

Nu Skin Enterprises, Inc.
Customers & Sales Leaders
Q4 2017 to Q4 2019

	Q4 2017	Q1 2018	Q2 2018	Q3 2018	Q4 2018	Q1 2019	Q2 2019	Q3 2019	Q4 2019	YOY % Growth
Mainland China Customers	192,604	200,231	209,456	210,212	303,789	272,053	226,877	317,257	292,812	-3.6%
Mainland China Sales Leaders	40,610	27,045	33,378	33,335	33,129	26,986	24,336	23,776	17,987	-45.7%
South Korea Customers	172,553	179,384	183,978	180,254	182,026	181,150	180,365	169,589	168,972	-7.2%
South Korea Sales Leaders	8,431	7,338	6,875	7,700	7,565	6,671	7,239	7,363	7,251	-4.2%
Americas/Pacific Customers	244,467	245,588	265,431	276,923	248,609	242,925	253,684	229,013	220,216	-11.4%
Americas/Pacific Sales Leaders	8,871	8,248	8,964	8,475	8,354	7,862	8,161	7,760	7,607	-8.9%
Southeast Asia Customers	121,764	117,689	134,601	146,586	153,465	138,112	137,450	145,845	136,349	-11.2%
Southeast Asia Sales Leaders	8,020	6,559	7,597	8,668	8,933	7,071	7,417	7,936	7,480	-16.3%
Japan Customers	132,041	128,598	131,593	130,831	130,181	126,526	127,900	128,373	125,557	-3.6%
Japan Sales Leaders	6,592	6,198	5,972	6,182	5,916	5,840	5,931	5,964	5,916	0.0%
Hong Kong/Taiwan Customers	71,091	72,401	75,828	75,985	76,891	70,354	70,089	68,862	65,669	-14.6%
Hong Kong/Taiwan Sales Leaders	4,671	3,864	4,196	4,402	4,767	3,959	4,223	4,231	3,900	-18.2%
EMEA Customers	135,051	141,673	147,048	144,977	149,085	162,086	164,055	147,758	153,330	2.8%
EMEA Sales Leaders	4,683	4,246	4,355	4,320	4,791	4,859	4,256	4,060	4,619	-3.6%
TOTAL CUSTOMERS	1,069,571	1,085,564	1,147,935	1,165,768	1,244,046	1,193,206	1,160,420	1,206,697	1,162,905	-6.5%
TOTAL SALES LEADERS	81,878	63,498	71,337	73,082	73,455	63,248	61,563	61,090	54,760	-25.5%