY SNAPSHOT – NETHERLANDS

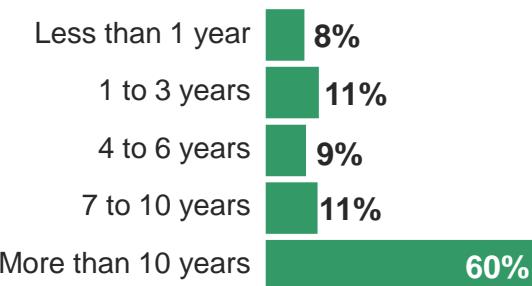
## GENDER



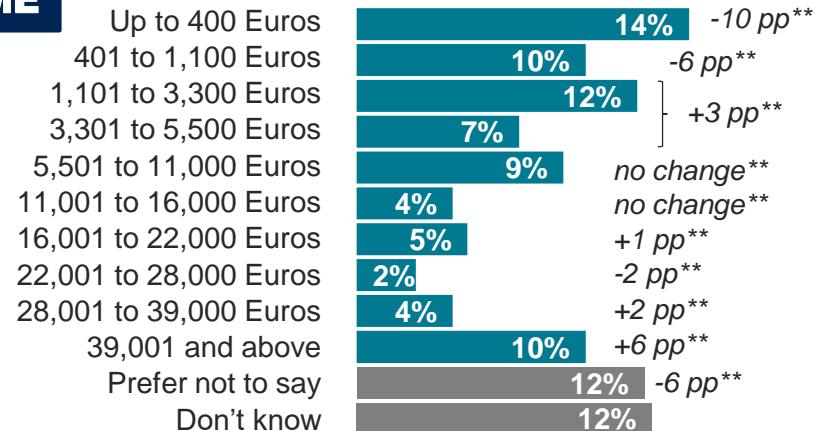
## AGE



## TIME SPENT IN DS



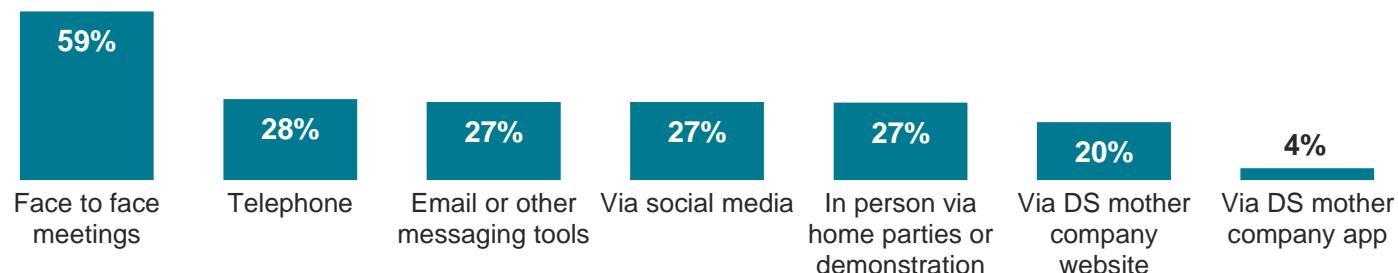
## INCOME



## INCOME CHANGE IN LAST YEAR

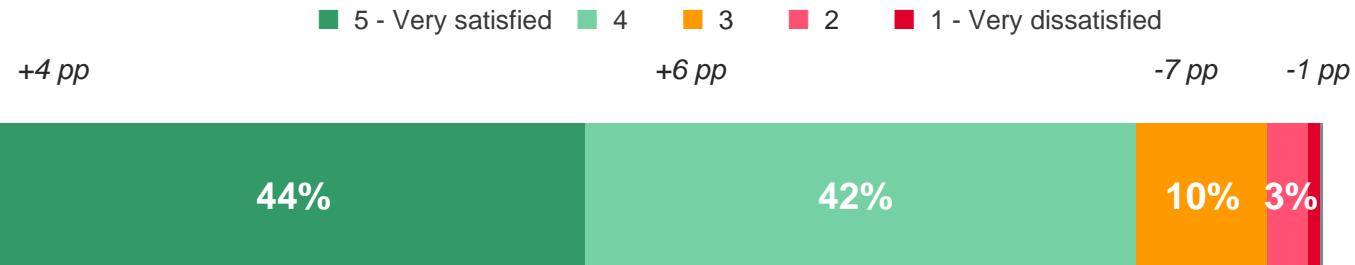


## TOP CHANNELS FOR ORDERS



# COUNTRY SNAPSHOT - NETHERLANDS

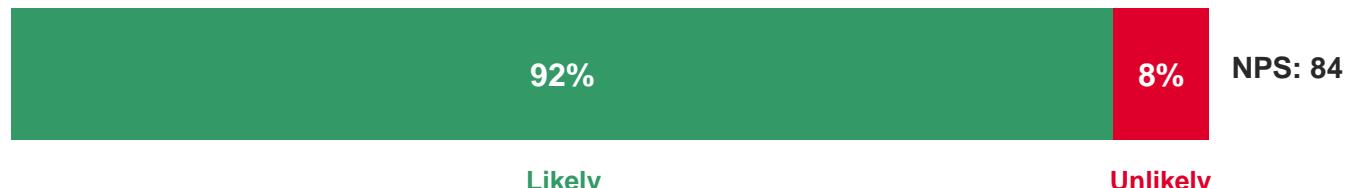
## SATISFACTION



## LIKELIHOOD TO CONTINUE REPRESENTING THE SAME COMPANY



## LIKELIHOOD TO RECOMMEND COMPANY



## TOP WORD ASSOCIATIONS WITH DS

2023

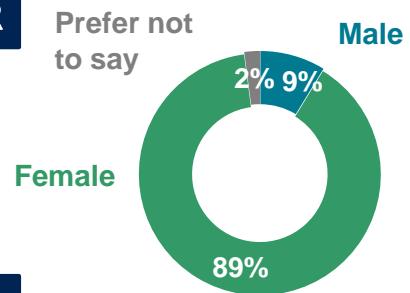


2018

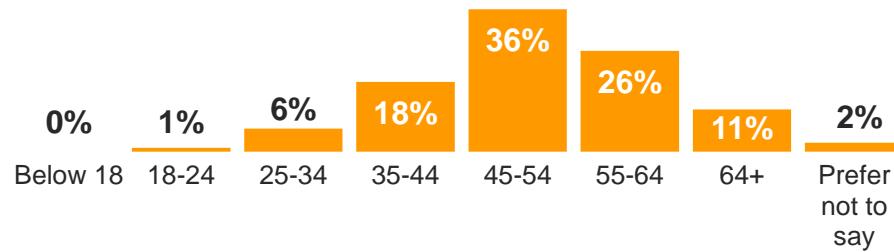


# COUNTRY SNAPSHOT – LATVIA

## GENDER



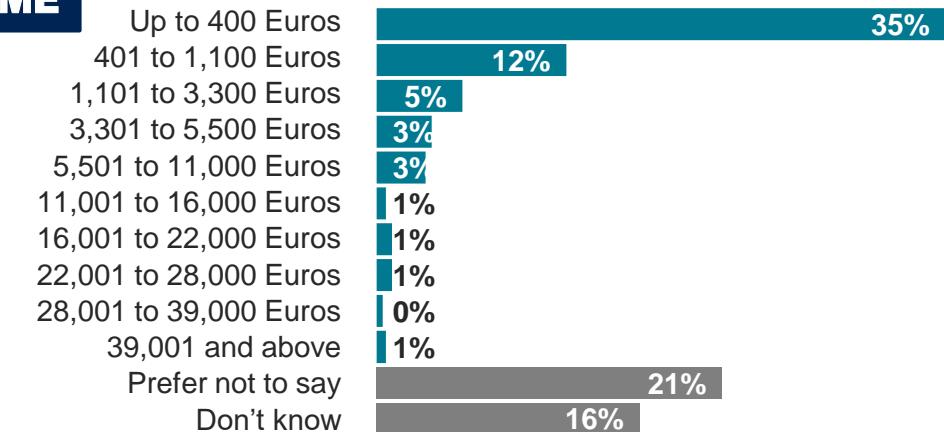
## AGE



## TIME SPENT IN DS



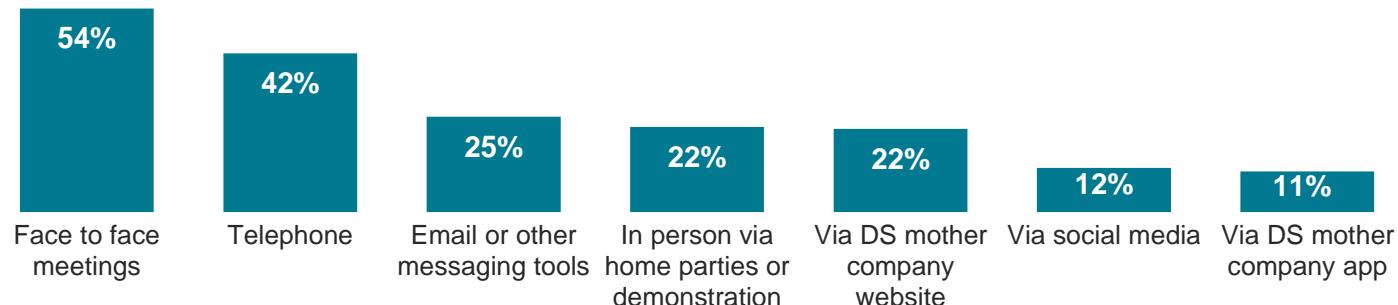
## INCOME



## INCOME CHANGE IN LAST YEAR



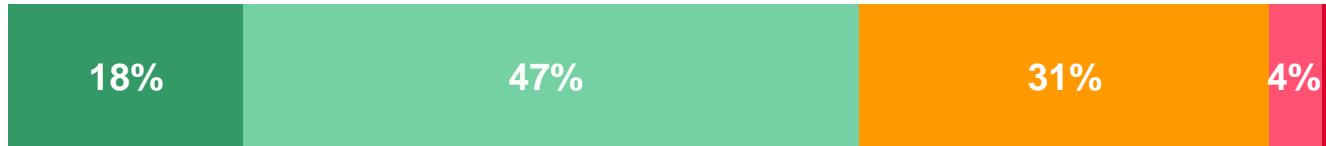
## TOP CHANNELS FOR ORDERS



# COUNTRY SNAPSHOT - LATVIA

## SATISFACTION

■ 5 - Very satisfied ■ 4 ■ 3 ■ 2 ■ 1 - Very dissatisfied



## LIKELIHOOD TO CONTINUE REPRESENTING THE SAME COMPANY

■ Very likely ■ 3 ■ 2 ■ Very unlikely ■ Don't know



## LIKELIHOOD TO RECOMMEND COMPANY

76%

24%

NPS: 52

Likely

Unlikely

15

## TOP WORD ASSOCIATIONS WITH DS

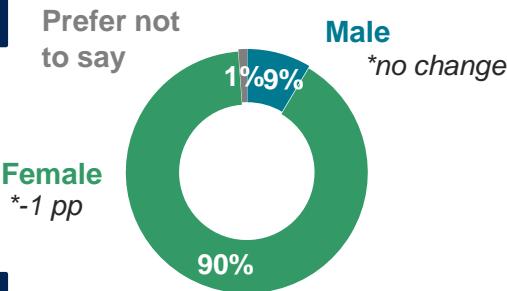
2023

Communication/Talks  
Opportunity/Options/Chance

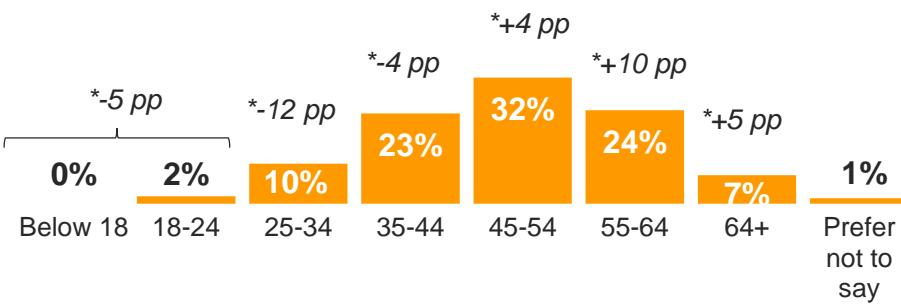
**Cosmetic**  
**Quality**  
**Growth**  
**Simple/Easy**  
**Products**  
Profit/Income  
Independence  
Interesting/Curious

# COUNTRY SNAPSHOT – LITHUANIA

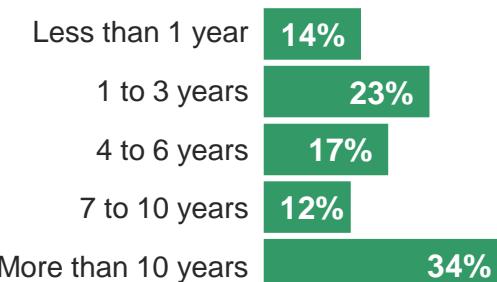
## GENDER



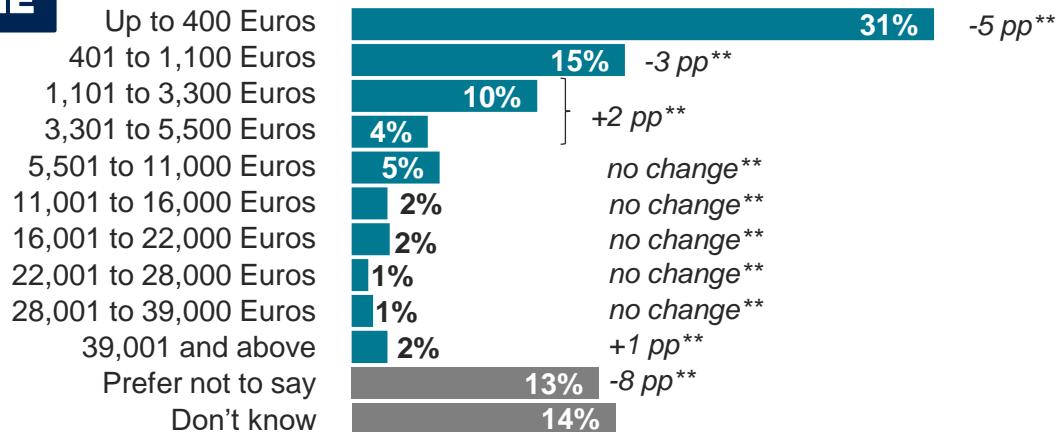
## AGE



## TIME SPENT IN DS



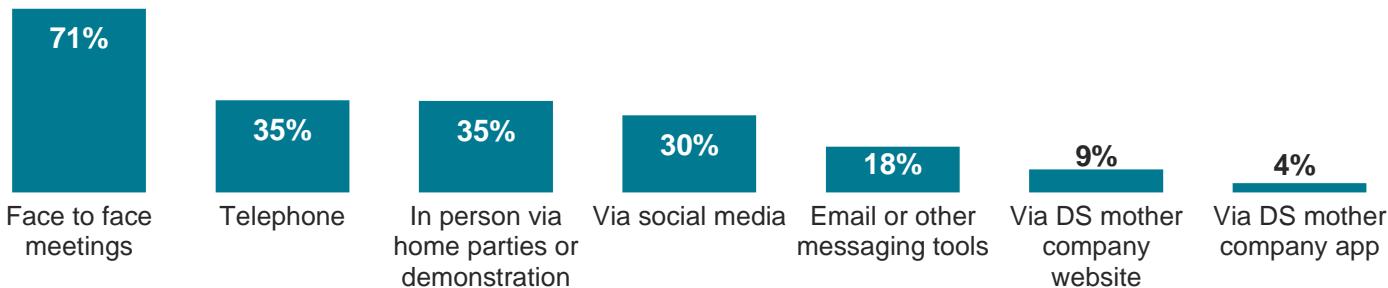
## INCOME



## INCOME CHANGE IN LAST YEAR

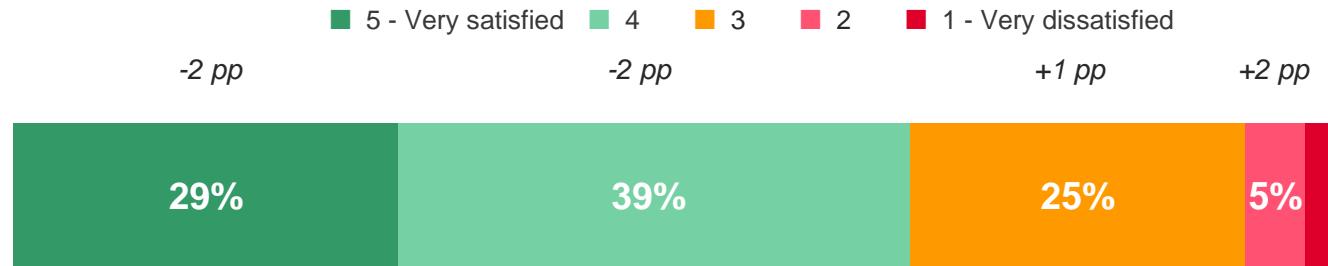


## TOP CHANNELS FOR ORDERS

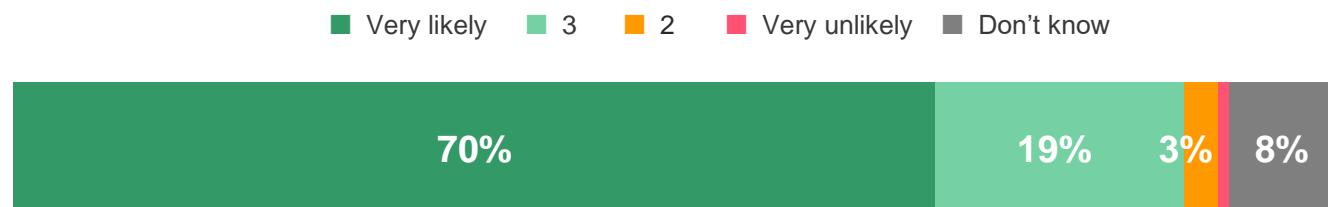


# COUNTRY SNAPSHOT - LITHUANIA

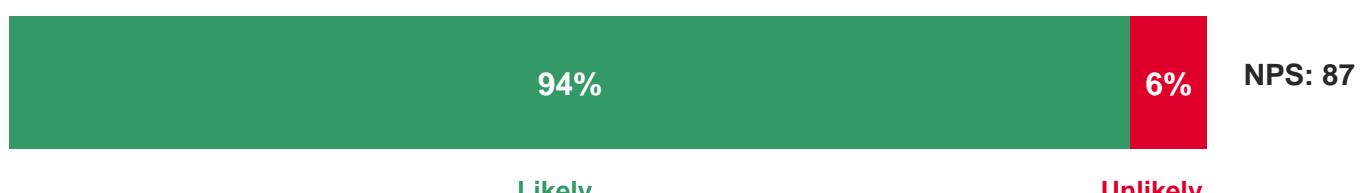
## SATISFACTION



## LIKELIHOOD TO CONTINUE REPRESENTING THE SAME COMPANY



## LIKELIHOOD TO RECOMMEND COMPANY



## TOP WORD ASSOCIATIONS WITH DS

2023

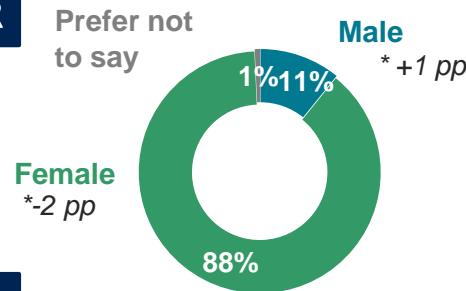


2018

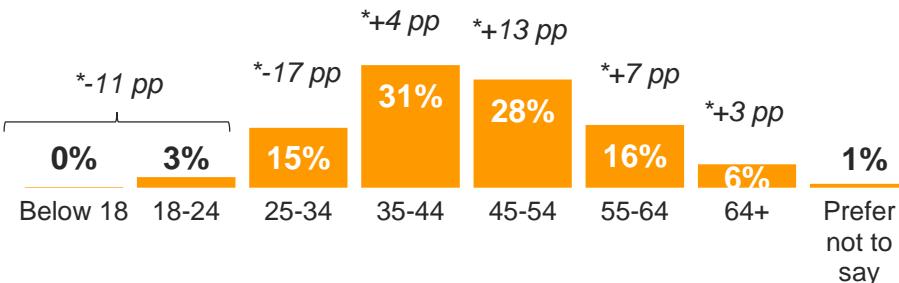


# COUNTRY SNAPSHOT – POLAND

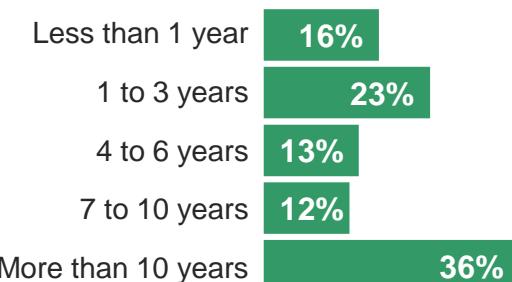
## GENDER



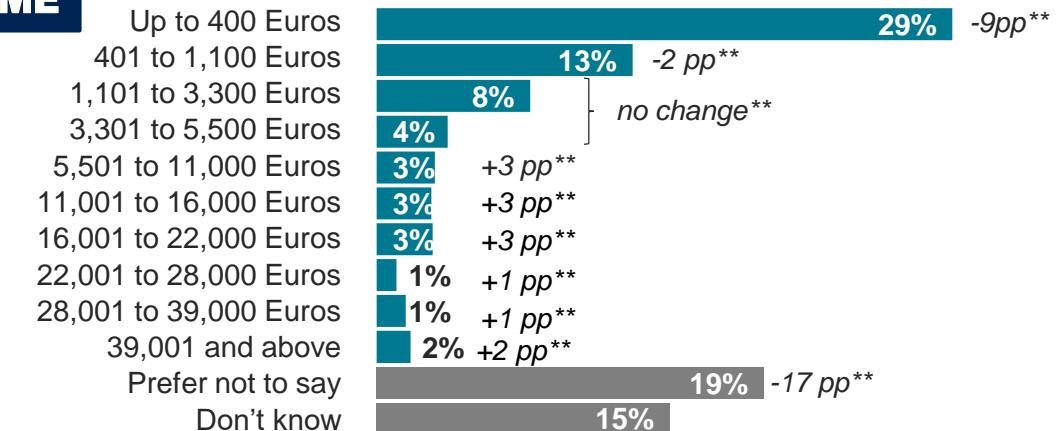
## AGE



## TIME SPENT IN DS



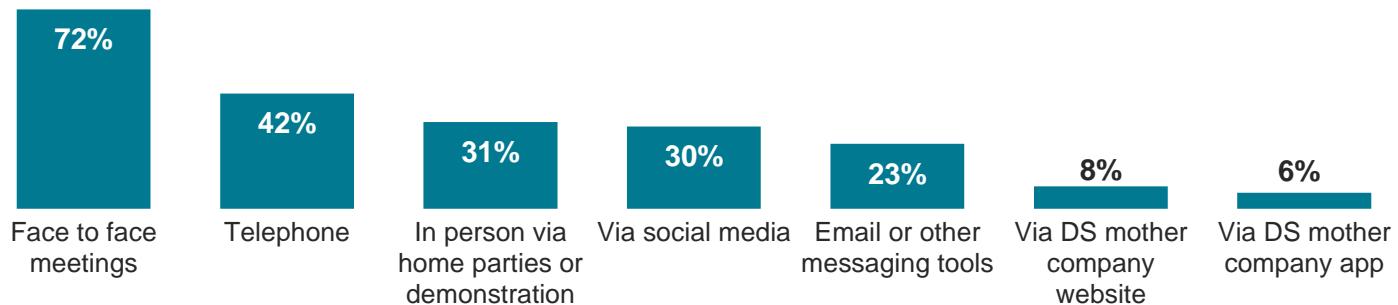
## INCOME



## INCOME CHANGE IN LAST YEAR

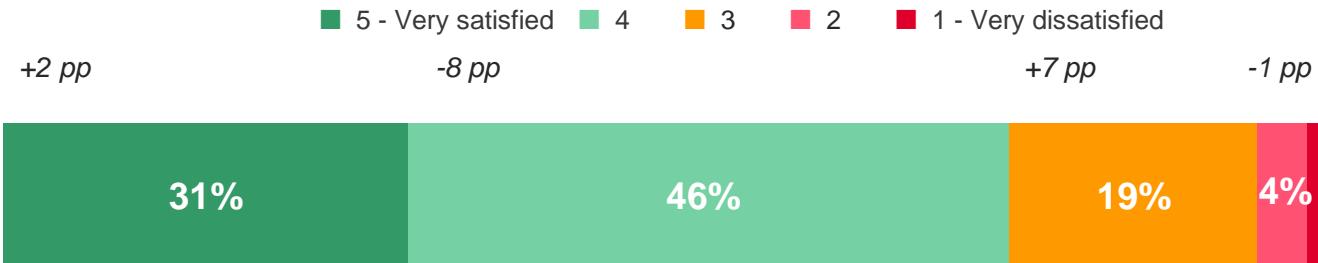


## TOP CHANNELS FOR ORDERS



# COUNTRY SNAPSHOT - POLAND

# SATISFACTION



## LIKELIHOOD TO CONTINUE REPRESENTING THE SAME COMPANY



## LIKELIHOOD TO RECOMMEND COMPANY



# TOP WORD ASSOCIATIONS WITH DS

2023

Flexibility/Versatility  
Contact/Connection  
Development/Evolution  
Independence  
Money/Finance Quality  
Satisfaction/Gratification  
Freedom/Free  
Profit/Income  
Relationships/Relations

2018

Customer-satisfaction

Convenience  
Quality

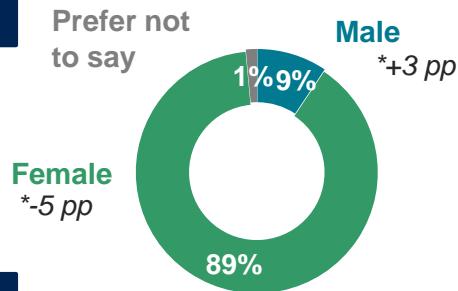
Independence

Satisfaction  
Contact

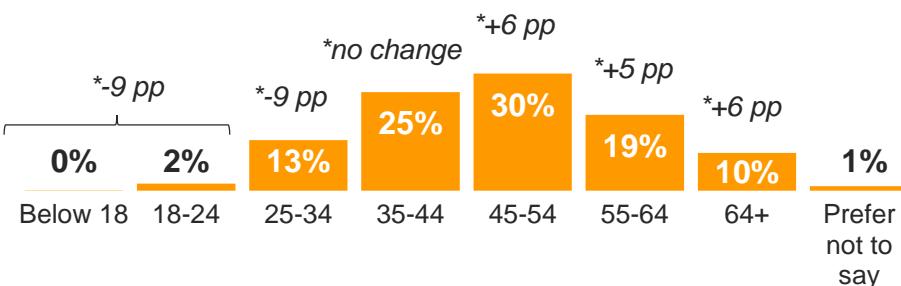
Development  
Flexibility  
Commitment  
Freedom

# COUNTRY SNAPSHOT – SLOVAKIA

## GENDER



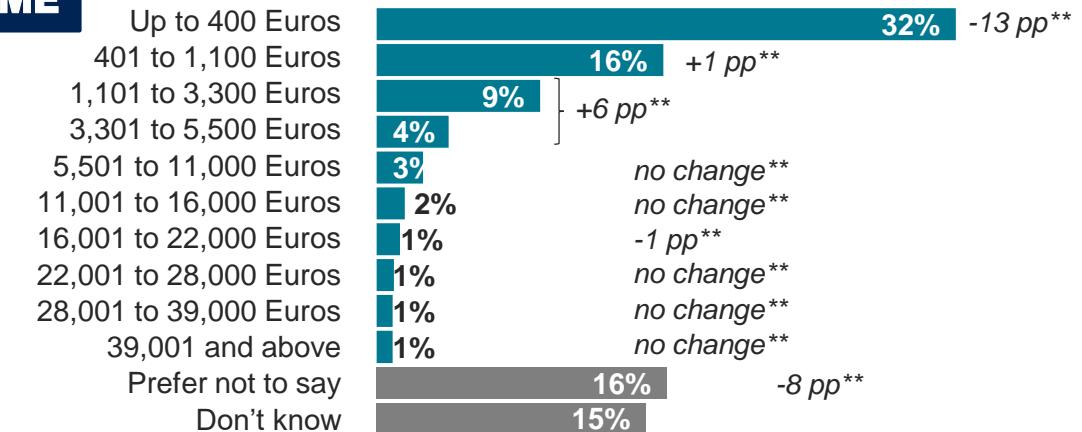
## AGE



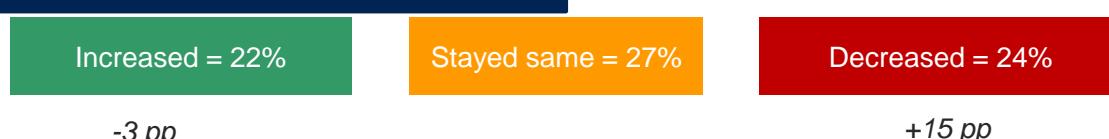
## TIME SPENT IN DS



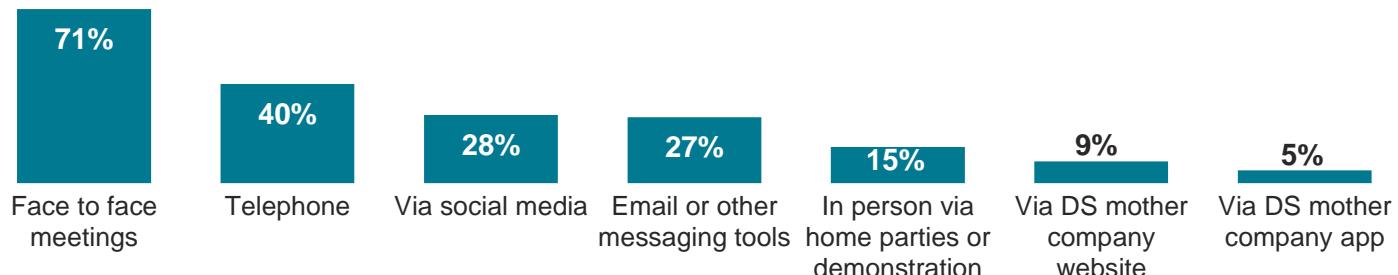
## INCOME



## INCOME CHANGE IN LAST YEAR



## TOP CHANNELS FOR ORDERS



# COUNTRY SNAPSHOT - SLOVAKIA

## SATISFACTION

5 - Very satisfied   4   3   2   1 - Very dissatisfied  
 +9 pp                    -11 pp                    +1 pp                    no change



## LIKELIHOOD TO CONTINUE REPRESENTING THE SAME COMPANY

Very likely   3   2   Very unlikely   Don't know



## LIKELIHOOD TO RECOMMEND COMPANY

91%                    9%                    NPS: 83

Likely                    Unlikely

21

## TOP WORD ASSOCIATIONS WITH DS

2023

Satisfaction/Gratification  
 Independence      Freedom/Free  
 Personal/Customized  
 Useful/Helpful/Beneficial

Quality

Profit/Income  
 Flexibility/Versatility  
 Contact/Connection  
 Joy/Happiness

Communication  
 Customer-satisfaction  
 Independence  
 Meeting

Flexibility

Contact  
 Interesting  
 Confidence

Freedom  
 Quality

2018

Communication  
 Customer-satisfaction  
 Independence  
 Meeting

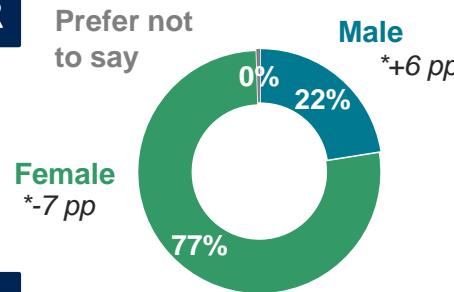
Flexibility

Contact  
 Interesting  
 Confidence

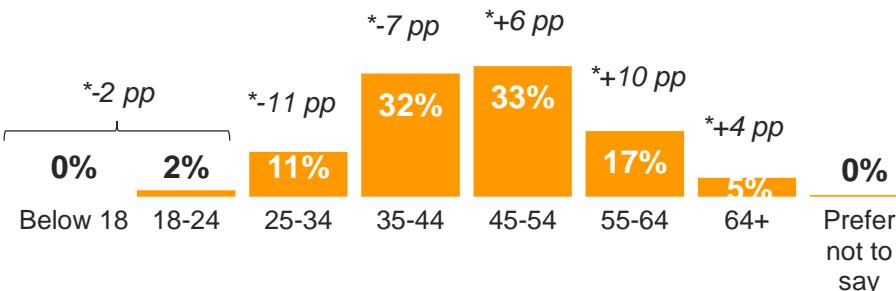
Freedom  
 Quality

# COUNTRY SNAPSHOT – SPAIN

## GENDER



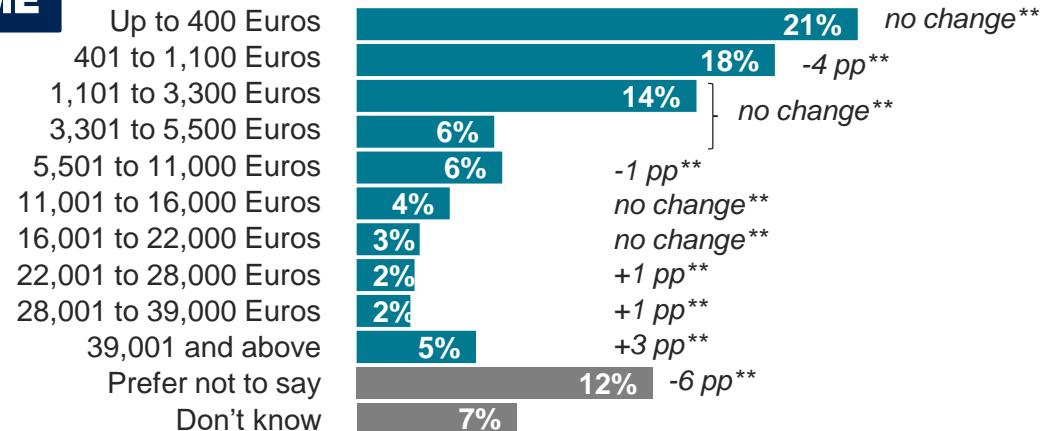
## AGE



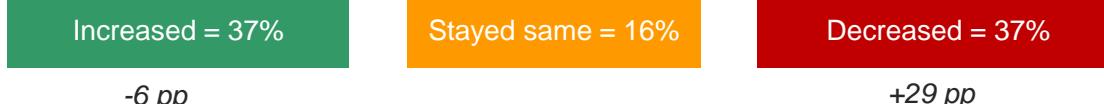
## TIME SPENT IN DS



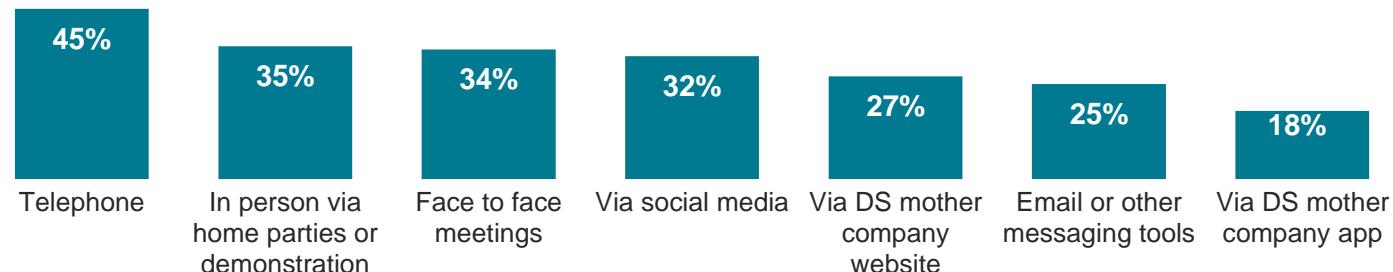
## INCOME



## INCOME CHANGE IN LAST YEAR



## TOP CHANNELS FOR ORDERS



# COUNTRY SNAPSHOT - SPAIN

## SATISFACTION

■ 5 - Very satisfied ■ 4 ■ 3 ■ 2 ■ 1 - Very dissatisfied

+ 4 pp

-1 pp

-4 pp

-1 pp

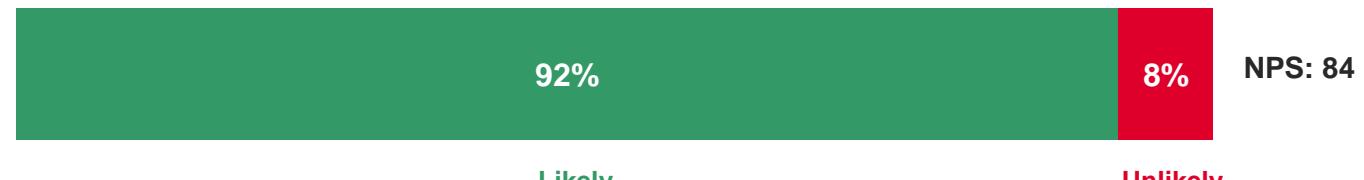


## LIKELIHOOD TO CONTINUE REPRESENTING THE SAME COMPANY

■ Very likely ■ 3 ■ 2 ■ Very unlikely ■ Don't know



## LIKELIHOOD TO RECOMMEND COMPANY



## TOP WORD ASSOCIATIONS WITH DS

2023

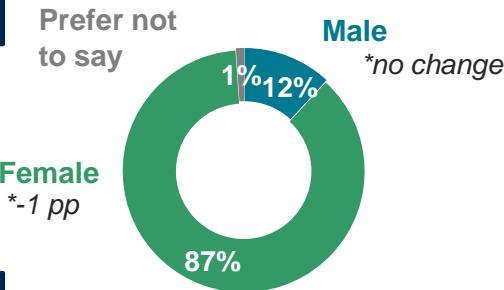
Flexibility/Versatility  
**Independence**  
 Trust/Confidence  
 Satisfaction/Gratification  
**Freedom/Free**  
 Profit/Income  
 Opportunity/Options/Chance  
 Constant/Permanent  
 Effort/Diligence  
 Growth

2018

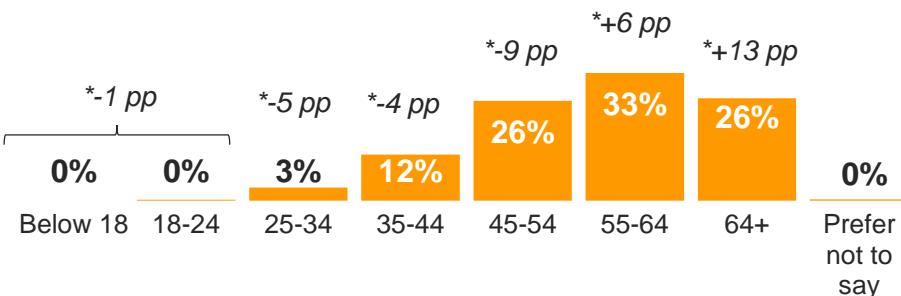
Confidence  
**Satisfaction**  
 Stability  
 Effort  
**Independence**  
 Growth  
**Freedom**  
 Flexibility  
 Work  
 Motivation

# COUNTRY SNAPSHOT – SWEDEN

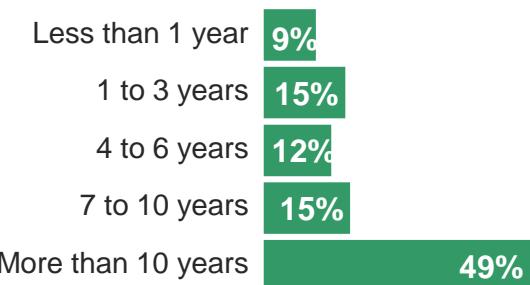
## GENDER



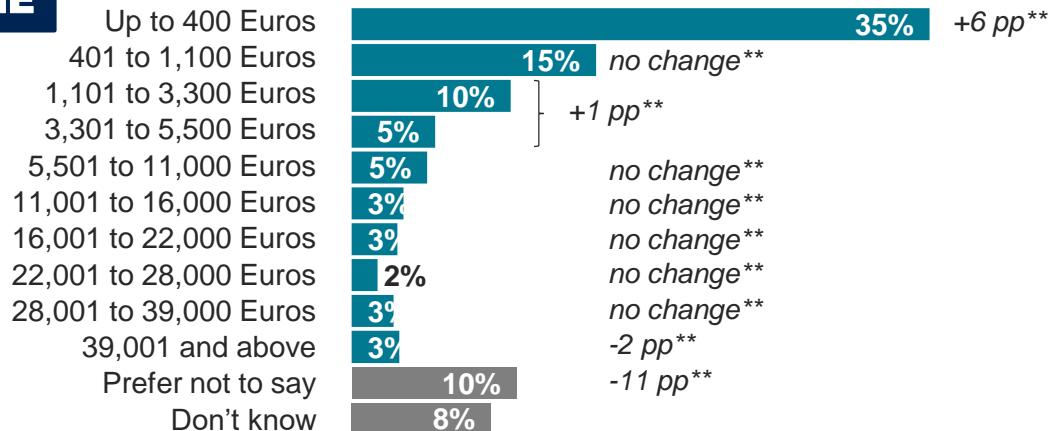
## AGE



## TIME SPENT IN DS



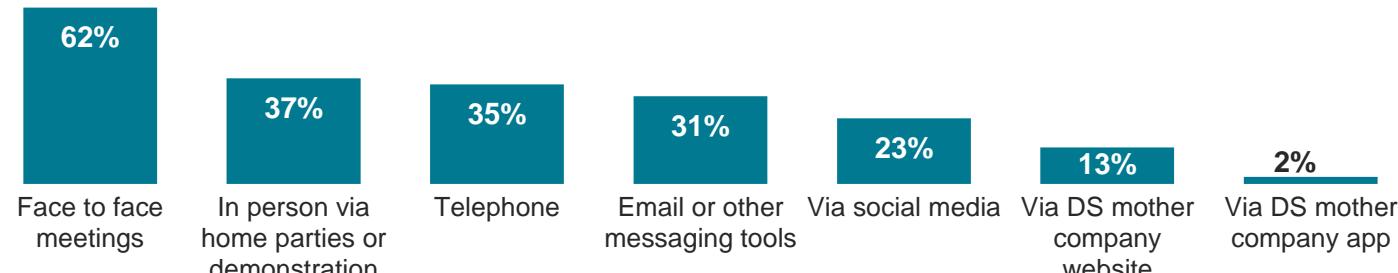
## INCOME



## INCOME CHANGE IN LAST YEAR



## TOP CHANNELS FOR ORDERS



# COUNTRY SNAPSHOT - SWEDEN

## SATISFACTION

■ 5 - Very satisfied ■ 4 ■ 3 ■ 2 ■ 1 - Very dissatisfied

-7 pp

+1 pp

+6 pp

+1 pp



## LIKELIHOOD TO CONTINUE REPRESENTING THE SAME COMPANY

■ Very likely ■ 3 ■ 2 ■ Very unlikely ■ Don't know

63%

27%

3% 2% 4%

## LIKELIHOOD TO RECOMMEND COMPANY

88%

12%

NPS: 76

Likely

Unlikely

## TOP WORD ASSOCIATIONS WITH DS

2023



2018

