

**Nu Skin Enterprises, Inc.**  
**Operational Ratios**  
**Q4 2017 to Q4 2019**

	Q4 2017	Annual 2017	Q1 2018	Q2 2018	Q3 2018	Q4 2018	Annual 2018	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Annual 2019
Return on invested capital	7.2%	12.7%	15.7%	17.4%	17.7%	-6.2%	10.7%	14.7%	15.7%	14.9%	13.3%	14.3%
Return on equity	10.4%	18.4%	17.8%	25.4%	25.5%	-9.1%	15.6%	21.2%	22.2%	20.9%	18.3%	19.8%
Return on asset	4.6%	8.1%	8.0%	11.7%	12.2%	-4.2%	7.2%	9.8%	10.4%	10.2%	9.1%	9.8%
Working capital as a % of revenue	12.4%		4.0%	13.1%	14.7%	13.2%		13.9%	15.0%	15.7%	16.4%	
Days of inventory supply	153.7	181.7	174.1	151.5	165.4	164.5	167.9	186.7	171.0	181.7	176.6	170.8
Trailing four quarter revenue	2,279,099	2,279,099	2,396,219	2,550,308	2,661,922	2,679,008	2,679,008	2,686,412	2,605,722	2,520,344	2,420,416	2,420,416
Average four quarter revenue growth	4.0%		8.4%	17.5%	24.2%	18.5%		12.9%	3.0%	-5.1%	-9.4%	
Gross margin	77.7%	78.0%	76.3%	76.1%	76.7%	76.3%	76.3%	76.5%	75.3%	76.2%	75.9%	76.0%
Selling expense (%)	39.8%	41.2%	41.8%	38.7%	40.2%	39.4%	40.0%	40.0%	39.4%	39.3%	39.1%	39.5%
G&A (%)	23.0%	24.8%	24.9%	25.6%	24.5%	23.9%	24.7%	25.4%	24.0%	25.1%	27.4%	25.4%
Operating margin	14.9%	12.0%	9.6%	11.8%	11.9%	2.7%	9.0%	11.0%	11.9%	11.8%	9.4%	11.0%
Net income margin	2.7%	5.7%	5.8%	7.2%	7.9%	-2.6%	4.5%	6.9%	7.4%	7.5%	6.9%	7.2%
Trailing four quarters EPS	\$ 2.37	\$ 2.36	\$ 2.50	\$ 2.63	\$ 2.81	\$ 2.16	\$ 2.16	\$ 2.29	\$ 2.22	\$ 2.07	\$ 3.11	\$ 2.16
EBITDA/Revenue	18.4%	15.8%	13.5%	14.1%	15.1%	5.9%	12.1%	14.7%	15.3%	15.1%	13.0%	14.5%
EBITDAR/Revenue	19.1%	16.6%	14.6%	15.0%	16.2%	6.8%	13.1%	15.5%	15.8%	15.2%	13.0%	14.9%