



# MORINDA

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## MORINDA FAST FACTS

### MORINDA'S MISSION STATEMENT

"To bless the whole earth with the natural goodness of earth's best as we tell the story of lives transformed."

### EARTH'S BEST PRODUCTS

Morinda is home to some of the most pioneering and natural health products on the planet. Ranging from its scientifically-acclaimed TrūAge™ Max beverage, to its innovative TrūAge™ Scanner; Morinda continues to set the standard in product quality and scientific research.

- Every 1.8 seconds, someone purchases a bottle of Tahitian Noni Juice, Morinda's original product, somewhere in the world.
- The TrūAge™ line of products includes: TrūAge™ Max, TrūAge™ Body Sugar Stop, TrūAge™ Performance Rapid Fuel, TrūAge™ Skin Therapy Gel, TrūAge™ Extra, and the original superfruit supplement, Tahitian Noni Juice. Each of these innovative supplements includes proprietary blends of Earth's best ingredients that provide proven protection against the formation of AGEs.
- The TrūAge™ Scanner is the first device of its kind. In 12 seconds the scanner provides an accurate and painless measure of one's TruAge (age of internal self).



### AWARDS & ACHIEVEMENTS

- Morinda experienced a 300% growth in revenue in its first five years of operations and continues to grow each year.
- Morinda has been recognized as the fourth fastest-growing company in modern history (behind Google, Intel, and Federal Express).
- Morinda was the first company to harvest, source, and distribute a noni-based product to the consumer market.
- In 2009, Morinda researchers were the first to discover that much of the benefit of noni comes from chemical compounds known as iridoids.
- Recipient of Corporate & Social Responsibility Award from the country of Tahiti at the United Nations Headquarters.
- Recognized by Interactive Health Solutions as one of the "Healthiest Companies in America".

## MORINDA LEADERSHIP

### The Five Founders of Morinda

- **John Wadsworth**, President
- **Kerry Asay**, Chief Executive Officer
- **Kelly Olsen**, Chief Strategist Global Sales & Marketing
- **Kim Asay**, Vice President
- **Stephen Story**, Vice President

### The Morinda Executive Team

- **Randy Smith**, Chief Financial Officer
- **Shon Whitney**, Vice President, Sales & Marketing
- **Richard Rife**, Vice President, Legal
- **Charlie Smith**, Vice President, Operations

## JOB CREATION AND ECONOMIC DEVELOPMENT FROM MORINDA

- Morinda currently employs over 3,000 individuals at its corporate offices around the world.
- Morinda has contributed more than \$141 million dollars to the economy of Tahiti.
- Since 1996, Morinda has distributed paychecks to more than 1.1 million of its distributors in more than 70 countries, paying nearly \$3 billion in total commissions and incentives.

## RESEARCH AND SCIENTISTS

- Morinda boasts one of the world's most advanced product research laboratories on the planet; housing some the latest, cutting-edge technology an in regards to AGE and iridoid research.
- With \$125 million spent on research and development, 18 published, human clinical trials, featuring several of them in the Physician's Desk Reference (PDR), and a state-of-the-art, multi-million dollar laboratory dedicated to product research, Morinda's science is unparalleled in the network marketing industry.
- Morinda is home to several of the planet's leading researchers in food and pharmaceutical research, including:
  - **Brett West**, Director of Research at Morinda: Published more than 50 peer reviewed scientific articles.
  - **Jarakae Jensen**, Director of Research & Development at Morinda: Published in 20 scientific journals.
  - **Shixin Deng**, Senior Research Scientist at Morinda: Studied medicinal plants for over 20 years and has been part of more than 30 peer-reviewed scientific publications
  - **Andries J. Smit**, Medical Director & Founder at DiagnOptics Technologies B.V.: Serves as head of Vascular Unit of the University Medical Center Groningen in the Netherlands and has authored or co-authored more than 200 scientific publications.

## CHARITABLE EFFORTS

Morinda is dedicated to transforming the lives of impoverished people and families across the world by providing a wide range of humanitarian services.

Morinda strives to stimulate job creation and economic development, provide scholarships and educational grants, encourage healthy child development, and offer disaster relief in impoverished regions of the world.

While Morinda focuses on providing service and humanitarian aid to countries around the world, it primarily serves locations where chief ingredients of Morinda products and manufacturing operations occur, including Tahiti, Chile, and Morocco. This focus allows Morinda to give back directly to the people and communities that have impacted Morinda in unimaginable ways.

For more information about Morinda, visit [www.morinda.com](http://www.morinda.com).