

Nu Skin Enterprises, Inc.
Customers & Sales Leaders
Q3 2018 to Q3 2020

	Q3 2018	Q4 2018	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020	YOY % Growth
Mainland China Customers	210,212	303,789	272,053	226,877	317,257	292,812	271,536	321,946	341,386	7.6%
Mainland China Sales Leaders	33,335	33,129	26,986	24,336	23,776	17,987	16,159	17,104	20,970	-11.8%
South Korea Customers	180,254	182,026	181,150	180,365	169,589	168,972	174,004	159,926	164,256	-3.1%
South Korea Sales Leaders	7,700	7,565	6,671	7,239	7,363	7,251	6,608	6,881	7,973	8.3%
Americas/Pacific Customers	276,923	248,609	242,925	253,684	229,013	220,216	214,139	424,236	438,889	91.6%
Americas/Pacific Sales Leaders	8,475	8,354	7,862	8,161	7,760	7,607	6,930	10,787	14,400	85.6%
Southeast Asia Customers	146,586	153,465	138,112	137,450	145,845	136,349	145,116	155,822	163,536	12.1%
Southeast Asia Sales Leaders	8,668	8,933	7,071	7,417	7,936	7,480	6,634	6,790	8,357	5.3%
Japan Customers	130,831	130,181	126,526	127,900	128,373	125,557	119,784	125,332	126,896	-1.2%
Japan Sales Leaders	6,182	5,916	5,840	5,931	5,964	5,916	5,635	6,011	6,523	9.4%
Hong Kong/Taiwan Customers	75,985	76,891	70,354	70,089	68,862	65,669	66,024	65,581	69,346	0.7%
Hong Kong/Taiwan Sales Leaders	4,402	4,767	3,959	4,223	4,231	3,900	3,348	3,343	4,067	-3.9%
EMEA Customers	144,977	149,085	162,086	164,055	147,758	153,330	140,344	247,057	235,202	59.2%
EMEA Sales Leaders	4,320	4,791	4,859	4,256	4,060	4,619	4,237	5,120	6,226	53.3%
TOTAL CUSTOMERS	1,165,768	1,244,046	1,193,206	1,160,420	1,206,697	1,162,905	1,130,947	1,499,900	1,539,511	27.6%
TOTAL SALES LEADERS	73,082	73,455	63,248	61,563	61,090	54,760	49,551	56,036	68,516	12.2%