

**Nu Skin Enterprises, Inc.**  
**Customers & Sales Leaders**  
**Q3 2022 to Q3 2024**

	<b>Q3 2022</b>	<b>Q4 2022</b>	<b>Q1 2023</b>	<b>Q2 2023</b>	<b>Q3 2023</b>	<b>Q4 2023</b>	<b>Q1 2024</b>	<b>Q2 2024</b>	<b>Q3 2024</b>	<b>YOY % Growth</b>
<b>Mainland China Customers</b>	256,183	202,933	217,101	214,907	189,221	207,276	162,239	179,021	148,402	<b>-21.6%</b>
<b>Mainland China Paid Affiliates</b>	23,088	23,436	24,522	28,825	27,509	25,889	24,405	24,404	22,843	<b>-17.0%</b>
<b>Mainland China Sales Leaders</b>	11,897	12,359	10,034	13,777	12,647	11,296	9,600	10,266	9,348	<b>-26.1%</b>
<b>South Korea Customers</b>	134,549	123,749	120,907	112,019	109,550	103,151	100,230	99,358	90,248	<b>-17.6%</b>
<b>South Korea Paid Affiliates</b>	47,852	45,058	40,599	23,012	24,110	22,166	20,594	22,116	20,774	<b>-13.8%</b>
<b>South Korea Sales Leaders</b>	6,992	6,094	6,242	5,784	6,436	5,249	4,122	4,689	4,388	<b>-31.8%</b>
<b>Americas Customers</b>	316,123	299,287	266,378	263,138	231,215	231,183	199,399	226,626	211,583	<b>-8.5%</b>
<b>Americas Paid Affiliates</b>	44,745	42,633	38,707	36,048	32,769	31,910	29,081	29,531	28,772	<b>-12.2%</b>
<b>Americas Sales Leaders</b>	9,545	9,594	8,242	7,872	7,537	7,126	6,616	6,070	6,450	<b>-14.4%</b>
<b>Southeast Asia/Pacific Customers</b>	153,432	141,183	117,266	106,283	111,151	106,471	93,411	88,662	86,307	<b>-22.4%</b>
<b>Southeast Asia/Pacific Paid Affiliates</b>	40,624	38,653	36,431	32,769	33,574	34,404	29,778	29,701	26,749	<b>-20.3%</b>
<b>Southeast Asia/Pacific Sales Leaders</b>	7,618	6,999	6,337	5,814	6,351	6,418	5,570	5,601	5,398	<b>-15.0%</b>
<b>Japan Customers</b>	121,202	119,152	115,161	112,484	114,316	113,670	108,808	109,357	112,257	<b>-1.8%</b>
<b>Japan Paid Affiliates</b>	38,119	38,021	37,155	36,765	37,695	22,417	21,679	21,575	22,623	<b>-40.0%</b>
<b>Japan Sales Leaders</b>	6,063	5,936	5,688	5,853	7,087	7,086	6,385	6,116	6,866	<b>-3.1%</b>
<b>Hong Kong/Taiwan Customers</b>	69,989	62,903	56,410	54,815	54,134	52,110	47,693	47,154	47,680	<b>-11.9%</b>
<b>Hong Kong/Taiwan Paid Affiliates</b>	17,439	17,286	16,286	10,327	11,251	11,212	10,321	10,757	10,947	<b>-2.7%</b>
<b>Hong Kong/Taiwan Sales Leaders</b>	2,932	3,015	2,688	2,602	2,868	2,916	2,601	2,418	2,516	<b>-12.3%</b>
<b>Europe &amp; Africa Customers</b>	187,906	197,917	190,313	177,472	169,320	163,178	163,481	143,336	135,291	<b>-20.1%</b>
<b>Europe &amp; Africa Paid Affiliates</b>	31,409	31,869	27,654	19,906	19,254	18,888	18,313	17,402	16,556	<b>-14.0%</b>
<b>Europe &amp; Africa Sales Leaders</b>	4,777	4,740	4,524	4,105	4,105	3,968	3,715	3,432	3,318	<b>-19.2%</b>
<b>TOTAL CUSTOMERS</b>	1,239,384	1,147,124	1,083,536	1,041,118	978,907	977,039	875,261	893,514	831,768	<b>-15.0%</b>
<b>TOTAL PAID AFFILIATES</b>	243,276	236,956	221,354	187,652	186,162	166,886	154,171	155,486	149,264	<b>-19.8%</b>
<b>TOTAL SALES LEADERS</b>	49,824	48,737	43,755	45,807	47,031	44,059	38,609	38,592	38,284	<b>-18.6%</b>