

**Nu Skin Enterprises, Inc.**  
**Revenue and Exchange Rate Data**  
**Q4 2022 to Q4 2024**

	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Annual 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Annual 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Annual 2024
<b>Selected Average Exchange Rates</b>															
Japan	116.20	129.48	138.11	140.78	130.58	132.37	137.43	144.79	147.59	140.53	148.48	155.96	148.81	152.37	151.34
South Korea	1,206.15	1,262.05	1,342.23	1,358.20	1,268.55	1,263.04	1,314.54	1,316.55	1,321.05	1,307.03	1,330.04	1,371.65	1,351.91	1,399.07	1,361.39
Taiwan	28.02	29.39	30.38	31.14	29.77	30.41	30.69	31.76	31.68	31.18	31.46	32.36	32.23	32.38	32.12
Hong Kong	7.81	7.85	7.85	7.82	7.83	7.84	7.84	7.83	7.81	7.83	7.83	7.82	7.80	7.78	7.81
China	6.35	6.62	6.84	6.68	6.68	6.85	7.03	7.23	7.21	7.08	7.04	7.21	7.02	7.15	7.11
Singapore	1.35	1.37	1.40	1.38	1.37	1.33	1.34	1.35	1.35	1.34	1.34	1.35	1.32	1.33	1.34
Malaysia	4.20	4.35	4.47	4.56	4.37	4.39	4.52	4.63	4.70	4.56	4.72	4.73	4.46	4.41	4.57
Thailand	33.24	34.46	36.41	36.15	34.92	33.97	34.45	35.17	35.61	34.80	35.67	36.71	34.62	33.98	35.20
															1.02
<b>Selected Local Currency Revenues</b>															
Japan - Thousand Yen	7,180,114	7,244,665	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	7,239,537	27,477,050
South Korea - Thousand Won	87,003,218	87,470,161	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	46,761,181	222,867,144
Taiwan - Thousand NTS	681,388	796,812	840,327	832,644	3,150,995	703,225	764,747	869,653	882,244	3,219,869	649,296	748,353	728,591	722,922	2,849,161
Hong Kong - Thousand HK\$	110,644	95,858	93,587	102,084	402,175	89,518	95,536	104,394	104,417	393,864	76,885	83,817	86,915	79,523	327,141
China - Thousand RMB	790,294	574,313	513,695	525,863	2,407,074	465,636	620,814	507,593	515,502	2,109,544	429,929	466,359	372,200	403,544	1,672,033
Singapore - Thousand S\$	16,206	19,317	11,861	11,805	59,189	8,679	9,944	10,876	12,493	41,992	9,649	11,709	10,977	12,096	44,430
Malaysia - Thousand Ringgit	88,770	56,303	76,179	58,178	279,432	54,396	54,248	58,047	61,964	228,615	49,283	57,929	51,500	57,009	215,720
Thailand - Thousand Baht	173,439	182,680	169,963	155,894	680,940	127,772	120,461	137,038	127,718	512,988	128,907	126,569	137,130	128,856	519,461
<b>US\$ Revenue (in thousands)</b>															
China	124,495 20.6%	86,808 15.5%	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%	56,438 12.7%	235,235 13.6%
South Korea	72,133 11.9%	69,308 12.4%	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%	33,423 7.5%	163,706 9.5%
Indonesia	26,485 4.4%	32,006 5.7%	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%	18,921 4.2%	71,888 4.2%
Malaysia	21,160 3.5%	12,951 2.3%	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%	12,940 2.9%	47,173 2.7%
Singapore	11,986 2.0%	14,064 2.5%	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%	9,081 2.0%	33,247 1.9%
Thailand	5,218 0.9%	5,301 0.9%	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%	3,733 0.8%	14,756 0.9%
Pacific	12,421 2.1%	14,494 2.6%	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%	10,013 2.2%	40,235 2.3%
Other Southeast Asia	12,966 2.1%	15,251 2.7%	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%	10,237 2.3%	77,782 4.5%
Canada	10,037 1.7%	11,670 2.1%	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%	13,472 3.1%	6,157 1.4%	6,035 1.4%	32,229 1.9%
Latin America	20,055 3.3%	17,433 3.1%	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%	20,979 4.7%	57,786 3.3%
USA	93,488 15.5%	95,342 17.0%	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%	59,550 13.6%	55,059 12.8%	58,342 13.1%	232,501 13.4%
Hong Kong	14,174 2.3%	12,217 2.2%	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%	10,221 2.3%	41,906 2.4%
Taiwan	24,320 4.0%	27,110 4.8%	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%	22,660 5.3%	22,328 5.0%	88,704 5.1%
Japan	61,791 10.2%	55,952 10.0%	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%	47,512 10.7%	181,557 10.5%
Europe	49,859 8.2%	48,615 8.7%	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%	0.0%	119,168 6.9%
SAF/Israel/Ukr/Russ	3,109 0.5%	2,256 0.4%	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%	42,600 9.6%	44,996 2.6%
Other	41,202 6.8%	39,837 7.1%	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%	82,749 18.6%	289,450 16.7%
<b>Revenue by Segment in US\$</b>															
Mainland China	124,495 20.6%	86,808 15.5%	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%	56,438 12.7%	235,235 13.6%
Americas	123,580 20.4%	124,445 22.2%	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%	85,356 19.2%	322,516 18.6%
South Korea	72,133 11.9%	69,308 12.4%	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%	33,423 7.5%	163,706 9.5%
Southeast Asia/Pacific	90,236 14.9%	94,067 16.8%	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%	64,925 14.6%	244,846 14.1%
Japan	61,791 10.2%	55,952 10.0%	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%	47,512 10.7%	181,557 10.5%
Hong Kong/Taiwan	38,494 6.4%	39,327 7.0%	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%	32,549 7.5%	130,610 7.5%
Europe & Africa	52,968 8.8%	50,871 9.1%	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%	42,600 9.6%	164,164 9.5%
Other	41,202 6.8%	39,837 7.1%	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%	82,749 18.6%	289,450 16.7%
<b>Total Revenue</b>	<b>604,899 100%</b>	<b>560,615 100%</b>	<b>537,805 100%</b>	<b>522,340 100%</b>	<b>2,225,659 100%</b>	<b>481,462 100%</b>	<b>500,257 100%</b>	<b>498,772 100%</b>	<b>488,640 100%</b>	<b>1,969,131 100%</b>	<b>417,306 100%</b>	<b>439,081 100%</b>	<b>430,145 100%</b>	<b>445,552 100%</b>	<b>1,732,084 100%</b>

**Nu Skin Enterprises, Inc.**  
**Balance Sheet Data**  
**Q4 2022 to Q4 2024**  
In thousands of US\$

	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024
<b>ASSETS</b>												
Current assets												
Cash & cash equivalents	302,216.0	363,923.0	294,136.0	264,725.0	229,941.0	235,554.0	233,314.0	256,057.0	212,532.0	224,250.0	227,751.0	186,883.0
Current investments	15,313.0	17,877.0	13,868.0	13,784.0	16,774.0	16,772.0	16,673.0	11,759.0	8,674.0	8,671.0	10,077.0	11,111.0
Accounts receivable	52,171.0	43,694.0	47,991.0	47,360.0	60,008.0	67,166.0	77,251.0	58,695.0	67,041.0	71,554.0	68,812.0	50,784.0
Inventory	381,585.0	354,211.0	327,481.0	346,183.0	366,537.0	372,250.0	291,103.0	279,978.0	265,100.0	243,994.0	247,789.0	190,242.0
Other current assets	97,923.0	103,188.0	94,366.0	87,816.0	100,302.0	100,833.0	82,781.0	81,066.0	93,913.0	105,937.0	98,942.0	72,643.0
Current assets held for sale	-	-	-	-	-	-	-	14,316.0	-	-	-	26,936.0
<b>Total current assets</b>	<b>849,208.0</b>	<b>882,893.0</b>	<b>777,842.0</b>	<b>759,868.0</b>	<b>773,562.0</b>	<b>792,575.0</b>	<b>701,122.0</b>	<b>701,871.0</b>	<b>647,260.0</b>	<b>654,406.0</b>	<b>653,371.0</b>	<b>538,599.0</b>
Fixed Assets (net)												
Fixed Assets (net)	448,822.0	443,036.0	433,367.0	444,806.0	437,986.0	430,328.0	428,932.0	432,965.0	422,818.0	411,918.0	410,673.0	379,595.0
Right of Use Assets (net)	132,949.0	118,413.0	105,103.0	98,734.0	98,683.0	94,707.0	86,315.0	90,107.0	93,092.0	88,071.0	85,550.0	72,605.0
Goodwill	206,432.0	206,432.0	206,432.0	206,432.0	206,432.0	229,469.0	229,469.0	218,166.0	230,768.0	99,885.0	99,885.0	83,625.0
Other Intangibles (net)	74,874.0	72,665.0	68,743.0	66,701.0	64,711.0	112,619.0	108,972.0	95,260.0	101,933.0	88,464.0	85,266.0	74,278.0
Other assets (long term)	179,964.0	177,462.0	171,685.0	244,429.0	243,271.0	234,078.0	238,281.0	247,606.0	246,044.0	243,228.0	248,150.0	298,008.0
Long-term assets held for sale	-	-	-	-	-	-	-	22,651.0	-	-	-	22,204.0
<b>Total assets</b>	<b>1,892,249.0</b>	<b>1,900,901.0</b>	<b>1,763,172.0</b>	<b>1,820,970.0</b>	<b>1,824,645.0</b>	<b>1,893,776.0</b>	<b>1,793,091.0</b>	<b>1,808,626.0</b>	<b>1,741,915.0</b>	<b>1,585,972.0</b>	<b>1,582,895.0</b>	<b>1,468,914.0</b>
<b>LIABILITIES AND STOCKHOLDER'S EQUITY</b>												
Current liabilities												
Accounts payable	40,719.0	55,013.0	41,620.0	53,963.0	49,494.0	49,529.0	48,583.0	43,113.0	32,237.0	36,305.0	32,736.0	34,880.0
Accrued expenses	343,737.0	289,130.0	281,418.0	280,280.0	275,774.0	255,510.0	245,432.0	253,702.0	247,068.0	242,288.0	246,615.0	217,808.0
Current portion of long-term debt	110,000.0	40,000.0	42,500.0	25,000.0	47,500.0	140,000.0	140,000.0	25,000.0	30,000.0	30,000.0	60,000.0	30,000.0
Current liabilities held for sale	-	-	-	-	-	-	-	7,056.0	-	-	-	13,919.0
<b>Total current liabilities</b>	<b>494,456.0</b>	<b>384,143.0</b>	<b>365,538.0</b>	<b>359,243.0</b>	<b>372,768.0</b>	<b>445,039.0</b>	<b>434,015.0</b>	<b>328,871.0</b>	<b>309,305.0</b>	<b>308,593.0</b>	<b>339,351.0</b>	<b>296,607.0</b>
Lease Liability												
Lease Liability	100,844.0	90,156.0	78,053.0	76,540.0	78,776.0	74,487.0	68,208.0	70,943.0	74,198.0	70,318.0	68,351.0	58,439.0
Long-term debt												
Long-term debt	258,995.0	387,179.0	382,323.0	377,466.0	372,609.0	367,753.0	362,896.0	478,040.0	453,183.0	428,327.0	373,470.0	363,613.0
Other liabilities												
Other liabilities	103,754.0	98,388.0	95,324.0	110,425.0	107,522.0	111,152.0	105,785.0	106,640.0	95,023.0	92,570.0	94,848.0	97,475.0
Long-term liabilities held for sale	-	-	-	-	-	-	-	2,163.0	-	-	-	1,325.0
<b>Total liabilities</b>	<b>958,049.0</b>	<b>959,866.0</b>	<b>921,238.0</b>	<b>923,674.0</b>	<b>931,675.0</b>	<b>998,431.0</b>	<b>970,904.0</b>	<b>986,657.0</b>	<b>931,709.0</b>	<b>899,808.0</b>	<b>876,020.0</b>	<b>817,459.0</b>
Stockholder's equity												
Capital Stock	91.0	91.0	91.0	91.0	91.0	91.0	91.0	91.0	91.0	91.0	91.0	91.0
Additional paid-in capital	599,258.0	606,349.0	609,886.0	613,278.0	611,483.0	615,579.0	619,193.0	621,853.0	618,706.0	621,440.0	624,665.0	627,787.0
Treasury stock, at cost	(1,526,778.0)	(1,520,769.0)	(1,559,967.0)	(1,569,061.0)	(1,559,080.0)	(1,557,777.0)	(1,570,718.0)	(1,570,440.0)	(1,564,942.0)	(1,564,090.0)	(1,563,878.0)	(1,563,614.0)
Other comprehensive income / (loss)	(69,528.0)	(90,638.0)	(109,385.0)	(86,509.0)	(91,005.0)	(101,446.0)	(108,836.0)	(100,006.0)	(110,607.0)	(116,995.0)	(105,040.0)	(124,758.0)
Retained earnings	1,931,157.0	1,946,002.0	1,901,309.0	1,939,497.0	1,931,481.0	1,938,898.0	1,882,457.0	1,870,471.0	1,866,958.0	1,745,718.0	1,751,037.0	1,711,949.0
<b>Total stockholder's equity</b>	<b>934,200.0</b>	<b>941,035.0</b>	<b>841,934.0</b>	<b>897,296.0</b>	<b>892,970.0</b>	<b>895,345.0</b>	<b>822,187.0</b>	<b>821,969.0</b>	<b>810,206.0</b>	<b>686,164.0</b>	<b>706,875.0</b>	<b>651,455.0</b>
<b>Total liabilities &amp; equity</b>	<b>1,892,249.0</b>	<b>1,900,901.0</b>	<b>1,763,172.0</b>	<b>1,820,970.0</b>	<b>1,824,645.0</b>	<b>1,893,776.0</b>	<b>1,793,091.0</b>	<b>1,808,626.0</b>	<b>1,741,915.0</b>	<b>1,585,972.0</b>	<b>1,582,895.0</b>	<b>1,468,914.0</b>

**Nu Skin Enterprises, Inc.**  
**Income Statement Data**  
**Q4 2022 to Q4 2024**  
In thousands of US\$ (except per share data)

	Q4 2022	%	Annual 2022	%	Q1 2023	%	Q2 2023	%	Q3 2023	%	Q4 2023	%	Annual 2023	%	Q1 2024	%	Q2 2024	%	Q3 2024	%	Q4 2024	%	Annual 2024	%
Revenue	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%	445,552	100%	1,732,084	100%
Cost of Sales	147,816	28.3%	630,915	28.3%	133,588	27.7%	135,542	27.1%	206,505	41.4%	136,215	27.9%	611,850	31.1%	123,242	29.5%	131,904	30.0%	128,682	29.9%	166,405	37.3%	550,233	31.8%
Gross Margin	374,524	71.7%	1,594,744	71.7%	347,874	72.3%	364,715	72.9%	292,267	58.6%	352,425	72.1%	1,357,281	68.9%	294,064	70.5%	307,177	70.0%	301,463	70.1%	279,147	62.7%	1,181,851	68.2%
Operating Expenses																								
Selling Expenses	201,031	38.5%	879,634	39.5%	188,124	39.1%	185,165	37.0%	187,750	37.6%	181,326	37.1%	742,365	37.7%	153,542	36.8%	165,463	37.7%	167,612	39.0%	165,422	37.1%	652,039	37.6%
General & Administrative	127,664	24.4%	555,769	25.0%	133,899	27.8%	137,044	27.4%	130,882	26.2%	145,033	29.7%	546,858	27.8%	124,566	29.9%	117,921	26.9%	115,620	26.9%	120,930	27.1%	479,037	27.7%
Restructuring Costs	18,370	3.5%	48,494	2.2%	9,787	2.0%	-	0.0%	-	0.0%	10,003	2.0%	19,790	1.0%	7,134	1.7%	149,350	34.0%	-	0.0%	45,876	10.3%	202,360	11.7%
Total Operating	347,065	66.4%	1,483,897	66.7%	331,810	68.9%	322,209	64.4%	318,632	63.9%	336,362	68.8%	1,309,013	66.5%	285,242	68.4%	432,734	98.6%	283,232	65.8%	332,228	74.6%	1,333,436	77.0%
Operating Income	27,459	5.3%	110,847	5.0%	16,064	3.3%	42,506	8.5%	(26,365)	-5.3%	16,063	3.3%	48,268	2.5%	8,822	2.1%	(125,557)	-28.6%	18,231	4.2%	(53,081)	-11.9%	(151,585)	-8.8%
Other Income	(3,104)	-0.6%	(21,877)	-1.0%	(1,476)	-0.3%	(5,393)	-1.1%	(8,086)	-1.6%	(6,735)	-1.4%	(21,690)	-1.1%	(7,721)	-1.9%	(6,091)	-1.4%	(4,933)	-1.1%	(4,721)	-1.1%	(23,466)	-1.4%
Income Before Tax	24,355	4.7%	88,970	4.0%	14,588	3.0%	37,113	7.4%	(34,451)	-6.9%	9,328	1.9%	26,578	1.3%	1,101	0.3%	(131,648)	-30.0%	13,298	3.1%	(57,802)	-13.0%	(175,051)	-10.1%
Income Taxes	(32,860)	-6.3%	(15,808)	-0.7%	3,212	0.7%	10,221	2.0%	2,504	0.5%	2,046	0.4%	17,983	0.9%	1,634	0.4%	(13,390)	-3.0%	4,996	1.2%	(21,697)	-4.9%	(28,457)	-1.6%
<b>Net Income</b>	<b>57,215</b>	<b>11.0%</b>	<b>104,778</b>	<b>4.7%</b>	<b>11,376</b>	<b>2.4%</b>	<b>26,892</b>	<b>5.4%</b>	<b>(36,955)</b>	<b>-7.4%</b>	<b>7,282</b>	<b>1.5%</b>	<b>8,595</b>	<b>0.4%</b>	<b>(533)</b>	<b>-0.1%</b>	<b>(118,258)</b>	<b>-26.9%</b>	<b>8,302</b>	<b>1.9%</b>	<b>(36,105)</b>	<b>-8.1%</b>	<b>(146,594)</b>	<b>-8.5%</b>
Thousands of Shares O/S	49,783		50,525		50,058		50,161		49,859		49,479		49,860		49,538		49,688		49,733		49,712		49,662	
<b>Diluted EPS</b>	<b>1.15</b>		<b>2.07</b>		<b>0.23</b>		<b>0.54</b>		<b>(0.74)</b>		<b>0.15</b>		<b>0.17</b>		<b>(0.01)</b>		<b>(2.38)</b>		<b>0.17</b>		<b>(0.73)</b>		<b>(2.95)</b>	
Prior Year Revenue and EPS																								
Revenue	673,436	-22.4%	2,695,669	-17.4%	604,899	-20.4%	560,615	-10.8%	537,805	-7.3%	522,340	-6.5%	2,225,659	-11.5%	481,462	-13.3%	500,257	-12.2%	498,772	-13.8%	488,640	-8.8%	1,969,131	-12.0%
EPS	(0.18)	-738.9%	2.86	-27.6%	0.76	-69.7%	0.67	-19.4%	(0.51)	45.1%	1.15	-87.0%	2.07	-91.8%	0.23	-104.3%	0.54	-540.7%	(0.74)	-123.0%	0.15	-586.7%	0.17	-1835.3%
Interest expense	4,608		13,493		4,888		5,769		7,535		7,369		25,561		4,888		5,769		7,535		7,369		25,561	
Depreciation/Amortization	18,571		72,506		16,983		17,164		18,192		18,584		70,923		18,437		17,164		18,192		18,584		72,377	
FAS 123R Equity Compensation	3,047		12,367		4,002		4,801		3,725		3,118		15,646		4,242		4,801		3,725		3,118		15,886	
EBTIDA	47,534		174,969		36,459		60,046		(8,724)		35,281		123,062		24,426		(108,715)		39,025		(31,849)		(77,113)	
EBTIDAR	50,581		187,336		40,461		64,847		(4,999)		38,399		138,708		28,668		(103,914)		42,750		(28,731)		(61,227)	
Income Tax Rate	-134.9%		-17.8%		22.0%		27.5%		-7.3%		21.9%		67.7%		148.4%		10.2%		37.6%		37.5%		16.3%	

**Nu Skin Enterprises, Inc.**  
**Operational Ratios**  
**Q4 2022 to Q4 2024**

	Q4 2022	Annual 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	Annual 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024	Annual 2024
Return on invested capital	-2.8%	8.1%	3.5%	7.7%	-11.2%	2.2%	0.6%	-0.2%	-41.3%	3.1%	-14.2%	-14.4%
Return on equity	25.5%	11.7%	5.1%	12.0%	-18.0%	3.5%	1.0%	-0.3%	-68.9%	4.7%	-22.2%	-22.5%
Return on asset	12.6%	5.8%	2.5%	5.7%	-8.2%	1.6%	0.5%	-0.1%	-29.8%	2.1%	-9.8%	-39.9%
Working capital as a % of revenue	19.2%	18.0%	20.8%	17.4%	13.4%	19.1%	18.9%	20.2%	19.7%	18.3%	13.6%	14.0%
Days of inventory supply	210.8	197.5	246.9	247.2	126.9	185.0	164.7	193.6	166.5	173.3	102.9	124.5
Trailing four quarter revenue	2,225,659	2,225,659	2,102,222	2,041,864	2,002,831	1,969,131	1,969,131	1,904,975	1,843,799	1,775,172	1,732,084	1,732,084
Average four quarter revenue growth	-17.4%		-19.8%	-17.4%	-15.2%	-11.2%		-9.5%	-9.8%	-11.4%	-12.0%	
Gross margin	71.7%	71.7%	72.3%	72.9%	58.6%	72.1%	68.9%	70.5%	70.0%	70.1%	62.7%	68.2%
Selling expense (%)	38.5%	39.5%	39.1%	37.0%	37.6%	37.1%	37.7%	36.8%	37.7%	39.0%	37.1%	37.6%
G&A (%)	24.4%	25.0%	27.8%	27.4%	26.2%	29.7%	27.8%	29.9%	26.9%	26.9%	27.1%	27.7%
Operating margin	5.3%	5.0%	3.3%	8.5%	-5.3%	3.3%	2.5%	2.1%	-28.6%	4.2%	-11.9%	-8.8%
Net income margin	11.0%	4.7%	2.4%	5.4%	-7.4%	1.5%	0.4%	-0.1%	-26.9%	1.9%	-8.1%	-8.5%
Trailing four quarters EPS	2.07	\$ 2.07	1.54	1.41	1.18	0.18	\$ 0.17	(0.06)	(2.98)	(2.07)	(2.95)	\$ (2.95)
EBITDA/Revenue	9.1%	7.9%	7.6%	12.0%	-1.7%	7.2%	6.2%	5.9%	-24.8%	9.1%	-7.1%	-4.5%
EBITDAR/Revenue	9.7%	8.4%	8.4%	13.0%	-1.0%	7.9%	7.0%	6.9%	-23.7%	9.9%	-6.4%	-3.5%

**Nu Skin Enterprises, Inc.**  
**Customers & Sales Leaders**  
**Q4 2022 to Q4 2024**

	<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>Q4 2024</b>	<b>YOY % Growth</b>
<b>Mainland China Customers</b>	202,933	217,101	214,907	189,221	207,276	162,239	179,021	148,402	150,731	<b>-27.3%</b>
<b>Mainland China Paid Affiliates</b>	23,436	24,522	28,825	27,509	25,889	24,405	24,404	22,843	22,125	<b>-14.5%</b>
<b>Mainland China Sales Leaders</b>	12,359	10,034	13,777	12,647	11,296	9,600	10,266	9,348	8,969	<b>-20.6%</b>
<b>South Korea Customers</b>	123,749	120,907	112,019	109,550	103,151	100,230	99,358	90,248	81,301	<b>-21.2%</b>
<b>South Korea Paid Affiliates</b>	45,058	40,599	23,012	24,110	22,166	20,594	22,116	20,774	17,939	<b>-19.1%</b>
<b>South Korea Sales Leaders</b>	6,094	6,242	5,784	6,436	5,249	4,122	4,689	4,388	3,343	<b>-36.3%</b>
<b>Americas Customers</b>	299,287	266,378	263,138	231,215	231,183	199,399	226,626	211,583	227,556	<b>-1.6%</b>
<b>Americas Paid Affiliates</b>	42,633	38,707	36,048	32,769	31,910	29,081	29,531	28,772	28,361	<b>-11.1%</b>
<b>Americas Sales Leaders</b>	9,594	8,242	7,872	7,537	7,126	6,616	6,070	6,450	6,778	<b>-4.9%</b>
<b>Southeast Asia/Pacific Customers</b>	141,183	117,266	106,283	111,151	106,471	93,411	88,662	86,307	82,956	<b>-22.1%</b>
<b>Southeast Asia/Pacific Paid Affiliates</b>	38,653	36,431	32,769	33,574	34,404	29,778	29,701	26,749	26,310	<b>-23.5%</b>
<b>Southeast Asia/Pacific Sales Leaders</b>	6,999	6,337	5,814	6,351	6,418	5,570	5,601	5,398	5,288	<b>-17.6%</b>
<b>Japan Customers</b>	119,152	115,161	112,484	114,316	113,670	108,808	109,357	112,257	110,069	<b>-3.2%</b>
<b>Japan Paid Affiliates</b>	38,021	37,155	36,765	37,695	22,417	21,679	21,575	22,623	22,318	<b>-0.4%</b>
<b>Japan Sales Leaders</b>	5,936	5,688	5,853	7,087	7,086	6,385	6,116	6,866	6,780	<b>-4.3%</b>
<b>Hong Kong/Taiwan Customers</b>	62,903	56,410	54,815	54,134	52,110	47,693	47,154	47,680	46,053	<b>-11.6%</b>
<b>Hong Kong/Taiwan Paid Affiliates</b>	17,286	16,286	10,327	11,251	11,212	10,321	10,757	10,947	10,961	<b>-2.2%</b>
<b>Hong Kong/Taiwan Sales Leaders</b>	3,015	2,688	2,602	2,868	2,916	2,601	2,418	2,516	2,411	<b>-17.3%</b>
<b>Europe &amp; Africa Customers</b>	197,917	190,313	177,472	169,320	163,178	163,481	143,336	135,291	133,306	<b>-18.3%</b>
<b>Europe &amp; Africa Paid Affiliates</b>	31,869	27,654	19,906	19,254	18,888	18,313	17,402	16,556	16,860	<b>-10.7%</b>
<b>Europe &amp; Africa Sales Leaders</b>	4,740	4,524	4,105	4,105	3,968	3,715	3,432	3,318	3,343	<b>-15.8%</b>
<b>TOTAL CUSTOMERS</b>	<b>1,147,124</b>	<b>1,083,536</b>	<b>1,041,118</b>	<b>978,907</b>	<b>977,039</b>	<b>875,261</b>	<b>893,514</b>	<b>831,768</b>	<b>831,972</b>	<b>-14.8%</b>
<b>TOTAL PAID AFFILIATES</b>	<b>236,956</b>	<b>221,354</b>	<b>187,652</b>	<b>186,162</b>	<b>166,886</b>	<b>154,171</b>	<b>155,486</b>	<b>149,264</b>	<b>144,874</b>	<b>-13.2%</b>
<b>TOTAL SALES LEADERS</b>	<b>48,737</b>	<b>43,755</b>	<b>45,807</b>	<b>47,031</b>	<b>44,059</b>	<b>38,609</b>	<b>38,592</b>	<b>38,284</b>	<b>36,912</b>	<b>-16.2%</b>