



# Ryan Montgomery

## Chief Executive Officer



Dear Reliv Friends:

We continue to keep all of you in our thoughts and we wish the best for you and your families. The last few months have been a challenge and have touched our individual lives in many ways. Please stay safe and we will get through it all together. Our corporate staff remains committed and prepared to meet the daily needs of our Reliv customers and distributor partners. Our goal is to keep business moving forward as usual, and to that end, we've been successful and fortunate. At Reliv, we chose to adapt and evolve during this time, and in the end, we believe Reliv will be stronger due to the new skills and methods we learn and implement.

For 32 years, Reliv has maintained a squeaky clean record and we intend to keep it that way with your help. Our main objectives have always been threefold: (1) provide high quality, science-based core nutrition and targeted solutions to support health; (2) offer an opportunity that is achievable and rewarding; and (3) protect ourselves by operating according to the regulations that apply to our two industries: dietary supplements and direct selling.

The third objective is more important today than ever. At Reliv, we strive to be a company of excellence, integrity, transparency and compliance. We don't exaggerate our stories, make inflated claims about our products or business, or use any deceptive practice to appeal to the wants and needs of people. We've always been a very conservative company that builds for the long-term, not just short-term gain. We take the high road every day because our industries expect and demand it. We do this to protect YOU and what we have collectively built. Reliv will always aim to do things the right way and treat people fair, and our messaging matters. We hope you feel proud to be part of Reliv for these reasons.

Bottom line, with regard to Reliv products, we all must be attentive not to commingle product messaging with COVID-19, Corona-virus, pandemic, etc. This standard applies to company messaging and also distributor messaging. From a high-level standpoint, it's okay to suggest "support" for a bodily structure or function. For example, "supporting a healthy immune system" is appropriate, but suggesting that consumers can "enhance or boost their immune system to prepare for COVID-19" is too far. Please steer clear of any and all references that Reliv products can "cure, prevent or mitigate" COVID-19 or its symptoms. The best course is to not mention COVID-19 or the virus in your messaging. If you have any questions regarding what is appropriate, it's important that you contact Reliv Compliance at [complianceph@relivinc.com](mailto:complianceph@relivinc.com).

With regard to the Reliv business opportunity, we expect the same judgment to be applied and that is to avoid commingling income opportunity with COVID-19 or the resulting financial effects. Promoting the income opportunity while directly or loosely referencing the pandemic can be offensive. We have always believed the Reliv opportunity can help people build part-time or full-time income with a product line that is in demand and helping with better health. This opportunity is more important and relevant today than ever.

We ask that you continue to use company-developed materials when presenting and training Reliv products and compensation. We're always better served keeping things on brand, simple and compliant. In addition, while this standard applies to all messaging, let's be especially cognizant not to commingle COVID-19 and Reliv in videos, written posts, ads and hashtags on social media.

We are all Reliv stewards which means we conduct our activities according to certain guidelines, ethics and integrity which ensures our long-term future. We appreciate our field leaders that support our core values and direction. This statement is not a reaction to wrongdoing. In fact, we believe our messages have been above board. This is purely a proactive communication to remind everyone how we conduct ourselves in order to safeguard the company we've built together. Reliv is special, and worth protecting.

Sincerely,

Ryan Montgomery  
CEO Reliv International