

Nu Skin Enterprises, Inc.
Customers & Sales Leaders
Q1 2018 to Q1 2020

	Q1 2018	Q2 2018	Q3 2018	Q4 2018	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	YOY % Growth
Mainland China Customers	200,231	209,456	210,212	303,789	272,053	226,877	317,257	292,812	271,536	-0.2%
Mainland China Sales Leaders	27,045	33,378	33,335	33,129	26,986	24,336	23,776	17,987	16,159	-40.1%
South Korea Customers	179,384	183,978	180,254	182,026	181,150	180,365	169,589	168,972	174,004	-3.9%
South Korea Sales Leaders	7,338	6,875	7,700	7,565	6,671	7,239	7,363	7,251	6,608	-0.9%
Americas/Pacific Customers	245,588	265,431	276,923	248,609	242,925	253,684	229,013	220,216	214,139	-11.8%
Americas/Pacific Sales Leaders	8,248	8,964	8,475	8,354	7,862	8,161	7,760	7,607	6,930	-11.9%
Southeast Asia Customers	117,689	134,601	146,586	153,465	138,112	137,450	145,845	136,349	145,116	5.1%
Southeast Asia Sales Leaders	6,559	7,597	8,668	8,933	7,071	7,417	7,936	7,480	6,634	-6.2%
Japan Customers	128,598	131,593	130,831	130,181	126,526	127,900	128,373	125,557	119,784	-5.3%
Japan Sales Leaders	6,198	5,972	6,182	5,916	5,840	5,931	5,964	5,916	5,635	-3.5%
Hong Kong/Taiwan Customers	72,401	75,828	75,985	76,891	70,354	70,089	68,862	65,669	66,024	-6.2%
Hong Kong/Taiwan Sales Leaders	3,864	4,196	4,402	4,767	3,959	4,223	4,231	3,900	3,348	-15.4%
EMEA Customers	141,673	147,048	144,977	149,085	162,086	164,055	147,758	153,330	140,344	-13.4%
EMEA Sales Leaders	4,246	4,355	4,320	4,791	4,859	4,256	4,060	4,619	4,237	-12.8%
TOTAL CUSTOMERS	1,085,564	1,147,935	1,165,768	1,244,046	1,193,206	1,160,420	1,206,697	1,162,905	1,130,947	-5.2%
TOTAL SALES LEADERS	63,498	71,337	73,082	73,455	63,248	61,563	61,090	54,760	49,551	-21.7%