



Financial Highlights

Q2 2019

NU SKIN
ENTERPRISES

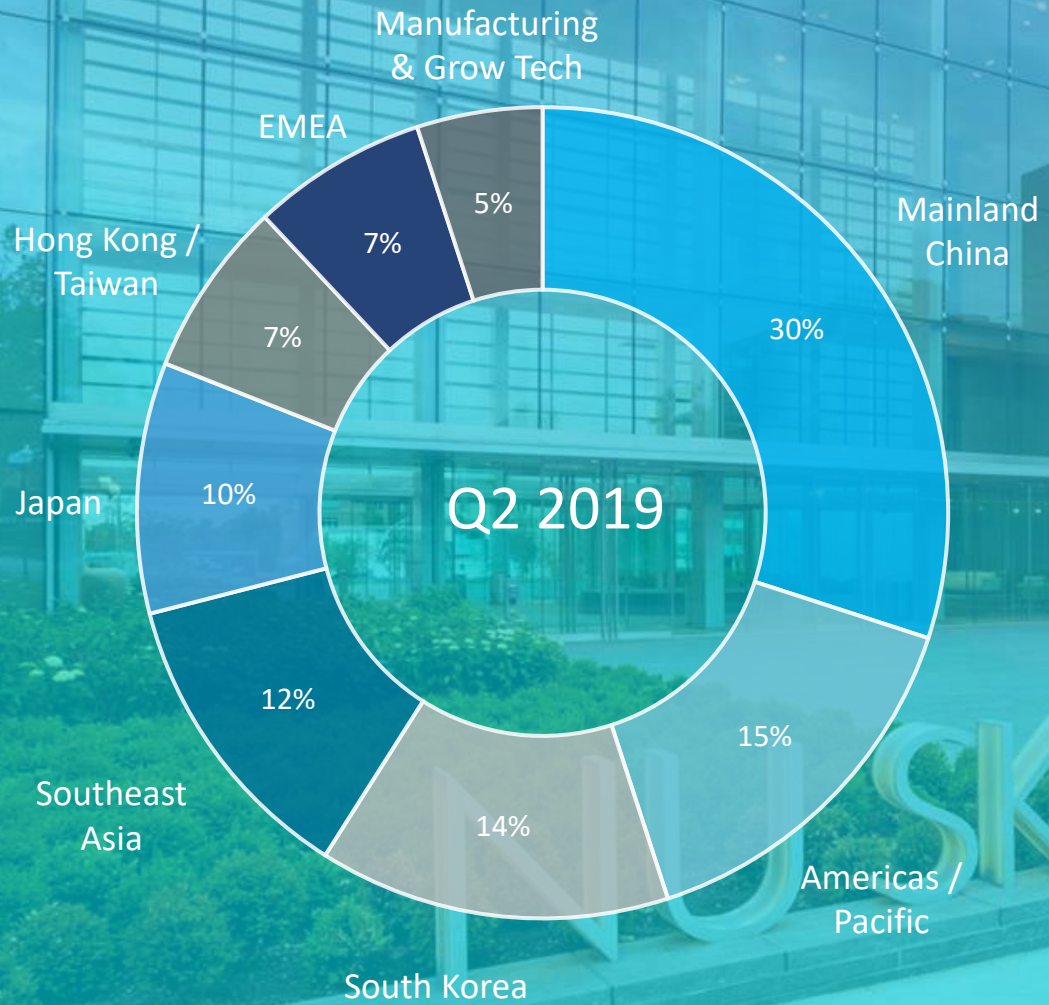
Important information regarding forward-looking statements: This presentation contains forward-looking statements within the meaning of federal and state securities laws that represent the company's current expectations and beliefs. All statements other than statements of historical fact are "forward-looking statements" and include, but are not limited to, statements of management's expectations regarding the company's performance, sales force and customer base, growth, initiatives and areas of focus, acquisitions and acquired companies' performance, strategy and new product introductions; projections regarding dividends, revenue, earnings per share, foreign currency fluctuations, tax rates, and other financial items; statements of belief; and statements of assumptions underlying any of the foregoing. In some cases, you can identify these statements by forward-looking words such as "believe," "expect," "outlook," "project," "anticipate," "estimate," "intend," "plan," "likely," "will," "would," "could," "may," "might," the negative of these words and other similar words.

The forward-looking statements and related assumptions involve risks and uncertainties that could cause actual results and outcomes to differ materially from any forward-looking statements or views expressed herein. These risks and uncertainties include, but are not limited to, the following:

- adverse publicity related to the company's business, products, industry or any legal actions or complaints by the company's sales force or others;
- risk that direct selling laws and regulations in any of the company's markets, including the United States and Mainland China, may be modified, interpreted or enforced in a manner that results in negative changes to the company's business model or negatively impacts its revenue, sales force or business, including through the interruption of sales activities, loss of licenses, imposition of fines, or any other adverse actions or events;
- any failure of current or planned initiatives or products to generate interest among the company's sales force and customers and generate sponsoring and selling activities on a sustained basis;
- uncertainty regarding the continued impact of the 100 day review and negative media and consumer sentiment in Mainland China on our business operations and results;
- risk of foreign-currency fluctuations and the currency translation impact on the company's business associated with these fluctuations;
- uncertainties regarding the future financial performance of the businesses the company has acquired;
- risks related to accurately predicting, delivering or maintaining sufficient quantities of products to support planned initiatives or launch strategies, and increased risk of inventory write-offs if the company over-forecasts demand for a product or changes its planned initiatives or launch strategies;
- regulatory risks associated with the company's products, which could require the company to modify its claims or inhibit its ability to import or continue selling a product in a market if the product is determined to be a medical device or if the company is unable to register the product in a timely manner under applicable regulatory requirements;
- unpredictable economic conditions and events globally, including trade policies and tariffs;
- uncertainties related to interpretation of, and forthcoming regulations under, the recently enacted U.S. tax reform legislation; the company's future tax-planning initiatives; any prospective or retrospective increases in duties on the company's products imported into the company's markets outside of the United States; and any adverse results of tax audits or unfavorable changes to tax laws in the company's various markets; and
- continued competitive pressures in the company's markets.

The company's financial performance and the forward-looking statements contained herein are further qualified by a detailed discussion of associated risks set forth in the documents filed by the company with the Securities and Exchange Commission. The forward-looking statements set forth the company's beliefs as of the date that such information was first provided and the company assumes no duty to update the forward-looking statements contained in this presentation to reflect any change except as required by law.

Q2 Highlights



(11%) YOY revenue, (4%) fx impact

EPS \$0.83 compared to \$0.90, (8%) YOY

Sales Leaders (14%) Customers +1%

Q2 Results

Revenue (M)

EPS

\$704.2

\$623.5

Q2 2018

Q2 2019

\$623.5 (11%), impacted by (4%) fx headwind or (\$31 M).

\$0.90

\$0.83

Q2 2018

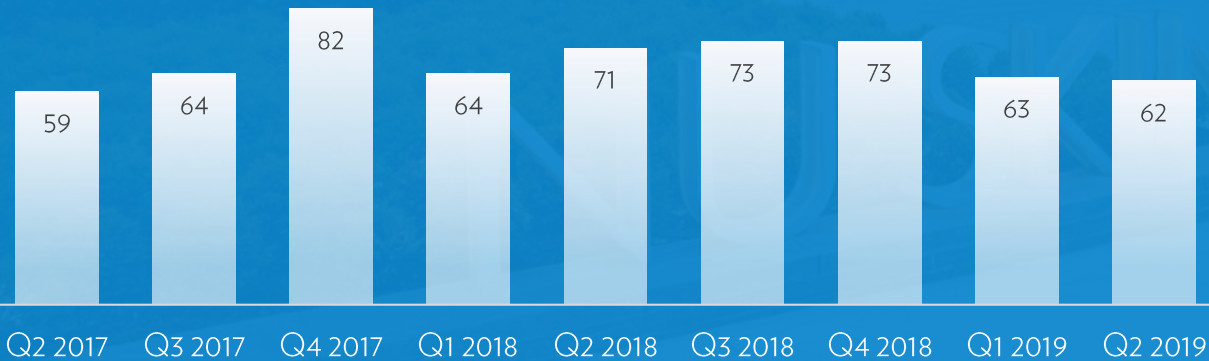
Q2 2019

\$0.83; (8%)

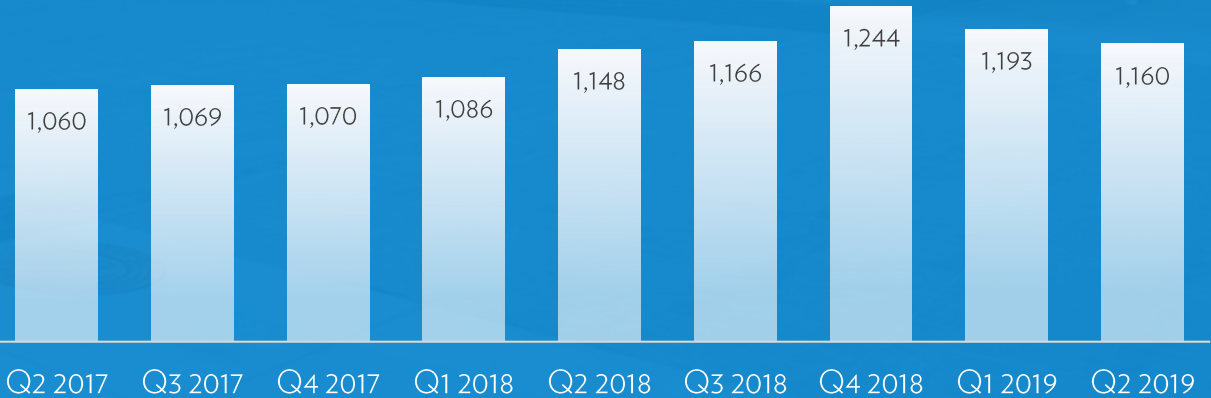
Sales Force Performance

Market	Q2 2019		Q2 2018		YOY % Change	
	Customers	Sales Leaders	Customers	Sales Leaders	Customers	Sales Leaders
Mainland China	226,877	24,336	209,456	33,378	8%	(27%)
Americas/Pacific	253,684	8,161	265,431	8,964	(4%)	(9%)
South Korea	180,365	7,239	183,978	6,875	(2%)	5%
S.E. Asia	137,450	7,417	134,601	7,597	2%	(2%)
Japan	127,900	5,931	131,593	5,972	(3%)	(1%)
HK/Taiwan	70,089	4,223	75,828	4,196	(8%)	1%
EMEA	164,055	4,256	147,048	4,355	12%	(2%)
Total	1,160,420	61,563	1,147,935	71,337	1%	(14%)

■ Sales Leaders (000s)



■ Customers (000s)



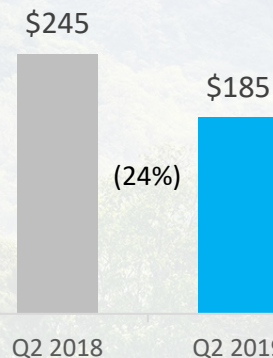
MAINLAND CHINA

Meeting approvals more restrictive than expected

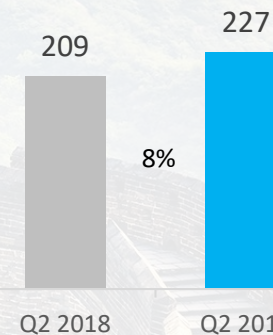
Negative media and consumer sentiment

Successful customer initiatives during quarter

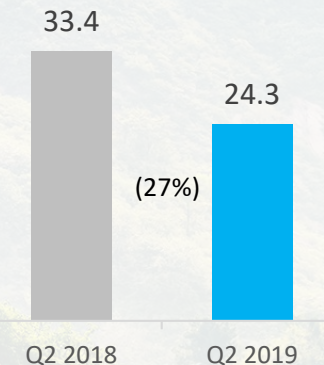
Revenue (millions)



Customers (000's)



Sales Leaders (000's)



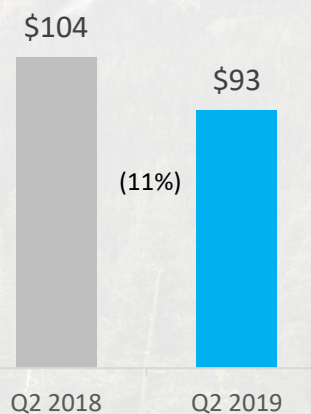
AMERICAS & PACIFIC

Strong growth in Pacific, Mexico and Peru

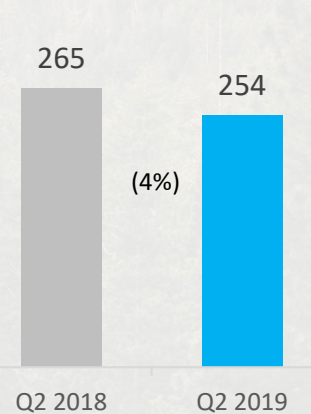
Hyperinflation causes decline in Argentina

Upcoming “Discover the best U.S.” initiative

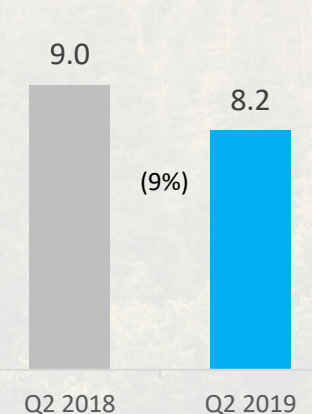
Revenue (millions)



Customers (000's)



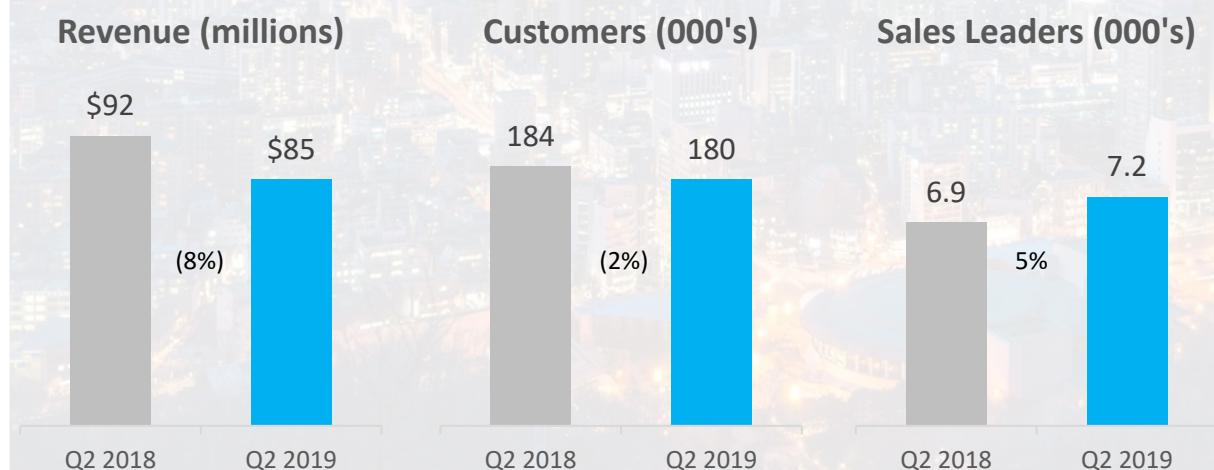
Sales Leaders (000's)



Sales Leader growth from successful initiatives

Stabilization of business

Flat local currency*, (8%) fx impact



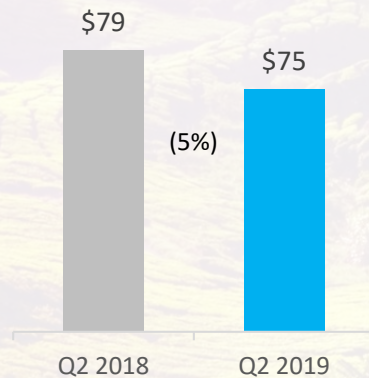
**Local-currency revenue change is a non-GAAP financial measure that is calculated by translating the current period's revenue at the same average exchange rates in effect during the applicable prior-year period and then comparing this amount to the prior-year period's revenue.*

SOUTH
KOREA

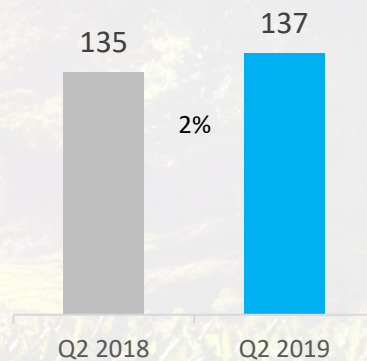
Challenging comp., 31% YOY prior year growth

Positive results from Vietnam and Indonesia

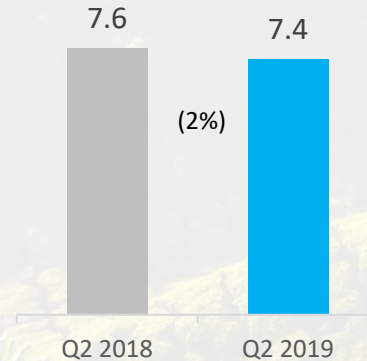
Revenue (millions)



Customers (000's)



Sales Leaders (000's)



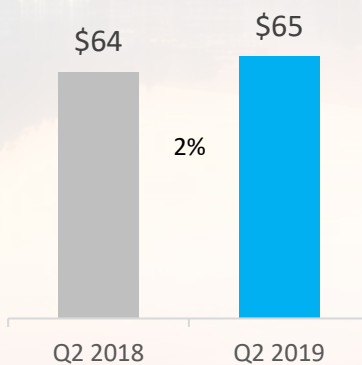
SOUTHEAST
ASIA

JAPAN

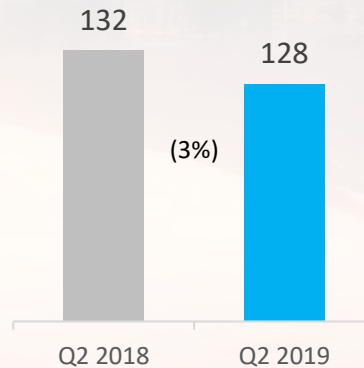
Two consecutive quarters of local-currency growth

Improving revenue and sales force trends

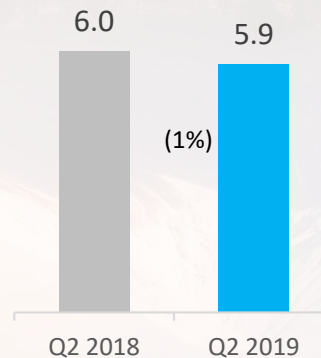
Revenue (millions)



Customers (000's)



Sales Leaders (000's)



HONG KONG & TAIWAN

Strong revenue growth in Taiwan

Tough YOY comparison – LumiSpa launch

Revenue (millions)

\$52

\$44

(16%)

Q2 2018

Q2 2019

Customers (000's)

76

70

(8%)

Q2 2018

Q2 2019

Sales Leaders (000's)

4.2

4.2

1%

Q2 2018

Q2 2019

EMEA

Customer growth from social sharing initiatives

+5% constant currency*, (6%) fx impact

Revenue (millions)

\$44

\$43

(1%)

Q2 2018

Q2 2019

Customers (000s)

164

147

12%

Q2 2018

Q2 2019

Sales Leaders (000s)

4.4

4.3

(2%)

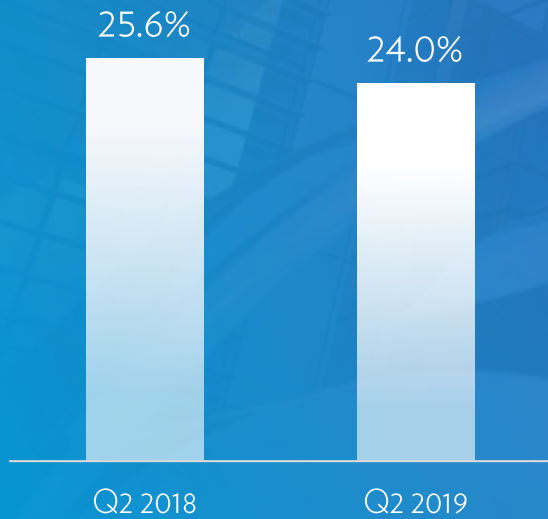
Q2 2018

Q2 2019

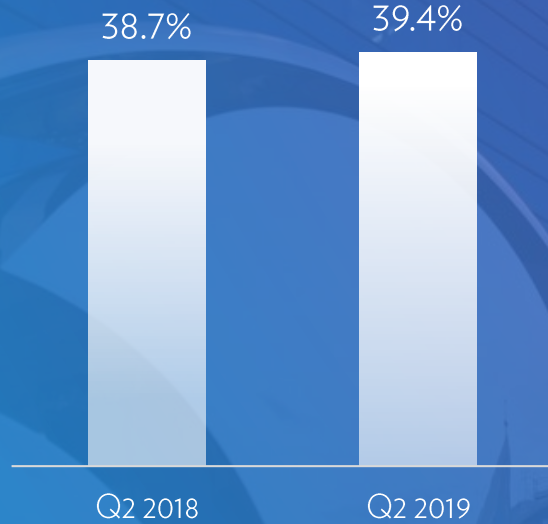
**Constant-currency revenue change is a non-GAAP financial measure that is calculated by translating the current period's revenue at the same average exchange rates in effect during the applicable prior-year period and then comparing this amount to the prior-year period's revenue.*

Operational Performance

G&A Expense



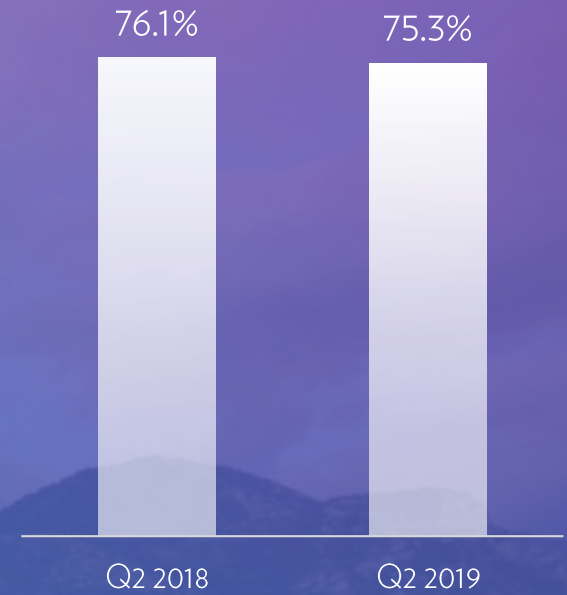
Selling Expenses



Operating Margin



Gross Margin



Shareholder Value

Q2 Dividend Payment
- \$20.6 million

Q2 Stock Repurchases
- Nil
- \$470.2 million remaining in authorization



Q3 Outlook

Q3 2019 Revenue:

- \$595 to \$615 million
- Approx. (2%) fx impact

Q3 2019 EPS:

- \$0.74 to \$0.81

2019 Revenue:

- \$2.48 billion to \$2.52 billion
- Approx. (3%) to (4%) fx impact

2019 EPS:

- \$3.20 to \$3.35

■ Guidance

■ Revenue

