



Baird's Consumer, Tech & Svcs. Conference
Scott Pond VP Investor Relations
June 6, 2019

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 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 our markets, including the United States and Mainland China, may be modified, interpreted or enforced in a manner that results in negative changes to our business model or negatively impacts our 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;
- 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 company's recent acquisitions;
- risks related to accurately predicting, delivering or maintaining sufficient quantities of products to support our 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 the company's ability to import or continue selling a product in a market if it is determined to be a medical device or if it is unable to register the product in a timely manner under applicable regulatory requirements;
- unpredictable economic conditions and events globally;
- 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.

Company Overview



Direct Seller – Personal Care & Nutrition



~50 Markets Worldwide



~1 Million Customers & Sales Leaders



200 Plus Product Sku's

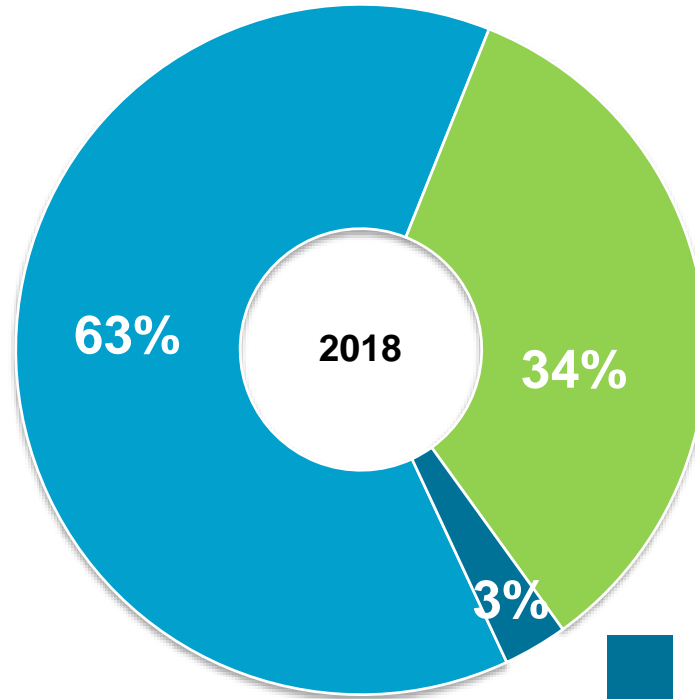


\$2.7 Billion Sales in 2018

Company Overview



Personal Care
Nu Skin



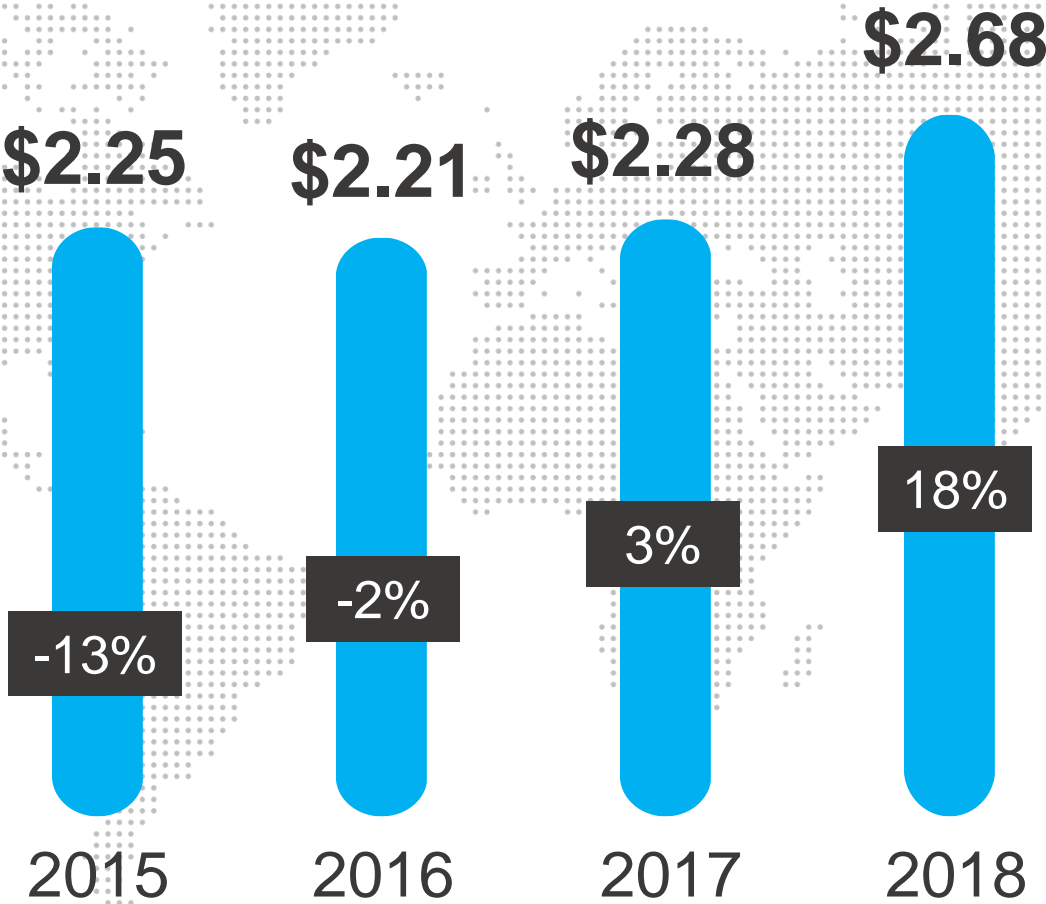
Other

Nutrition
Pharmanex



GLOBAL GROWTH

(in billions USD)



Local Currency Growth %

Mainland China



Americas/PAC



South Korea



SEA



Japan



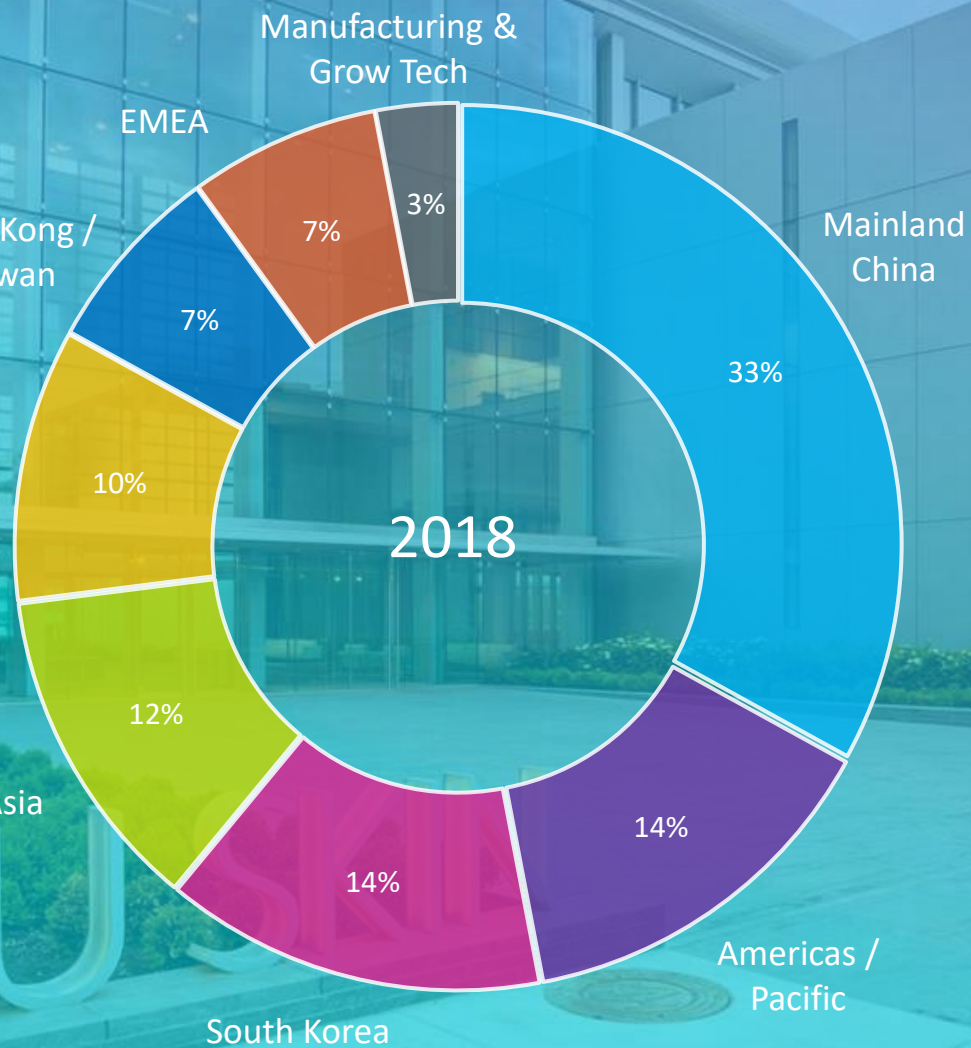
TW/HK



EMEA



2018 Revenue Distribution



Q1 Results

Revenue (M)

EPS



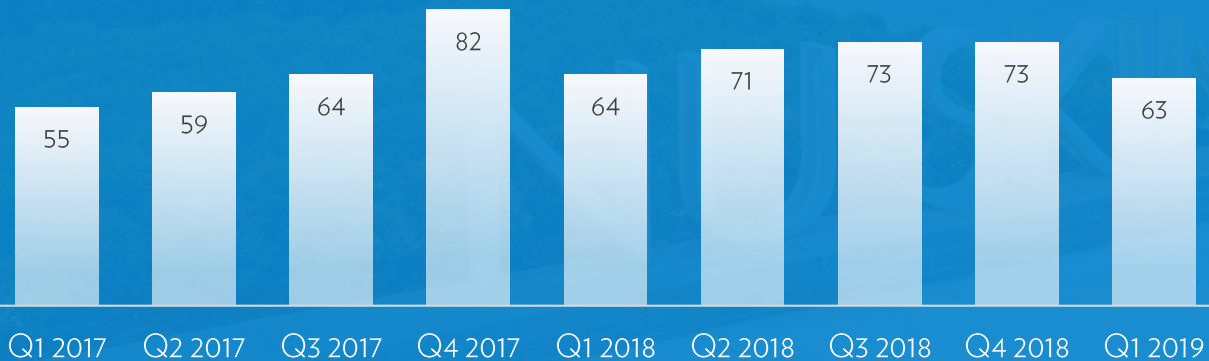
\$623.6, up +1%, +7% constant currency growth offset by (6%) fx headwind or (\$33.3 M).

\$0.77 compared to \$0.64 , +20%

Sales Force Performance

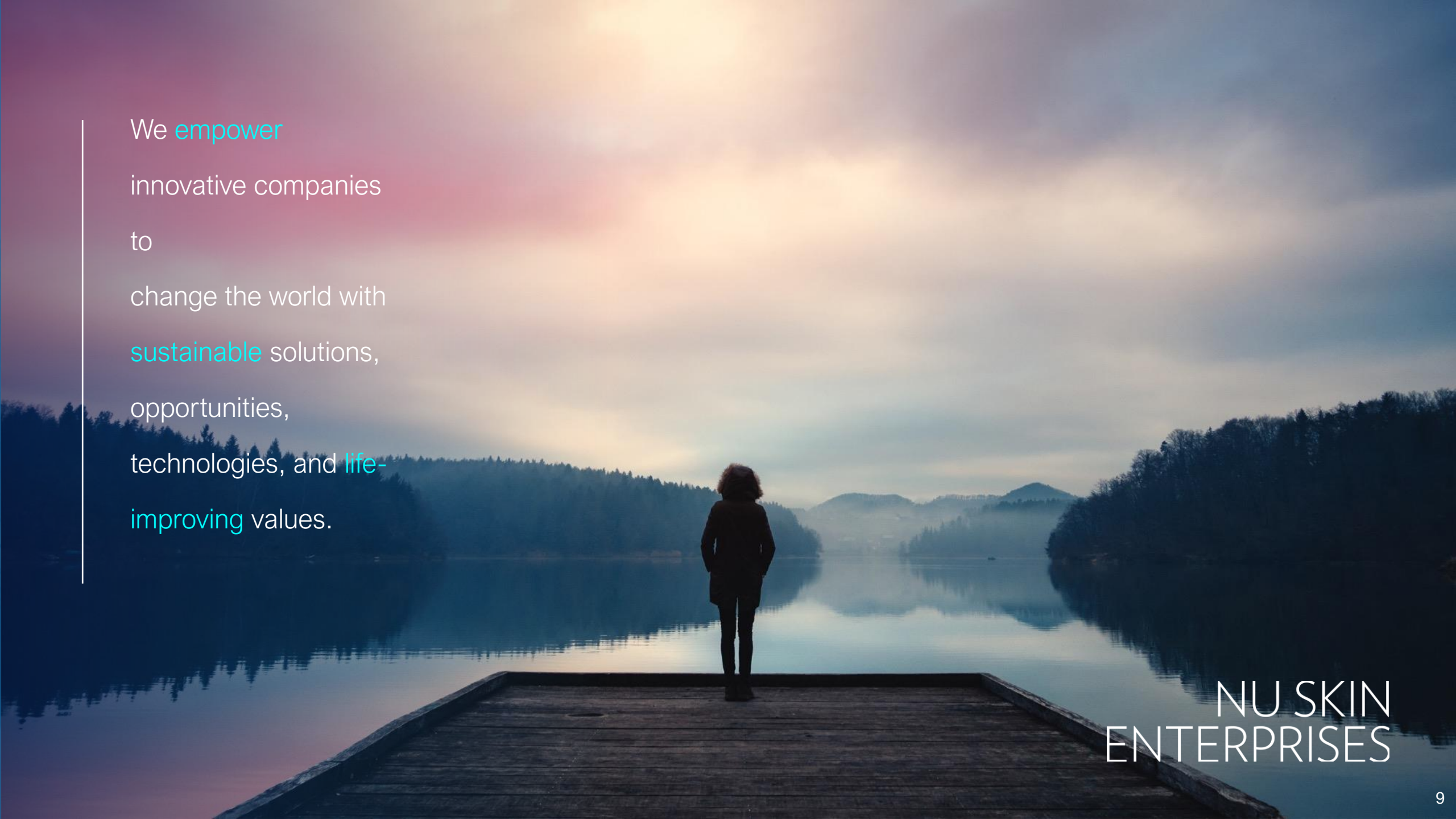
Market	Q1 2019		Q1 2018		YOY % Change	
	Customers	Sales Leaders	Customers	Sales Leaders	Customers	Sales Leaders
Mainland China	272,053	26,986	200,231	27,045	36%	-
Americas/Pacific	242,925	7,862	245,588	8,248	(1%)	(5%)
South Korea	181,150	6,671	179,384	7,338	1%	(9%)
S.E. Asia	138,112	7,071	117,689	6,559	17%	8%
Japan	126,526	5,840	128,598	6,198	(2%)	(6%)
HK/Taiwan	70,354	3,959	72,401	3,864	(3%)	2%
EMEA	162,086	4,859	141,673	4,246	14%	14%
Total	1,193,206	63,248	1,085,564	63,498	10%	-

■ Sales Leaders (000s)



■ Customers (000s)



A person with curly hair, seen from behind, stands on a wooden dock that extends into a calm lake. The sun is setting or rising, creating a soft, golden glow in the sky and reflecting on the water. The surrounding landscape is hilly and covered in trees, with the scene reflected in the still water.

We empower
innovative companies
to
change the world with
sustainable solutions,
opportunities,
technologies, and life-
improving values.

NU SKIN
ENTERPRISES

Business Platform Approach



Manufacturing Platform Benefits

- Innovation & speed
- Gross margin benefit to core business
- High growth opportunity
- U.S. profit

ELEVATE
HEALTH SCIENCES™

WASATCH
PRODUCT DEVELOPMENT

CASEPAK

Controlled Environment Agriculture (CEA) + Nu Skin Science

- Pure, safe and effective ingredients (6S quality guarantee)
- Traceable from seed to solution
- Sustainably sourced

**CEA
BENEFITS**

Our GROW strategy



PLATFORMS



PRODUCTS



PROGRAMS



CUSTOMER FIRST

CLOUD FIRST

SECURITY FIRST



**Engaging
Platforms**

A photograph of three young women with long dark hair, smiling and looking at a smartphone held by one of them. The image is overlaid with a semi-transparent purple rectangle that contains text. The background is dark with some bokeh light effects.

Engaging PLATFORMS

Leveraging the power of cloud technology to empower our sales force to build a **socially-enabled business** to attract more customers

A woman with long dark hair, wearing a blue headband and a blue top, is smiling. She is holding a white and blue facial treatment device over her right eye. The device has a circular blue head with a white grid pattern. The background is a solid blue color.

A woman with long dark hair, wearing a blue headband and a blue top, is smiling. She is holding a white and blue facial treatment device over her right eye. The device has a circular blue head with a white grid pattern. The background is a solid blue color.

A woman with long dark hair, wearing a blue headband and a blue top, is smiling. She is holding a white and blue facial treatment device over her right eye. The device has a circular blue head with a grid of small white dots. The background is a solid blue color.



A close-up photograph of a woman with dark hair, wearing a blue headband and a blue top. She is smiling and holding a white and blue facial treatment device over her right eye. The device has a circular blue head with a textured surface and a white handle with a small circular logo. The background is a solid, vibrant pink.



Beauty Line Expansion

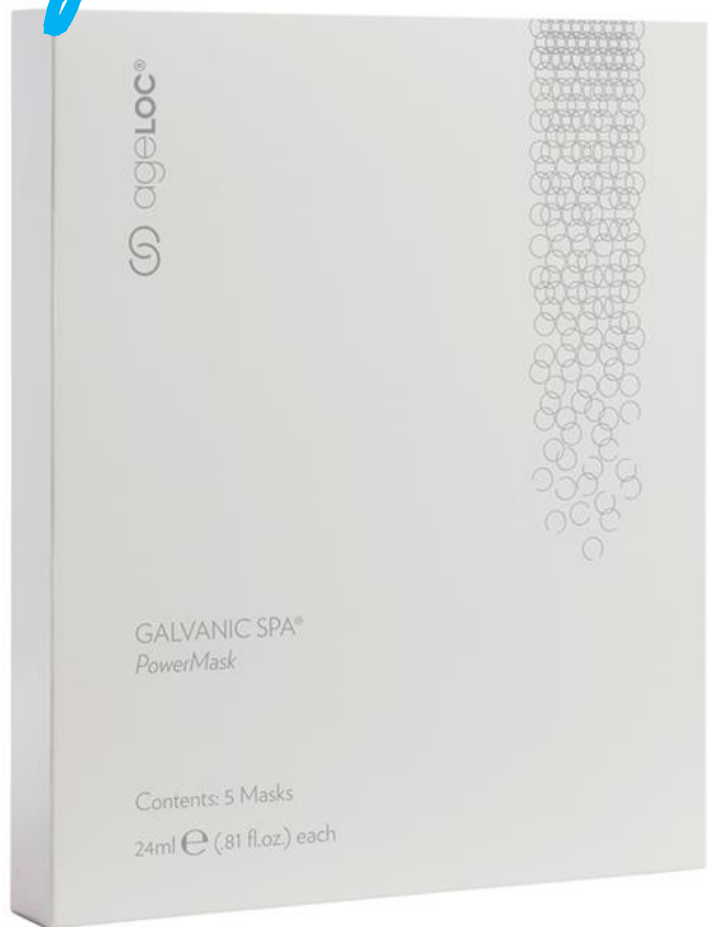
ageLOC LumiSpa





Beauty Line Expansion

ageLOC Galvanic & Facial Spa



*Galvanic Spa products not available in all markets



OPTIMIZE VELOCITY

CUSTOMER LOYALTY

ENHANCE ROADMAP



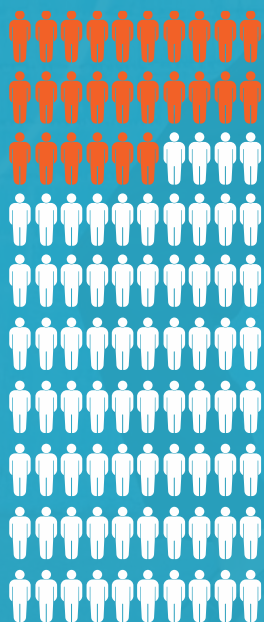
Empowering
Programs

VELOCITY

SHARE

BUILD

LEAD



+26%
customer
acquisition

...which led to a
16% increase in
active customers*

*As of 12/31/2018

Number of People Being Paid

+44%

pre-VELOCITY

post-VELOCITY

44% increase in
payees since
VELOCITY
introduced*

*Excludes Mainland China,
which operates under a
different business model.



2019

AND

Beyond

KEY INITIATIVES

2019

- **PLATFORMS:** Migrate to the Cloud
- **PRODUCTS:** Expand beauty device platform; introduce CEA
- **PROGRAMS:** Complete rollout of VELOCITY by H1 2019

FUTURE

- **PLATFORMS:** Expand social tools
- **PRODUCTS:** Infuse CEA into portfolio
- **PROGRAMS:** Optimize VELOCITY

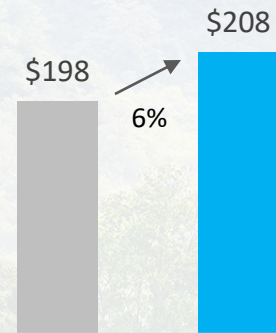
MAINLAND CHINA

Strong momentum from beauty device sales

Customer growth due to successful initiatives

Sales Leaders constant with prior year

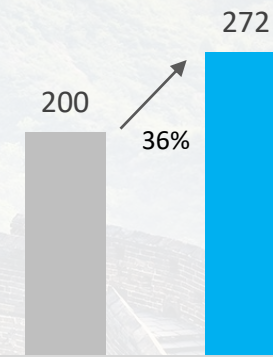
Revenue (millions)



Q1 2018

Q1 2019

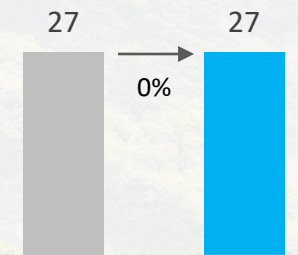
Customers (000's)



Q1 2018

Q1 2019

Sales Leaders (000's)



Q1 2018

Q1 2019

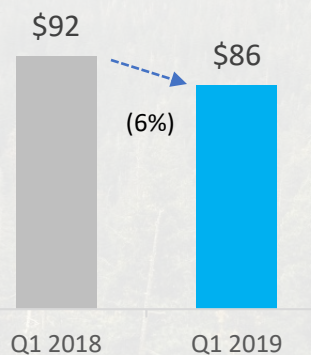
AMERICAS & PACIFIC

Strong growth in Mexico and Pacific

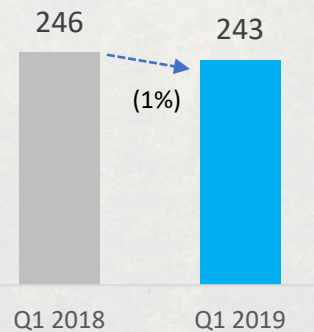
Began business operations in Peru

Argentina impacted by macroeconomic trends

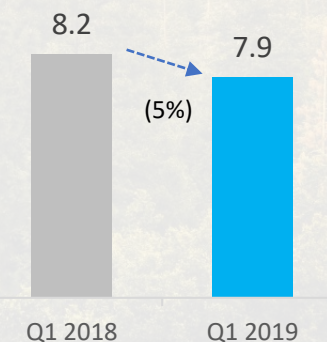
Revenue (millions)



Customers (000's)



Sales Leaders (000's)

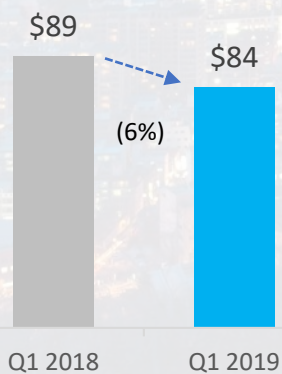


Focus on local product initiatives

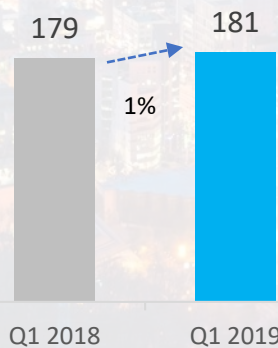
Sales Leaders impacted by Velocity

Challenging competitive pressures

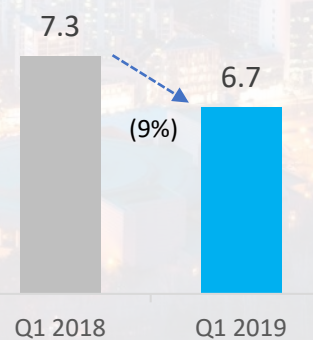
Revenue (millions)



Customers (000's)



Sales Leaders (000's)



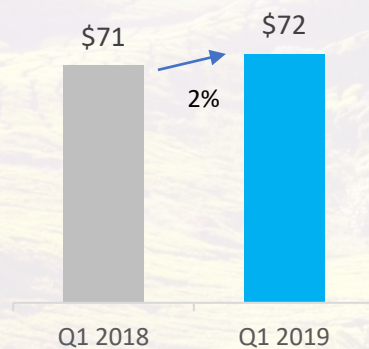
SOUTH KOREA

Strong revenue from Thailand and Vietnam

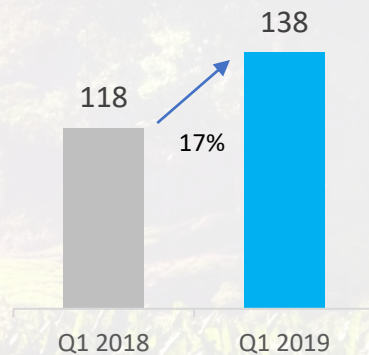
Customer growth from social sharing initiatives

Social sharing expansion

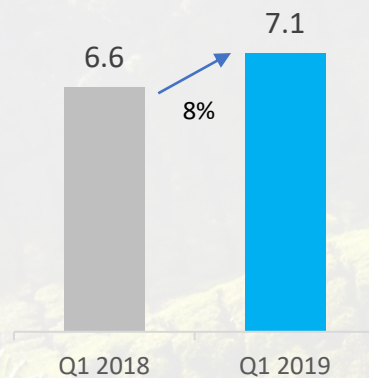
Revenue (millions)



Customers (000's)



Sales Leaders (000's)



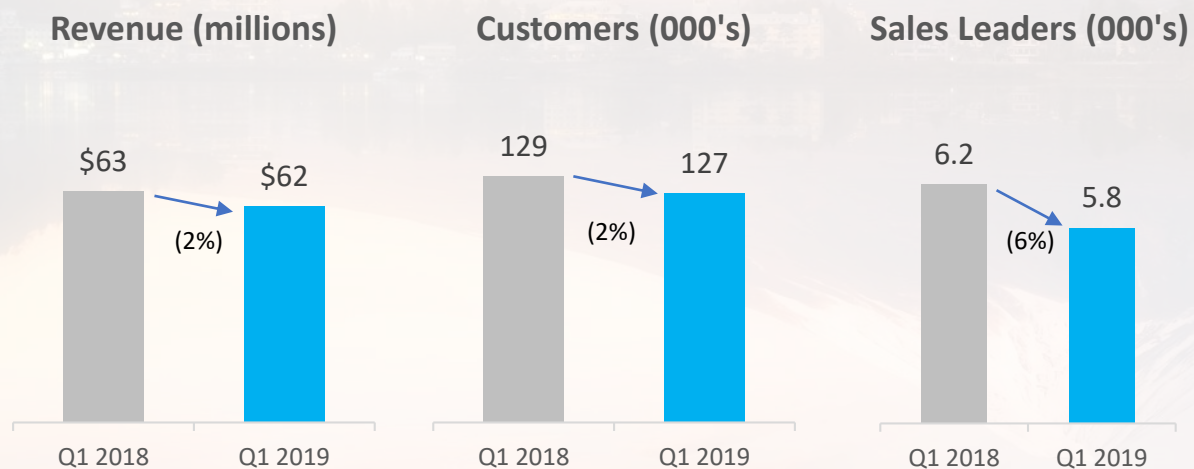
SOUTHEAST
ASIA

JAPAN

Shifting demographics through social sharing

Experienced improving revenue trends

Challenging regulatory envir. & aging demographic



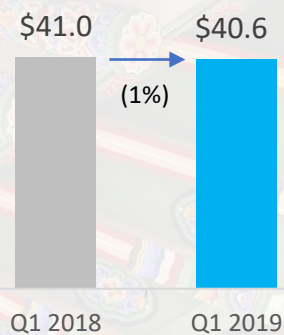
HONG KONG & TAIWAN

Effective use of social promotions

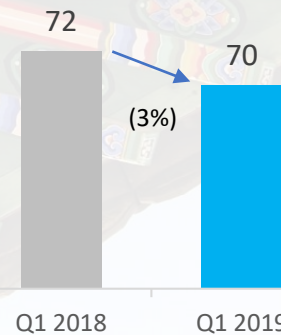
Continued momentum in Hong Kong

Tough YOY comp – LumiSpa launch

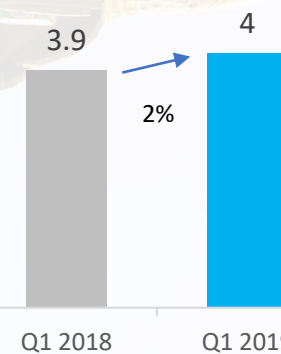
Revenue (millions)



Customers (000's)



Sales Leaders (000's)



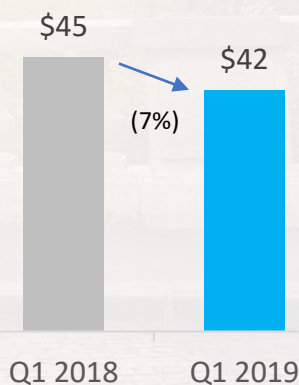
EMEA

Growth in key direct selling markets

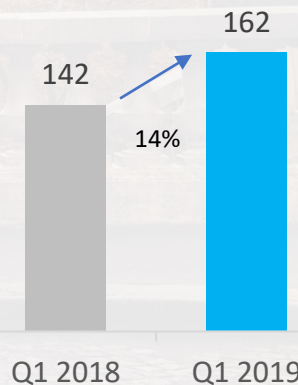
Sales Leaders and customers benefitted by Velocity and social sharing initiatives.

8% negative foreign-currency impact

Revenue (millions)



Customers (000's)



Sales Leaders (000s)

