

Nu Skin Enterprises, Inc.
Revenue and Exchange Rate Data
Q3 2022 to Q3 2024

	Q3 2022	%	Q4 2022	%	Annual 2022	%	Q1 2023	%	Q2 2023	%	Q3 2023	%	Q4 2023	%	Annual 2023	%	Q1 2024	%	Q2 2024	%	Q3 2024	%
Selected Average Exchange Rates																						
Japan	138.11		140.78		130.58		132.37		137.43		144.79		147.59		140.53		148.48		155.96		148.81	
South Korea	1,342.23		1,358.20		1,288.55		1,283.04		1,314.54		1,316.55		1,321.05		1,307.03		1,330.04		1,371.65		1,351.91	
Taiwan	30.38		31.14		29.77		30.69		31.68		31.76		31.68		31.18		31.46		32.36		32.23	
Hong Kong	7.85		7.82		7.83		7.84		7.84		7.83		7.81		7.83		7.83		7.82		7.80	
China	6.84		7.11		6.68		6.85		7.03		7.23		7.21		7.08		7.04		7.21		7.02	
Singapore	1.40		1.38		1.37		1.33		1.34		1.35		1.35		1.34		1.34		1.35		1.32	
Malaysia	4.47		4.56		4.37		4.39		4.52		4.63		4.70		4.56		4.72		4.73		4.46	
Thailand	36.41		36.15		34.92		33.97		34.45		35.17		35.61		34.80		35.67		36.71		34.62	
Selected Local Currency Revenues																						
Japan - Thousand Yen	7,357,948		7,584,804		29,367,752		6,963,456		6,989,965		7,731,641		7,522,072		29,207,134		6,568,354		6,642,053		7,027,106	
South Korea - Thousand Won	90,247,519		81,531,388		346,242,324		90,228,505		70,572,394		83,876,084		63,912,399		308,589,382		54,482,267		60,516,013		61,107,684	
Taiwan - Thousand NT\$	840,327		832,644		3,150,995		703,225		764,747		869,653		882,244		3,219,869		649,296		748,353		728,591	
Hong Kong - Thousand HK\$	93,587		102,084		402,175		89,518		95,536		104,394		104,417		393,864		76,885		83,817		86,915	
China - Thousand RMB	513,695		525,863		2,407,074		465,636		620,814		507,593		515,502		2,109,544		429,929		466,359		372,200	
Singapore - Thousand S\$	11,861		11,805		59,189		8,679		9,944		10,876		12,493		41,992		9,649		11,709		10,977	
Malaysia - Thousand Ringgit	76,179		58,178		279,432		54,356		54,248		58,047		61,964		228,615		49,283		57,929		51,500	
Thailand - Thousand Baht	169,963		155,894		680,940		127,772		120,461		137,038		127,718		512,988		128,907		126,569		137,130	
US\$ Revenue (in thousands)																						
China	75,151	14.0%	73,935	14.2%	360,389	16.2%	67,976	14.1%	88,362	17.7%	70,225	14.1%	71,516	14.6%	298,079	15.1%	61,067	14.6%	64,710	14.7%	53,020	12.3%
South Korea	67,237	12.5%	60,029	11.5%	268,707	12.1%	70,324	14.6%	53,686	10.7%	63,709	12.8%	48,380	9.9%	236,099	12.0%	40,963	9.8%	44,119	10.0%	45,201	10.5%
Indonesia	28,994	5.4%	28,252	5.4%	115,737	5.2%	27,635	5.7%	22,389	4.5%	22,667	4.5%	21,397	4.4%	94,088	4.8%	20,732	5.0%	16,264	3.7%	15,971	3.7%
Malaysia	17,035	3.2%	12,746	2.4%	63,892	2.9%	12,391	2.6%	11,993	2.4%	12,547	2.5%	13,180	2.7%	50,111	2.5%	10,437	2.5%	12,249	2.8%	11,547	2.7%
Singapore	8,487	1.6%	8,544	1.6%	43,081	1.9%	6,510	1.4%	7,421	1.5%	8,059	1.6%	9,251	1.9%	31,241	1.6%	7,197	1.7%	8,653	2.0%	8,316	1.9%
Thailand	4,668	0.9%	4,312	0.8%	19,499	0.9%	3,761	0.8%	3,497	0.7%	3,896	0.8%	3,587	0.7%	14,741	0.7%	3,614	0.9%	3,448	0.8%	3,961	0.9%
Pacific	13,252	2.5%	12,044	2.3%	52,211	2.3%	9,161	1.9%	9,041	1.8%	12,590	2.5%	10,446	2.1%	41,238	2.1%	9,857	2.4%	10,091	2.3%	10,274	2.4%
Other Southeast Asia	11,066	2.1%	10,708	2.1%	102,202	4.6%	8,352	1.7%	9,423	1.9%	8,984	1.8%	9,028	1.8%	77,025	3.9%	8,228	2.0%	9,636	2.2%	9,446	2.2%
Canada	11,174	2.1%	11,397	2.2%	44,278	2.0%	7,985	1.7%	8,978	1.8%	9,630	1.9%	10,267	2.1%	36,860	1.9%	6,565	1.6%	6,532	1.5%	6,157	1.4%
Latin America	23,075	4.3%	23,862	4.6%	84,425	3.8%	15,810	3.3%	15,708	3.1%	15,831	3.2%	15,675	3.2%	63,024	3.2%	8,916	2.1%	11,913	2.7%	15,978	3.7%
USA	97,342	18.1%	93,662	17.9%	379,834	17.1%	77,362	16.1%	82,955	16.6%	66,210	13.3%	71,811	14.7%	298,338	15.2%	59,550	14.3%	66,490	15.1%	55,059	12.8%
Hong Kong	11,925	2.2%	13,052	2.5%	51,368	2.3%	11,422	2.4%	12,188	2.4%	13,340	2.7%	13,364	2.7%	50,314	2.6%	9,825	2.4%	10,717	2.4%	11,143	2.6%
Taiwan	27,662	5.1%	26,737	5.1%	105,829	4.8%	23,126	4.8%	24,920	5.0%	27,384	5.5%	27,845	5.7%	103,275	5.2%	20,641	4.9%	23,129	5.3%	22,606	5.3%
Japan	53,276	9.9%	53,877	10.3%	224,896	10.1%	52,606	10.9%	50,862	10.2%	53,399	10.7%	50,966	10.4%	207,833	10.6%	44,236	10.6%	42,587	9.7%	47,222	11.0%
Europe	43,324	8.1%	53,452	10.2%	195,250	8.8%	46,213	9.6%	45,959	9.2%	48,849	9.8%	46,592	9.5%	187,613	9.5%	41,496	9.9%	39,948	9.1%	37,724	8.8%
SAF/Israel/Ukr/Russ	1,775	0.3%	1,885	0.4%	9,025	0.4%	1,231	0.3%	1,009	0.2%	1,199	0.2%	1,300	0.3%	4,739	0.2%	777	0.2%	766	0.2%	853	0.2%
Other	42,362	7.9%	33,846	6.5%	157,247	7.1%	39,597	8.2%	51,866	10.4%	60,253	12.1%	64,035	13.1%	215,751	11.0%	63,205	15.1%	67,829	15.4%	75,667	17.6%
Revenue by Segment in US\$																						
Mainland China	75,151	14.0%	73,935	14.2%	360,389	16.2%	67,976	14.1%	88,362	17.7%	70,225	14.1%	71,516	14.6%	298,079	15.1%	61,067	14.6%	64,710	14.7%	53,020	12.3%
Americas	131,591	24.5%	128,921	24.7%	508,537	22.8%	101,157	21.0%	107,641	21.5%	91,671	18.4%	97,753	20.0%	398,222	20.2%	75,031	18.0%	84,935	19.3%	77,194	17.9%
South Korea	67,237	12.5%	60,029	11.5%	268,707	12.1%	70,324	14.6%	53,686	10.7%	63,709	12.8%	48,380	9.9%	236,099	12.0%	40,963	9.8%	44,119	10.0%	45,201	10.5%
Southeast Asia/Pacific	83,502	15.5%	76,606	14.7%	344,411	15.5%	67,810	14.1%	63,764	12.7%	68,743	13.8%	66,889	13.7%	267,206	13.6%	60,065	14.4%	60,341	13.7%	59,515	13.8%
Japan	53,276	9.9%	53,877	10.3%	224,896	10.1%	52,606	10.9%	50,862	10.2%	53,399	10.7%	50,966	10.4%	207,833	10.6%	44,236	10.6%	42,587	9.7%	47,222	11.0%
Hong Kong/Taiwan	39,587	7.4%	39,789	7.6%	157,197	7.1%	34,548	7.2%	37,108	7.4%	40,724	8.2%	41,209	8.4%	153,589	7.8%	30,466	7.3%	33,846	7.7%	33,749	7.8%
Europe & Africa	45,099	8.4%	55,337	10.6%	204,275	9.2%	47,444	9.9%	46,968	9.4%	50,048	10.0%	47,892	9.8%	192,352	9.8%	42,273	10.1%	40,714	9.3%	38,577	9.0%
Other	42,362	7.9%	33,846	6.5%	157,247	7.1%	39,597	8.2%	51,866	10.4%	60,253	12.1%	64,035	13.1%	215,751	11.0%	63,205	15.1%	67,829	15.4%	75,667	17.6%
Total Revenue	537,805	100%	522,340	100%	2,225,659	100%	481,462	100%	500,257	100%	498,772	100%	488,640	100%	1,969,131	100%	417,306	100%	439,081	100%	430,145	100%