

# Putting the Opportunity in Perspective

Nikken, Inc. and Nihon Kenko Zoushin Kenkyukai, Canada Corp. (collectively referred to as “Nikken”) enjoy a reputation as a product-driven company. Its successful 30+ year track record and international expansion to 15 countries have helped make it one of the fastest growing and most successful network marketing companies in the world.

This dynamic growth comes for a number of reasons, not the least of which is the terrific income opportunity that Nikken provides. When someone is either considering a Nikken home based business or is a new Consultant, the questions invariably arise: How much does the average Nikken Consultant make in terms of monthly income —or annual income? Does pursuing a Nikken home based business benefit me financially? What are the best steps to take along the way? And what kind of return can I expect in relation to the effort I am putting out?

These are all legitimate questions. We will try to answer them as thoroughly as possible.

The overview on these pages will help answer these questions. The chart on the following page averages both general income and specific levels of achievement from Senior Consultant all the way up through Royal Diamond.

Nikken North America Consultants have shared the Nikken home based business opportunity with others and have used it as a pillar to build a solid, secure financial future. The chart gives average figures for all active Consultants and for all individuals at certain levels in Nikken. These levels of income and achievement rely heavily on personal effort and individual application.

We also offer this timely observation: as long as 240 months after signing up, some Nikken Consultants are still at Direct or Senior Consultant level, while others have climbed all the way to the rank of Diamond or even Royal Diamond. We observe that the majority of superior performances rely upon the individual's skill, training, effective business-building techniques and good old-fashioned hard work.

And no question, attitude plays a major role. Some people are passionate about their Nikken business and approach it with a sense of urgency. Others, though they may be committed, are not in as big a hurry. To both of these groups, we emphasize, Nikken has a home for you.

We do think it is significant, however, to note that tens of thousands of households in North America use Nikken products as end users with no thought of building a Nikken business. This is not surprising. Nikken products have been sold by the millions worldwide, and the company remains a world leader in broad spectrum wellness technology.

**Important:** The income figures on the opposite page are based on bonus earnings and are indicative of incomes that can be made. This is for Nikken Consultant training and information only. It is encouraged and recommended that Nikken Consultants provide a copy of this Average Consultant Income Sheet to all prospects with any discussion regarding Nikken income earnings. Showing of commission bonus checks is prohibited.

## Helpful Hints:

Here are some tips to help you use this information properly.

1. Nikken is not a “get-rich-quick” scheme. Your success will be directly proportionate to the amount of work and effort you're willing to put into your Nikken home based business — to sell your products to retail customers, to share the principles of the Nikken 5 Pillars of Health<sup>®</sup> and to help motivate, educate and inspire others.
2. All commissions and bonuses are based only on sales of products to retail customers. Front-end loading of inventory is prohibited. Retail orders should be shipped directly to customers.
3. Every Nikken home based business is built on an individual's own efforts. No legitimate Nikken business can be built on promises made to help someone else “build their business”. The most successful Consultant businesses are built by Nikken Consultants encouraging, training and supporting others. This includes the proper sharing of Nikken product knowledge, product technology, and the lifestyle benefits programs.

It is through the diligent and enthusiastic application of the Nikken 5 Pillars of Health<sup>®</sup> that successful Nikken home based businesses are built. With integrity and by empowering others to be the best they can be, we can all grow and prosper together.

## Average Consultant Income Sheet

### USA Annual Income Statistics 2016

Active Consultant Status*	% of Consultants at this Status	12-MONTH INCOME (U.S. DOLLARS)			Months Active at Nikken		
		HIGH	LOW	AVERAGE	High	Low	Average
<b>SPONSORING LEVELS</b>							
Bronze	5.05%	<b>4,323.72</b>	<b>5.40</b>	<b>169.00</b>	289	51	179
Executive	14.89%	<b>4,399.87</b>	<b>4.00</b>	<b>203.67</b>	288	1	124
Senior	20.66%	<b>2,787.47</b>	<b>1.19</b>	<b>199.29</b>	290	1	71
Direct	11.94%	<b>1,108.90</b>	<b>3.60</b>	<b>116.06</b>	256	1	20
<b>LEADERSHIP DEVELOPMENT LEVELS</b>							
Royal Diamond	0.57%	<b>742,064.62</b>	<b>18.50</b>	<b>102,625.05</b>	320	10	270
Diamond	1.31%	<b>189,065.62</b>	<b>10.00</b>	<b>18,322.23</b>	318	13	232
Platinum	5.40%	<b>47,079.82</b>	<b>7.20</b>	<b>2,847.87</b>	317	5	217
Gold	6.77%	<b>40,746.73</b>	<b>5.40</b>	<b>1,194.33</b>	314	9	205
Silver	33.42%	<b>17,354.29</b>	<b>1.80</b>	<b>552.40</b>	311	1	164

### Canada Annual Income Statistics 2016

The typical Nikken Canadian Consultant earned \$219.47 in 2016.							
Active Consultant Status*	% of Consultants at this Status	12-MONTH INCOME (CANADIAN DOLLARS)			Months Active at Nikken		
		HIGH	LOW	AVERAGE	High	Low	Average
<b>SPONSORING LEVELS</b>							
Bronze	5.90%	<b>7,395.39</b>	<b>10.01</b>	<b>274.21</b>	240	7	172
Executive	13.33%	<b>5,831.90</b>	<b>5.87</b>	<b>192.14</b>	256	17	140
Senior	18.41%	<b>7,184.73</b>	<b>3.40</b>	<b>290.82</b>	279	1	74
Direct	7.63%	<b>481.08</b>	<b>7.52</b>	<b>120.70</b>	205	1	26
<b>LEADERSHIP DEVELOPMENT LEVELS</b>							
Royal Diamond	0.71%	<b>514,072.85</b>	<b>9,441.98</b>	<b>158,221.79</b>	301	123	206
Diamond	1.42%	<b>28,599.85</b>	<b>38.36</b>	<b>11,780.63</b>	300	190	240
Platinum	7.02%	<b>12,316.11</b>	<b>12.74</b>	<b>1,948.99</b>	297	39	208
Gold	7.32%	<b>7,520.64</b>	<b>11.71</b>	<b>825.43</b>	280	52	199
Silver	38.25%	<b>27,131.53</b>	<b>10.46</b>	<b>535.59</b>	287	11	163

The incomes stated included all overrides and leadership, retail, pack bonus and Lifestyle bonuses actually earned during the time period of January 2016 to December 2016.

To be conservative, for the purpose of these statistics, the highest active status achieved during this 12-month period determined the sponsoring levels and leadership development levels. If a Consultant achieved the Bronze status for one month during this 12-month period, his/her income statistics are included in the Bronze level status.

The information in this flyer is not necessarily representative of what any individual Consultant will earn with these Annual Income Statistics. Any representation or guarantee of specific earnings would be misleading. Success with Nikken takes hard work, diligence, perseverance and leadership and depends on how effectively Nikken Consultants exercise those qualities.

#### Nikken's Leadership Lifestyle Incentive Programs

In addition to its rewarding compensation plan, Nikken offers a generous incentive program to all Gold Consultants and above. It can help pay for your home or be used to help finance other dreams or lifestyle aspirations, such as education and travel. Since its inception in 1992, this program has paid over \$40.6 million to qualified Nikken Consultants.

\*All Nikken Consultants are independent contractors, not employees or representatives of Nikken, Inc. and/or Nihon Kenko Zoushin Kenkyukai, Canada Corp.