

Nu Skin Enterprises, Inc.
Revenue and Exchange Rate Data
Q4 2021 to Q4 2023

	Q4 2021	%	Annual 2021	%	Q1 2022	%	Q2 2022	%	Q3 2022	%	Q4 2022	%	Annual 2022	%	Q1 2023	%	Q2 2023	%	Q3 2023	%	Q4 2023	%	Annual 2023	%
Selected Average Exchange Rates																								
Japan	113.63		109.71		116.20		129.48		138.11		140.78		130.58		132.37		137.43		144.79		147.59		140.53	
South Korea	1,183.75		1,146.19		1,206.15		1,262.05		1,342.23		1,358.20		1,288.55		1,283.04		1,314.54		1,316.55		1,321.05		1,307.03	
Taiwan	27.79		27.92		28.02		29.39		30.38		31.14		29.77		30.41		30.69		31.76		31.68		31.18	
Hong Kong	7.79		7.77		7.81		7.85		7.85		7.82		7.83		7.84		7.84		7.83		7.81		7.83	
China	6.39		6.45		6.35		6.62		6.84		7.11		6.68		6.85		7.03		7.23		7.21		7.08	
Singapore	1.36		1.35		1.35		1.37		1.40		1.38		1.37		1.33		1.34		1.35		1.35		1.34	
Malaysia	4.19		4.14		4.20		4.35		4.47		4.56		4.37		4.39		4.52		4.63		4.70		4.56	
Thailand	33.33		31.98		33.24		34.46		36.41		36.15		34.92		33.97		34.45		35.17		35.61		34.80	
Selected Local Currency Revenues																								
Japan - Thousand Yen	7,183,120		29,205,439		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	
South Korea - Thousand Won	109,530,020		406,041,659		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	
Taiwan - Thousand NT\$	835,280		2,764,042		681,388		796,812		840,327		832,644		3,150,995		703,225		764,747		869,653		882,244		3,219,869	
Hong Kong- Thousand HK\$	138,369		494,567		110,644		95,858		93,587		102,084		402,175		89,518		95,536		104,394		104,417		393,864	
China - Thousand RMB	835,603		3,670,355		790,294		574,313		513,695		525,863		2,407,074		465,636		620,814		507,593		515,502		2,109,544	
Singapore - Thousand S\$	22,780		61,307		16,206		19,317		11,861		11,805		59,189		8,679		9,944		10,876		12,493		41,992	
Malaysia - Thousand Ringgit	58,997		248,729		88,770		56,303		76,179		58,178		279,432		54,356		54,248		58,047		61,964		228,615	
Thailand - Thousand Baht	184,154		656,350		173,439		182,680		169,963		155,894		680,940		127,772		120,461		137,038		127,718		512,988	
US\$ Revenue (in thousands)																								
China	130,708	19.4%	568,774	21.1%	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%
South Korea	92,528	13.7%	354,252	13.1%	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%
Indonesia	25,167	3.7%	96,614	3.6%	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%
Malaysia	14,096	2.1%	60,020	2.2%	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%
Singapore	16,744	2.5%	45,514	1.7%	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%
Thailand	5,525	0.8%	20,526	0.8%	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%
Pacific	14,375	2.1%	57,669	2.1%	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%
Other Southeast Asia	14,406	2.1%	56,309	4.2%	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%
Canada	15,165	2.3%	60,694	2.3%	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%
Latin America	27,849	4.1%	123,018	4.6%	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%
USA	100,986	15.0%	364,043	13.5%	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%
Hong Kong	17,761	2.6%	63,623	2.4%	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%
Taiwan	30,055	4.5%	98,988	3.7%	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%
Japan	63,215	9.4%	266,216	9.9%	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%
Europe	63,616	9.4%	264,859	9.8%	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%
SAF/Israel/Ukr/Russ	4,450	0.7%	18,341	0.7%	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%
Other	36,790	5.5%	176,209	6.5%	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%
Revenue by Segment in US\$																								
Mainland China	130,708	19.4%	568,774	21.1%	124,495.0	20.6%	86,808.0	15.5%	75,151.0	14.0%	73,935	14.2%	360,389	16.2%	67,976.0	14.1%	88,362.0	17.7%	70,225.0	14.1%	71,516	14.6%	298,079	15.1%
Americas	144,000	21.4%	547,755	20.3%	123,580.0	20.4%	124,445.0	22.2%	131,591.0	24.5%	128,921	24.7%	508,537	22.8%	101,157.0	21.0%	107,641.0	21.5%	91,671.0	18.4%	97,753	20.0%	398,222	20.2%
South Korea	92,528	13.7%	354,252	13.1%	72,133.0	11.9%	69,308.0	12.4%	67,237.0	12.5%	60,029	11.5%	268,707	12.1%	70,324.0	14.6%	53,686.0	10.7%	63,709.0	12.8%	48,380	9.9%	236,099	12.0%
Southeast Asia/Pacific	90,313	13.4%	336,652	12.5%	90,236.0	14.9%	94,067.0	16.8%	83,502.0	15.5%	76,606	14.7%	344,411	15.5%	67,810.0	14.1%	63,764.0	12.7%	68,743.0	13.8%	66,889	13.7%	267,206	13.6%
Japan	63,215	9.4%	266,216	9.9%	61,791.0	10.2%	55,952.0	10.0%	53,276.0	9.9%	53,877	10.3%	224,896	10.1%	52,606.0	10.9%	50,862.0	10.2%	53,399.0	10.7%	50,966	10.4%	207,833	10.6%
Hong Kong/Taiwan	47,816	7.1%	162,611	6.0%	38,494.0	6.4%	39,327.0	7.0%	39,587.0	7.4%	39,789	7.6%	157,197	7.1%	34,548.0	7.2%	37,108.0	7.4%	40,724.0	8.2%	41,209	8.4%	153,589	7.8%
Europe & Africa	68,066	10.1%	283,200	10.5%	52,968.0	8.8%	50,871.0	9.1%	45,099.0	8.4%	55,337	10.6%	204,275	9.2%	47,444.0	9.9%	46,968.0	9.4%	50,048.0	10.0%	47,892	9.8%	192,352	9.8%
Other	36,790	5.5%	176,209	6.5%	41,202.0	6.8%	39,837.0	7.1%	42,362.0	7.9%	33,846	6.5%	157,247	7.1%	39,597.0	8.2%	51,866.0	10.4%	60,253.0	12.1%	64,035	13.1%	215,751	11.0%
Total Revenue	673,436	100%	2,695,669	100%	604,899	100%	560,615	100%	537,805	100%	522,340	100%	2,225,659	100%	481,462	100%	500,257	100%	498,772	100%	488,640	100%	1,969,131	100%