



EMBARGOED UNTIL AUGUST 20

Herbalife Continues Partnership with Global Football Star Cristiano Ronaldo to Launch New CR7 Drive Sports Drink

Aimed at addressing nutritional needs of fitness enthusiasts and athletes, CR7 Drive delivers enhanced hydration, metabolism support and energy for peak sporting performances

Australia, August 20 2016 – Herbalife, a global nutrition company, have announced the official launch of two new sports products, *CR7 Drive* and *Formula 1 Sport*, which are available for purchase nationwide from August 20.

CR7 Drive, developed in collaboration with global football star Cristiano Ronaldo as part of the Herbalife24 sports nutrition range, has been created to optimize sports performance and address the specific nutritional needs of both casual fitness enthusiasts and professional athletes.

“CR7 Drive helps me to stay strong and last longer during my workouts and trainings. I can also recover faster, as CR7 Drive keeps me hydrated,” Ronaldo said.

As a contemporary take on traditional sports drinks, *CR7 Drive* provides three key components necessary for performance without the use of artificial flavors or sweeteners: enhanced hydration, metabolism support and energy. With only 50 calories per scoop, *CR7 Drive* is formulated with a high glucose to fructose ratio, along with 320 mg of vital electrolytes to deliver optimal hydration when the body needs it most.

CR7 Drive also contains vitamin B12, the essential vitamin required to support metabolism, as well as a good mix of carbohydrates to provide the energy required for peak sporting performances.

According to the Australian Bureau of Statistics, 4.7 Million people aged fifteen years and over are involved in organized sport per year in Australia, reinforcing the impact the introduction of *CR7 Drive* will have in the Australian market.

“We are very excited to bring *CR7 Drive* to consumers in Australia. Cristiano Ronaldo is an outstanding footballer and sportsman, who places great value on the benefits of good nutrition. With his stamp of approval on the product following the rigorous research and development process, we believe that the final product will deliver immense value to a wide spectrum of consumers, including fitness enthusiasts, casual and professional athletes alike,” said Rod Taylor, General Manager, Herbalife Australia and New Zealand.

Also due for release in Australia on August 20th, *Formula 1 Sport* is a protein based supplement, designed to support lean muscle mass, sustain energy and support immune function. *Formula 1 Sport* establishes a solid nutritional foundation for performance whilst tasting great. The product, balanced with carbohydrates, vitamins and minerals, comes in a delicious creamy vanilla flavour.

Dr. Darren Burgess, of the Herbalife Nutrition Advisory Board, is excited to welcome the new products in Herbalife's H24 sport range to Australia.

Dr. Burgess said "When engaging in intense physical activity, it's important to properly fuel your body. Sports drinks like Formula1 and CR7 are a great way to ensure optimal energy and hydration levels, and will allow you to sustain your peak sporting performance."

According to the recent Herbalife Asia Pacific Sports Nutrition Study¹, conducted with 5,500 respondents across 11 Asia Pacific markets, more than 60% of people in Australia have purchased sports drinks for hydration purposes over the past six months. This shows that consumers in Australia value the benefits that sports drinks can bring, underscoring the potential for *CR7 Drive* to make a big impact in the local market.

Among Australian respondents who purchased sports drinks in the survey, it is shown that 41 percent consume them after a workout, 26 percent do so during a workout, while only nine percent consume them before a workout.

¹Herbalife's Asia Pacific Sports Nutrition Study was conducted in March 2016, with 5,500 respondents aged 18 and above, from Australia, Hong Kong, India, Indonesia, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand and Vietnam.

-End -

For more findings from the Herbalife Asia Pacific Sports Nutrition Study, please refer to the attached infographic.

About Herbalife:

Herbalife is a global nutrition company that has been changing people's lives with great products since 1980. Our nutrition, weight-management, energy and fitness and personal care products are available exclusively to and through dedicated Independent Herbalife Members in more than 90 countries. We are committed to fighting the worldwide problems of poor nutrition and obesity by offering high-quality products, one-on-one coaching with a Herbalife member and a community that inspires customers to live a healthy, active life.

We support the Herbalife Family Foundation (HFF) and its Casa Herbalife programs to help bring good nutrition to children in need. We also sponsor more than 190 world-class athletes, teams and events around the globe, including Cristiano Ronaldo, the LA Galaxy and champions in many other sports.

The company has over 8,000 employees worldwide, and its shares are traded on the New York Stock Exchange (NYSE: HLF) with net sales of US\$4.5 billion in 2015. To learn more visit Herbalife.com.

Media Enquiries:

Rhiannon Bell
Corporate Communications Supervisor

0412 361 545

rhannonb.consultant@herbalife.com

Kate Dinning

Public Relations

0401 433 767

kate@grayspr.com.au

Cathy McHugh

Public Relations

0412 515 819

cathy@grayspr.com.au