



The Vitamin Shoppe® is the first and only choice of people seeking to fulfill their health and wellness needs.

The Vitamin Shoppe® is a specialty retailer and direct marketer of nutritional products ranging from vitamins and minerals to nutritional supplements, herbs, sports nutrition formulas, homeopathic remedies and health and beauty aids.

The Vitamin Shoppe® offers more than 20,000 items from more than 400 name brands. At the 500 **Vitamin Shoppe®** locations, customers can choose from the most trusted names in health and wellness, sports nutrition, weight management and personal care. The company carries national brand products and exclusive products under **The Vitamin Shoppe®** brand.

The Vitamin Shoppe® has a team of more than 2,500 **Health Enthusiasts** dedicated to helping customers find “answers for every body.” The Vitamin Shoppe® provides training and certification of associates through vigorous classes, both online and in stores. With a proprietary online learning Website, Vitamin Shoppe® University has a series of classes to help Health Enthusiasts improve their knowledge and skills in order to assist customers and grow within the company.

Important Data on The Vitamin Shoppe®

- International Franchisor: Vitamin Shoppe Industries, Inc. NYSE symbol: VSI
- Total Annual Turnover: US\$751 million
- Corporate Website: www.vitaminshoppe.com

The Vitamin Shoppe® International License Offer: Country Master Franchises

Master Franchisee Candidate Requirements

Experience with a relevant retail concept in the country

The ability to register products through required regulatory processes in a country

Access to up to US\$2,000,000 capital for this project

Access to quality real estate in high traffic markets

Direct involvement in the daily operations of the franchise

Master Franchisee Candidate Companies

Multi-brand licensing groups experienced with western brands

Hospitality, retailing and other service related businesses

Real estate, property development and management businesses

Developers and operators of shopping malls and retail centers

Distribution businesses

November 2012