

0HPRUDQGXP

72 -DQHW \$PPHUPDQ %UDG :LQWHU
)HGHUDO 7UDGH &RPPLVLRQ
:DVKLQJWRQ '&

Page | 1

)520 \$GRQLV +RIIPDQ &KDLUPDQ
%XVLQHVV LQ WKH 3XEOLF ,QWHUHVW

5(+HUEDOLIH ,&\$ \$SSOLFDWLRQ

'\$7(\$XJXVW

, DSSUHFLDWH WKH UROH RI +HUEDOLIH ,QGSHQGHQW &RPSOLDQFH ORQL
WKH UROH RI +HUEDOLIH ,QGSHQGHQW &RPSOLDQFH ORQL
:H DSSUHFLDWH \RXU FRQVLGHUDWLRQ DQG ORRN IRUZDUG
7KDQN \RX

Herbalife ICA Application
BUSINESS IN THE PUBLIC INTEREST

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)LQDOO\ ZH DUH NHHQO\ DZDUH RQ QVXHWVS HWFR DSH DSSHI DRO F
YDULHW\ RI UHDWRQDP BXUQG VYDLWSHDFQ GCL QVHQKLW MYR WKL V
WKH QHWZRUN PDUNHWLQJ LQG XV WUH OZKILG KULRP RG WEDWRHY F
,Q VXPPDU\ ZH EHOLHYH WKDW RXUPDRUNELW IDQWL RQQ BI FORHUS
UHVSQRVLELQW\ H[SHULHQFH ZLQG DSHORZHXQWWFR SSGU B Q F
ZLWK IDLUQHVV LQWHJULW\ HWKLFV DQG HIILFLHQF\

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0U +RIIPDQ VHUYHG LQ WKH 8 6 +RUX VHH RD G HDSUGH \$ R Q W F W S L
LQFOXGLQJ FRPPLWWHH FRXQVHO DQGH V-REXFRP PR W W L H Q \$ W D
&RPPLWWHH DQG FRXQVHO ORRUVWR &RQJNF H D V L F R Q D Q Q % S U L Y D
SUDFWLFH KH SURYLGHG D ZLGH W D Q D W L R R Q W F W L H Q V H L Q D Q
FRUSRUDWLRQV WUDGH DVVRFLDWLRQV IURPE \$ MULLF D P \$ W G D I
DQG WKH OLGH Q Z D V (D W W L G H Q W D W W Z R R I W W H R R R Q W U \ T V
Endowment for International Peace Q G W W K P o l i c y I n s t i t u t e Z K H U H K H I R F X V H G R Q
LQWHUQDWLRQDODDZ D Q Q G J O U R J D O L J H G O H Q D W M U R Q D W R R Q W W F
HOHFWHG RIILFLDORR D P R Q L M R R K W Q M D M F W W L R Q Q D D Q G H F R Q V L Q
FRXQWULHV +H SUHYLRXVO\ ZRUNHG Q Z L W K H + D R S S L W L R Q V ([E K D
ILUP *UD\ &RPSDQXQXEDWLR &R P , Q W D I Q N Q D I W S L R H Q L Q F D D Q G

+RIIPDQ VHUYHV DV FRFKDLU RI W Q F L Q L D Q G H Z D M W W K U H Q D R X Q
American Business Leadership Institute H VHUYHV RQ WKH) L U V W \$ P H Q G P H Q
R The Media Institute DQG VHUYHG DV D L R E D H S G R H W W K H V G D W 5 H Y L H Z
1 \$ 5 % +RIIPDQ ZDV HOHFWHG WR K I H & R I X Q R L Q R H Q B I W W R H Q D
% X U H D X V E X W G H I H U U H G V Q P H I Q W V L Q U W K I D W D S V R W L K H L R

, Q +RIIPDQ Z D V G M S S R F W Q W U R G I H V V R U R Q W K H I D F X O W \ R I
WHDFKHV JUDG Marketing, Advertising and Technology Policy Communications,
Technology and Organizations Corporate Responsibility L Q W K H & R P P X Q L F D W L R Q
7 H F K Q R O R J \ & & 7 S W R L F O D P / K D L Y H [The New York Times](#) [The Wall
Street Journal](#) [The Washington Post](#) [The Washington Times](#) [Los Angeles Times](#) W K H
Chicago Tribune Broadcasting & Cable Christian Science Monitor D Q G K H
K D V D S S N B C , F O X , C N N , M S N B C Q N R D V D Q H [S H U W F R P P H Q W D W R U
R Doing Good--the New Rules of Corporate Responsibility, Conscience and Character L V D
& R Q W U L [EXHIBIT 7](#)

0U +RIIPDQ UHFHLYHG DQ \$ % IUR'P BURLQ F H R U R Q H W R I Z Y Q H U V L
8 Q L Y H U V L W \ / D Z & H Q W W H I G W R S V D F G W L F H & Q D Z V E H R I R \$ S S W D O V
& R P P R Q Z H D O W K R I 3 H Q Q V \ O Y D Q L D L W W H L S F W R U I V & R L O X F M E L D R X
& R X U W R I , Q W H U Q D W L R Q D O 7 U D G H D Q G W K H 8 6 6 X S U H P H

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0U :LOOLDPV UHFHLYHG D - ' IURP 7XODQH /DZ 6FKRRO DQ

D. Prior Experience

(DFK PHPEHU RI WKH WHDP EULQJVL QHDPD RIL B QJHYDKHW LHQ
DQDO\VLV UHSRUW ZULWLQJ DQG GDWD DVVHVVP H Page | 11

E. References

5HJDUGLQJ \$GRQLV +RIIPDQ SOHDVH UHIHU WR WKH IROOR

x & /HH 3HHOHU (VT 3UHVLGHQW DQG (WRRU\WRN \$SYHU
\$65& DQG ([HFXWLYH 9LFH 3UHVLGHQWR I W W W Q D O % X
%XUHD XV & % % %

x 0DU\ . (QJOH (VTLU\$VWRFL D W M L ' U R 3 Q D F \$ G F Y H W W) H V L H Q D
7UDGH & RPPLVVLRQ

x +RQRUDEOH 0LJQRQ / & O \ EXUQ & R P P Q W & R P P L U V) H R G H U

x *HQH .LPPHOPDQ (VT 3UHVLGHQW & (2 3XEOLF .QRZO

5HIHUHQFHV IRU RWKHU PHPEHUV