

Jeunesse Completes Strategic Acquisition of MonaVie to Create Leading Multigenerational Healthy Living Company
Positioned to expand product offerings and geographic footprint to bring company closer to \$1 billion sales target

**婕斯完成策略性收購蒙納維公司，更大步跨進成為主導健康產業的領先地位的全球性的公司
藉此增加產品項目，擴大觸角到全世界更多的角落，朝向十億美元的銷售目標前進**

New ownership offers MonaVie a financial partner with strong leadership and balance sheet to support growth

蒙納維易主，由卓越團隊和強大完整的財務結構的夥伴協助其成長

ORLANDO, Fla., March 16, 2015 /PRNewswire/ -- Jeunesse Global (Jeunesse), a leading direct selling company devoted to inspiring healthy living and youth enhancement, announced today the acquisition of MonaVie, a provider of premium nutritional products sold through a global network of independent distributors, as well as its brand mynt™, creating a leading multigenerational healthy living company with a growing emphasis on the youth movement. As a combined company, the Jeunesse brand will operate on an international platform with a network of more than 4 million distributors in over 100 countries, supporting consumers from Generation Y to Baby Boomers with numerous products to help them live healthier lifestyles.

(佛羅里達州奧蘭多，2015年3月16日，美通社) 致力推廣健康產業及推動打造年輕新世代的知名網路營銷公司美商婕斯環球(以下簡稱「婕斯」) 今日宣布收購美商蒙納維(MonaVie)及其mynt™品牌，該公司為頂級營養品供應商，亦是透過全球獨立經銷商的網絡銷售產品，此舉讓婕斯將取得以健康和重新定義年輕為主軸的全球領先地位。兩家公司合併後，婕斯在原有的國際平台上，網絡增加超過四百萬家經銷商，更將擴大原有100多個國家的產品銷售網，為Y世代到戰後嬰兒潮世代的消費者提供各式各樣的產品，協助他們擁有更健康的生活品質。

"By welcoming MonaVie to the Jeunesse family, we created a very powerful and exciting opportunity for our company, consumers and distributors," said Randy Ray, Jeunesse Chief Executive Officer.

婕斯執行長Randy Ray表示：「我們歡迎蒙納維加入婕斯的大家庭，此舉將為我們公司、消費者、經銷商帶來更有力更令人振奮的機會。」

"Both companies are committed to helping distributors around the world deliver a best-in-class customer experience to help them maximize business opportunities and empower people to live their lives with purpose and in the healthiest manner possible," added Scott Lewis, Jeunesse Chief Visionary Officer. "The combined company will position us as a leading multigenerational healthy living brand and accelerate our growth trajectory."

婕斯首席策略總裁Scott Lewis補充說道：「兩間公司都致力協助全球經銷商提供頂尖的產品給全球客戶，幫助他們將商機最大化，並讓人們擁有最健康的生活和生命意義。兩家公司的結合將讓我們成為全方位健康產業的領先地位，而且亦將更加速我們的成長。」

Under the ownership of Jeunesse, MonaVie will have a strong financial partner offering them an enhanced balance sheet, significant economies of scale and an efficient operational infrastructure to support the company's growth plan. This acquisition will also allow both companies to enter and quickly expand new markets throughout the world.

在婕斯的帶領下，蒙納維因為有婕斯財務挹注，定會有亮眼的成長表現、擴大規模經濟和更有效率的營運，如此將可協助公司成長。此收購案也將讓兩家公司加速拓展進軍全球市場。

"This is an exciting step forward for MonaVie and our distributors. Our diligent work over the past two years has resulted in a right-sized company with innovative products and an efficient sourcing platform," commented Mauricio Bellora, MonaVie President and CEO. "In Jeunesse, one of the fastest growing companies in our industry, we have found the best possible partner to drive our growth plans and be the cornerstone of our future. As a combined company, we will work towards one goal, to offer consumers the perfect experience, allowing all our distributors to build sustainable businesses and maximize their potential."

「這對蒙納維及其經銷商來說都是令人振奮的一步。我們過去兩年的努力，透過創新的產品及有效率的網購平台，讓公司成長至今，已具相當之規模」蒙納維總裁暨執行長Mauricio Bellora表示。「婕斯在這個產業成長飛速，有了婕斯這個最佳夥伴，我們更能啟動成長計畫，奠定未來發展的基石。兩家公司結合後，我們朝著共同的目標努力，提供最完美的產品給顧客，讓我們所有的經銷商都能長長久久地經營，並激發出最大的潛力。」

In the past two years, MonaVie has launched its CORE nutritional products and rebranded EMV energy drinks, while also adding new flavors to the EMV line. In addition, the company premiered many products internationally.

過去兩年中蒙納維推出CORE營養品，並重新打造EMV能量飲料的品類，同時也新增EMV系列產品的口味。此外，蒙納維許多產品在全球市場也是首度在市場推出的新產品。

With the support of Jeunesse, MonaVie will continue its planned product rollout and international expansion, including the promotion of MonaVie's new brand, mynt™, which is focused on enhancing the positives of network marketing, and has begun a movement within the industry to change the way things are done. Jeunesse will bring mynt™ to Europe this summer and to Japan in the near future.

在婕斯的支持下，蒙納維將持續推出已研發的產品，並拓展至國際市場，包含推廣蒙納維的新品牌mynt™，此品牌著眼強化網絡行銷的優點，從產業內部開始改變既有作法。婕斯將於今年夏天將mynt™導入歐洲，並於近期內引進日本。

"The strategic acquisition of MonaVie presents Jeunesse with a valuable opportunity to leverage our combined strengths and significantly expand globally," added Mr. Lewis. "This is the right decision at the right time, not only because it will significantly increase our growth trajectory and bring us closer to our goal of \$1 billion in sales — but also because it brings new opportunities for our distributors, the lifeblood of our company."

「此一策略性收購蒙納維對婕斯來說是個難得的機會，讓我們得以結合雙方的優勢，在全世界大幅擴張」Scott Lewis補充說道。「我們在對的時間對了對的決定，不只因為這將讓我們的成長顯著提升，讓我們更接近十億美元銷售額的目標，也因為經銷商是我們公司的成功關鍵，此舉就是要為我們經銷商帶來嶄新的契機獲得更大的成功」

During the gradual integration process, both companies' businesses will continue to operate as usual.

兩家公司逐步整合期間，其營運將一如往昔。

Financial details of the acquisition are not being disclosed. As part of the acquisition agreement, Jeunesse cleared the debt of MonaVie with a purchase of their senior subordinated debentures.

本收購案的財務細節尚未公開。根據收購協議，婕斯買下蒙納維的信用債券，為其清償債務。

About Jeunesse Global

Jeunesse Global is a leading direct selling company devoted to encouraging healthy living and youth enhancement. Company research focuses on adult stem cell science, telomere support, DNA repair, fat loss technology, and nutrigenomics. Products are made in the United States and are exclusively formulated for Jeunesse. With a multilingual customer service, back office support team, global enrollment system, and in-house programming already in place, the company is fully operational in 32 offices around the world. Its distribution channels extend to over 100 countries. As a global leader, Jeunesse has a social responsibility to the community and is committed to extending a helping hand to underprivileged children globally through our philanthropic organization, Jeunesse Kids™. Jeunesse Global and the Jeunesse Global logo are registered trademarks of Jeunesse Global, LLC in the U.S. and/or other countries. For more information, please visit: jeunesseglobal.com. Follow Jeunesse on Facebook or Twitter.

關於美商婕斯環球

美商婕斯環球為網路營銷界的最成功的公司，致力推廣健康及推動年輕新世代的產品。公司致力於研究成人幹細胞技術、端粒延長、DNA修復、減脂科技、營養基因學。產品為婕斯獨家配方，於美國生產。婕斯擁有多語客服、後台支援團隊、全球後台網路系統、獨立擁有程式設計師，在全球32間辦公室完善運作，其經銷管道已延伸至100多國。婕斯引領全球，同時肩負對社會責任，透過慈善組織全心投入「婕斯關懷兒童計劃 Jeunesse Kids™」，協助全球弱勢孩童。美商婕斯環球及其商標於美國或其他國家以Jeunesse Global, LLC 註冊。

更多資訊，請見：jeunesseglobal.com。在Facebook或Twitter上追蹤婕斯。

About MonaVie

Since 2005, MonaVie has developed premium products dedicated to promoting health and wellness worldwide. Mona Vie products are marketed and sold in more than 30 countries and address four key areas necessary for optimal health: Nutrition, Weight, Energy, and Stress. The products empower people to live healthier, more meaningful lives. That greater meaning is revealed through the company's heartfelt commitment to doing good in the world and by helping children and families in need through the MORE Project, a nongovernmental, nonprofit organization that works with those facing extreme poverty in the favelas of Rio de Janeiro, Brazil. For more information, visit monavie.com.

關於蒙納維

蒙納維自2005年起開發頂尖產品，致力於全球推廣健康為訴求。蒙納維的產品於30多國行銷、銷售，主要針對最佳健康所需的四大關鍵項目：營養、體重、能量、壓力。產品讓人們能夠活得更健康、更有意義。蒙納維也全心投入慈善事業，透過「MORE專案」協助世界各地需要幫助的孩童及家庭。「MORE專案」是一個非政府、非營利組織，協助巴西里約熱內盧貧民窟的居民對抗赤貧。更多資訊，請見：monavie.com。

About mynt™

mynt™ is a brand that builds communities through its health and fitness products, an improved business opportunity, and personal growth objectives, all of which empowers people to make a difference in the world. Fueled by its vision to help others achieve their ambitions and live life on purpose, mynt™ enables anyone to take part in the brand and works with its community members to provide competitive products, strong rewards and recognition. mynt™ also offers a versatile business opportunity that compensates people in a variety of ways for their time and financial investment. It's the type of opportunity that can produce economic empowerment so people can put food on the table, pay bills, or even enjoy a fulfilling lifestyle. Learn more at gomynt.com.

關於 mynt™

mynt™ 以健康適能產品、更好的商機、個人成長目標為主軸，這些都讓人們能夠為世界帶來改變。mynt™ 的願景是協助他人實現抱負、讓人生有目標，因此所有人都能參與mynt™ 也與所有人一起以最有競爭力的產品、高報酬、高成就感的事業機會攜手合作。mynt™ 也提供各式各樣的機會，為成員投注的時間及金錢提供更多元獲利和報酬。這樣的機會能實現經濟自由，讓人們得以衣食溫飽、支付所需，甚至享受充實的生活型態。更多資訊，請見：gomynt.com。

資料來源(華爾街日報)：

<http://www.thestreet.com/story/13080489/1/jeunesse-com-pletes-strategic-acquisition-of-monavie-to-create-leading-multigenerational-healthy-living-company.html>