

Reliv Opportunity Slide Companion Reference Guide



ABOUT THIS GUIDE

This guide is meant to support you, not script you.

This guide provides additional background and context for select slides in the Reliv presentation, particularly where history, science, or values matter most. You do not need to use every section or cover everything in a single presentation. The slides lead the conversation; this guide supports you behind the scenes.

Use what's helpful. Skip what you don't need. Come back to it when questions come up. The intent is to help you speak from understanding and clarity, not memorization.

WHERE OUR VISION BEGAN



- Founded in 1988 by Robert & Sandy Montgomery (1946-2015)
- Legacy carried forward
- Vision started with a product



PPT SLIDE 3: ROBERT & SANDY MONTGOMERY

Founding Story

- Founded in October 1988 by Robert and Sandy Montgomery, inspired by six years of personal experience with life-changing products.
- The business grew from belief in the products before the opportunity itself existed.

Sandy's Influence

- Sandy is widely regarded as the heart of Reliv.
- She held deep passion for the products developed by Drs. Ted, Carl, and Fred.
- Her influence remains part of Reliv's cultural legacy following her passing in 2015.

Robert's Vision

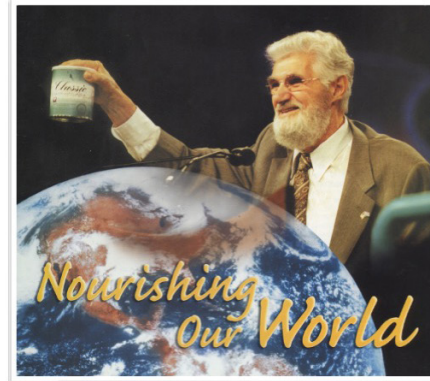
- Robert's philosophy centers on shared success: the company succeeds when distributors succeed.
- Emphasizes collaboration and upliftment over competition.
- Helping others achieve their goals is foundational to long-term growth.

Legacy and Continuity

- The founders' values continue through second-generation leadership, both corporate and field.
- Robert's journey of believing in the product before building the business mirrors the distributor path.
- Long-term success begins with authentic product belief.

WHERE OUR VISION BEGAN

Dr. Ted Kalogris (1916-2003)
Creator of Reliv® Classic



PPT SLIDE 4: DR. THEODORE P. KALORIS

Academic Expertise

- Holds three doctorates in microbiology, immunology, and hematology.

Nutrition Philosophy

- Believed optimal health requires balanced macronutrients and micronutrients.
- Recognized that most people lose this balance over time.
- Viewed supplementation as essential for cellular health and longevity.
- This philosophy was shared by Drs. Ted, Carl, Fred, and Ammon.

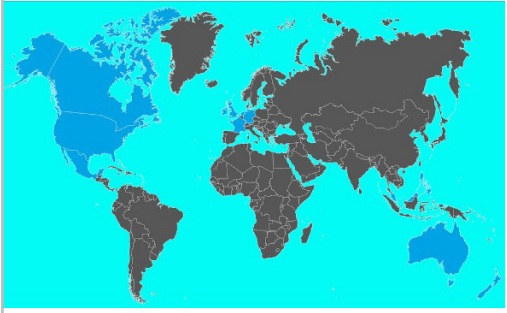
Product Innovation

- Developed a formula that supported his own recovery and sustained the Montgomery family beginning in 1982.
- This formulation became Reliv Classic, the first all-in-one complete nutrition product.
- The NOW formula is derived from this original foundation.

Guiding Ethos

- "Be ashamed to die until you've scored a victory for mankind."
- Emphasized service and contribution over commercial success.

BUILT ON A STRONG FOUNDATION



- Unique Products & Opportunity
- Direct Selling P2P
- Aligned Partnership
- Building Distribution Networks
- International Business
- Mission Driven Culture

PPT SLIDE 5: BUILT ON A STRONG FOUNDATION

Reliv's Unique Products and Business Opportunity

Proven Products and Business Synergy

- Reliv offers proven products that support both wellness and business growth.
- For 37 years, Reliv has balanced better health with business opportunity.
- Products can stand alone; long-term success is strengthened through engaged distributors.

Direct-Selling Model and Global Reach

- Operates through a direct-selling, person-to-person model.
- Empowers distributors to serve customers and sponsor others.
- Supports sustainable growth across North America, Europe, and Asia.
- Provides systems and support; success depends on distributor leadership and vision.

Mission-Driven Culture

- Blends customer focus, business opportunity, and community.
- Creates shared purpose that fosters commitment and connection.
- Encourages distributors to act as "Culture Keepers," protecting Reliv's values and legacy.



PPT SLIDE 6: VISION

Meaning of N.O.W.

- Stands for "Nourishing Our World."
- Represents a constant goal and commitment rather than a fixed endpoint.
- Serves as a standard Reliv continually strives toward.

Company Vision

- Reflects Reliv's dedication to ongoing improvement in health and wellness globally.

Product Connection

- NOW is the flagship product and a tangible expression of this vision.

OUR MISSION

Nourish the BODY

We provide nutrition for a healthy life.

Nourish the MIND

We empower people to live life on their own terms.

Nourish the SPIRIT

We live a fulfilled life by helping others.

PPT SLIDE 7: MISSION

Mission Focus

- Nourishing the Body through quality nutrition.
- Nourishing the Mind by supporting confidence, security, and fulfillment.
- Nourishing the Spirit through service and community.

Shared Mission

- Reliv and its distributors are united by this mission.
- Acts as a guiding North Star for decisions and direction.

Alignment and Focus

- Revisiting the mission supports clarity, alignment, and motivation.

THE HEART OF RELIV

RELIV *Core Values*

PEOPLE FIRST

HEALTHY AGING

EMPOWERMENT

FULFILLED LIFE

PPT SLIDE 8: CORE VALUES

- **People First:** Prioritizing people over profit; when people come first, rewards follow.
- **Healthy Aging:** Supporting vitality and wellness over time.
- **Empowerment:** Creating opportunity and control over one's future.
- **Fulfilled Life:** Sharing products, opportunity, and giving back.
- Trust is built by consistently living these values.

PEOPLE FIRST

Putting people at the center of everything we do.

First and foremost, we invest in people and make a positive difference in people's lives. We strive to maintain an environment where people can grow while building relationships like family. Aligned partnership is key to a culture of greatness.

PPT SLIDE 9: PEOPLE FIRST (CORE VALUE)

Foundational Value

- People First underpins all other core values.

People as the Greatest Asset

- Leaders invest in supportive, success-driven environments.

Supportive Culture

- Emphasizes lifting one another and building family-like relationships.

Culture Focus

- Every interaction reflects respect, care, and commitment to growth.

HEALTHY AGING

Supporting Healthy Aging at Every Stage of Life

Good health starts young and Reliv optimizes physical development and **healthy aging** with **nutrition made simple**. We demand **quality** and **excellence** with our healthy aging products that combine **science** and **nature**.

PPT SLIDE 11: HEALTHY AGING

Legacy of Excellence

- Rooted in a 37-year product legacy focused on cellular health.

Personalized Journey

- Healthy aging is unique to each individual's goals.

Key Benefits

- Supports energy, clarity, vitality, fitness, and often weight management.

Commitment

- Products and solutions are designed to support long-term well-being.

FULFILLMENT

PURPOSE AT THE CENTER OF WHAT WE DO

Reliv is powered by **purpose**. Get what you want in life by **helping others** achieve better health and fulfillment. Through our Reliv Kalogris Foundation, we **give back** to communities around the world with health and hope.

PPT SLIDE 32: FULFILLMENT

Connection to Healthy Aging

- Fulfillment is linked to overall well-being supported by cell-focused nutrition.

Supporting Individual Goals

- Recognizes fulfillment comes from achieving personal health goals.

Areas of Support

- Sustained energy, vitality, mental clarity, fitness, and weight management.

Empowered Living

- Supports fuller, healthier, more satisfying lives.

THE RELIV KALOGRIS FOUNDATION BE A HERO TO KIDS WHO NEED ONE

- Provides nutrition to kids who need it most
- 100% supported by passionate Distributors who truly care
- Easy to give at relivkalogrisfoundation.org



PPT SLIDE 33: RELIV KALOGRIS FOUNDATION

30 Years of Impact

- Celebrates three decades of service.

Supporting Children

- Over 25,000 children supported.

Global Reach

- Focused efforts in Haiti and the Philippines.

Honoring Dr. Ted's Legacy

- Continues his vision of meaningful service.

Commitment to Giving Back

- Embodies Reliv's core value of contribution.

PRESENT ALL OPTIONS OF RELIV

Then, let them decide!

1. Retail Customer
2. Preferred Customer

Or...



PPT SLIDE 34: OPTIONS TO GET STARTED

Leader-Led Guidance

- Leaders present options and support informed choice.

Personalized Paths

- Each journey is unique; vision often expands with involvement.

Starter Options

- Quick Start: 500 PV, 25% discount, \$375 (includes RelivFit bundle).

Master Affiliate: 2500 PV, 35% discount, \$1,625

- Empowerment Through Choice
- Clear options support confidence and early commitment.