

**Nu Skin Enterprises, Inc.**  
**Customers & Sales Leaders**  
**Q3 2017 to Q3 2019**

	<b>Q3 2017</b>	<b>Q4 2017</b>	<b>Q1 2018</b>	<b>Q2 2018</b>	<b>Q3 2018</b>	<b>Q4 2018</b>	<b>Q1 2019</b>	<b>Q2 2019</b>	<b>Q3 2019</b>	<b>YOY % Growth</b>
<b>Mainland China Customers</b>	189,834	192,604	200,231	209,456	210,212	303,789	272,053	226,877	317,257	<b>50.9%</b>
<b>Mainland China Sales Leaders</b>	25,572	40,610	27,045	33,378	33,335	33,129	26,986	24,336	23,776	<b>-28.7%</b>
<b>South Korea Customers</b>	185,000	172,553	179,384	183,978	180,254	182,026	181,150	180,365	169,589	<b>-5.9%</b>
<b>South Korea Sales Leaders</b>	8,388	8,431	7,338	6,875	7,700	7,565	6,671	7,239	7,363	<b>-4.4%</b>
<b>Americas/Pacific Customers</b>	237,019	244,467	245,588	265,431	276,923	248,609	242,925	253,684	229,013	<b>-17.3%</b>
<b>Americas/Pacific Sales Leaders</b>	7,985	8,871	8,248	8,964	8,475	8,354	7,862	8,161	7,760	<b>-8.4%</b>
<b>Southeast Asia Customers</b>	127,125	121,764	117,689	134,601	146,586	153,465	138,112	137,450	145,845	<b>-0.5%</b>
<b>Southeast Asia Sales Leaders</b>	7,156	8,020	6,559	7,597	8,668	8,933	7,071	7,417	7,936	<b>-8.4%</b>
<b>Japan Customers</b>	131,329	132,041	128,598	131,593	130,831	130,181	126,526	127,900	128,373	<b>-1.9%</b>
<b>Japan Sales Leaders</b>	6,524	6,592	6,198	5,972	6,182	5,916	5,840	5,931	5,964	<b>-3.5%</b>
<b>Hong Kong/Taiwan Customers</b>	71,294	71,091	72,401	75,828	75,985	76,891	70,354	70,089	68,862	<b>-9.4%</b>
<b>Hong Kong/Taiwan Sales Leaders</b>	4,252	4,671	3,864	4,196	4,402	4,767	3,959	4,223	4,231	<b>-3.9%</b>
<b>EMEA Customers</b>	127,737	135,051	141,673	147,048	144,977	149,085	162,086	164,055	147,758	<b>1.9%</b>
<b>EMEA Sales Leaders</b>	4,340	4,683	4,246	4,355	4,320	4,791	4,859	4,256	4,060	<b>-6.0%</b>
<b>TOTAL CUSTOMERS</b>	1,069,338	1,069,571	1,085,564	1,147,935	1,165,768	1,244,046	1,193,206	1,160,420	1,206,697	<b>3.5%</b>
<b>TOTAL SALES LEADERS</b>	64,217	81,878	63,498	71,337	73,082	73,455	63,248	61,563	61,090	<b>-16.4%</b>