INVESTOR LUNCHEON

Important information regarding forward-looking statements: This presentation contains forward-looking statements within the meaning of federal and state securities laws that represent the company's current expectations and beliefs. All statements other than statements of historical fact are "forward-looking statements" and include, but are not limited to, statements of management's expectations regarding the company's performance, sales force and customer base, growth, performance and benefits of the company's products and initiatives (including controlled environment agriculture and multi-cloud partners), and strategy; projections regarding revenue, margins, expenses, earnings per share, foreign currency fluctuations, tax rates, uses of cash and other financial items; statements of belief; and statements of assumptions underlying any of the foregoing. In some cases, you can identify these statements by forward-looking words such as "believe," "expect," "outlook," "project," "anticipate," "estimate," "intend," "plan," "likely," "will," "would," "could," "may," "might," the negative of these words and other similar words.

The forward-looking statements and related assumptions involve risks and uncertainties that could cause actual results and outcomes to differ materially from any forward-looking statements or views expressed herein. These risks and uncertainties include, but are not limited to, the following:

- adverse publicity related to the company's business, products, industry or any legal actions or complaints by the company's sales force or others;
- risk that direct selling laws and regulations in any of the company's markets, including the United States and Mainland China, may be modified, interpreted or enforced in a manner that results in negative changes to the company's business model or negatively impacts its revenue, sales force or business, including through the interruption of sales activities, loss of licenses, imposition of fines, or any other adverse actions or events;
- any failure of current or planned initiatives or products to generate interest among the company's sales force and customers and generate sponsoring and selling activities on a sustained basis;
- uncertainty regarding the continued impact of the 100-day review and negative media and consumer sentiment in Mainland China on our business operations and results;
- risk of foreign-currency fluctuations and the currency translation impact on the company's business associated with these fluctuations;
- uncertainties regarding the future financial performance of the businesses the company has acquired;
- risks related to accurately predicting, delivering or maintaining sufficient quantities of products to support planned initiatives or launch strategies, and increased risk of inventory write-offs if the company over-forecasts demand for a product or changes its planned initiatives or launch strategies;
- regulatory risks associated with the company's products, which could require the company to modify its claims or inhibit its ability to import or continue selling a product in a market if the product is determined to be a medical device or if the company is unable to register the product in a timely manner under applicable regulatory requirements;
- unpredictable economic conditions and events globally, including trade policies and tariffs;
- uncertainties related to interpretation of, and forthcoming regulations under, the recently enacted U.S. tax reform legislation; the company's future tax-planning initiatives; any prospective or retrospective increases in duties on the company's products imported into the company's markets outside of the United States; and any adverse results of tax audits or unfavorable changes to tax laws in the company's various markets; and
- continued competitive pressures in the company's markets.

The company's financial performance and the forward-looking statements contained herein are further qualified by a detailed discussion of associated risks set forth in the documents filed by the company with the Securities and Exchange Commission. The forward-looking statements set forth the company's beliefs as of the date that such information was first provided and the company assumes no duty to update the forward-looking statements contained in this presentation to reflect any change except as required by law.

RUTH TODD

Senior VP, Public Affairs

AGENDA

Welcome and Introduction

Long-term Vision and Strategy

Nu Skin's Growth Strategy

Product Launches and Pipeline

Bioinnovation

Questions

RITCH WOOD

Chief Executive Officer

Mission

TO EMPOWER
ALL PEOPLE TO
IMPROVE LIVES THROUGH
REWARDING
OPPORTUNITIES,
INNOVATIVE
PRODUCTS,
& A FORCE FOR
GOOD CULTURE

NU SKIN

OUR VISION

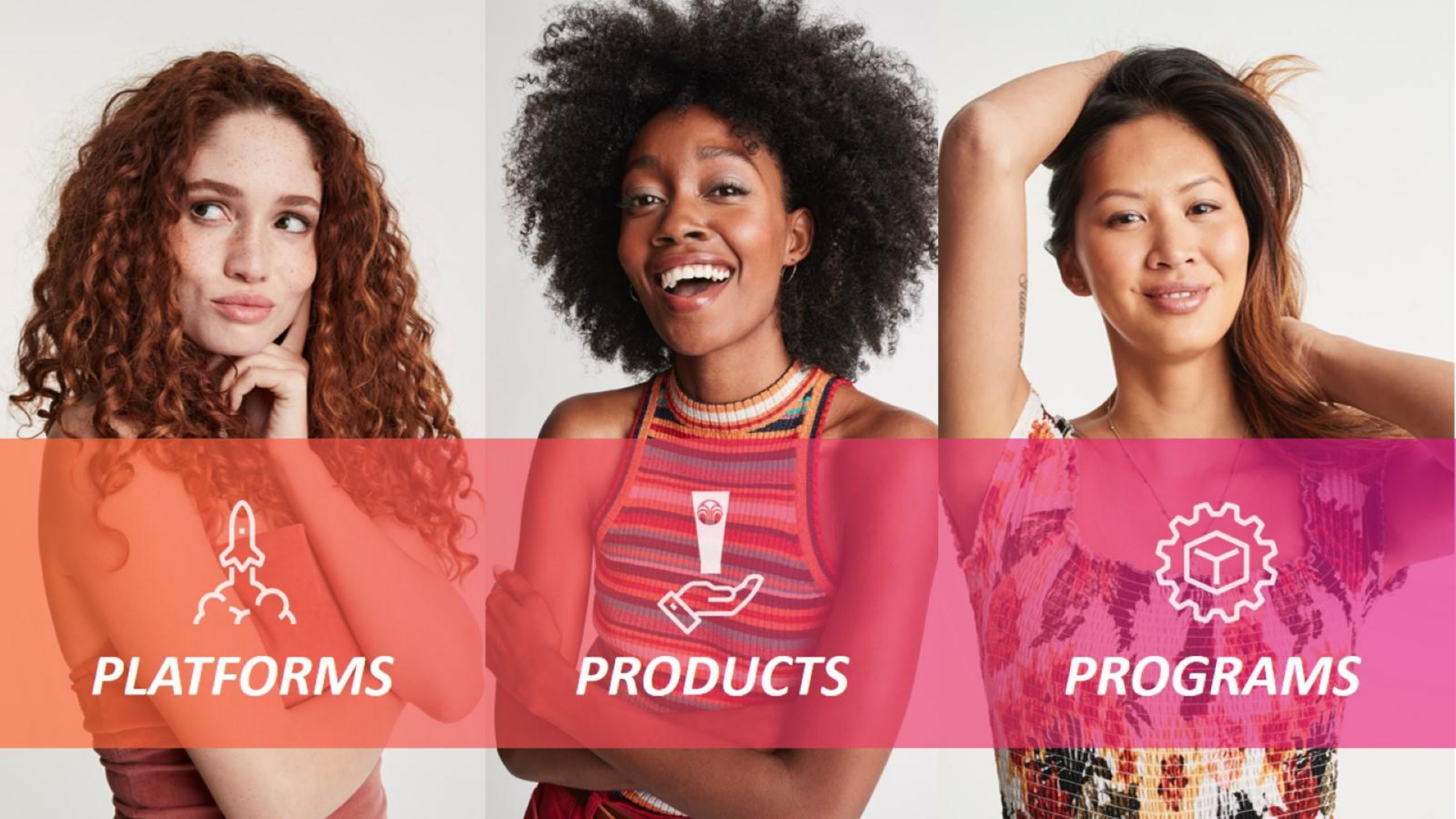
TO BECOME THE WORLD'S LEADING BUSINESS OPPORTUNITY PLATFORM

OUR STRATEGY
IS ALL ABOUT

growth

BY EMPOWERING

PEOPLE


PLATFORMS
PRODUCTS
PROGRAMS

RYAN NAPIERSKI

President, Nu Skin

NU SKIN'S COMPETITIVE ADVANTAGE

ENGAGING PLATFORMS

MULTI-CLOUD *partnerships*

powered by aws

Aliyun

Alibaba Cloud Computing

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KEVIN FULLER

SVP Global Marketing

ENABLING PRODUCTS

OUR product vision

Source Euromonitor International Ltd; Retail Value RSP terms; all channels; 2017 and 2018. Includes at-home Skin Care Devices exclusively paired with topical consumable of same brand. Based on Euromonitor custom research methodology, Jan/Feb2019. Includes electric facial cleansers as defined in Passport database; does not include hair care/removal, body shavers, or oral care appliances.

boost...
YOUTHFUL BEAUTY

THE NEW AGELOC Galvanic Spa & Nutriol

Redesigned User Experience

High-performance formulations

New Scalp Conductor

- Optimized Ergonomics
- 50% More Scalp Contact

Galvanic and Nutriol are not available in all markets

AGELOC PowerMask

NUTRICENTIALS

Bioadaptive Botanical Blend

MIGHTY Minds

Great sugar-free taste

Supports brain health & cognitive development

Aids in learning and memory development

TRGO PROTEIN RECOVERY +
& TRGO PRE-WORKOUT +

JOE CHANG, PH.D.

Chief Scientific Officer

Innovation: What's Next?

THROUGH BIOSOURCING, WE ARE
COMMITTED TO SETTING NEW MEASURABLE STANDARDS
FOR HOW WE GROW, SOURCE,
AND USE PRODUCT INGREDIENTS TO IMPROVE
OUR LIVES AND PRESERVE OUR PLANET

SCIENCE + TECHNOLOGY
+ SOURCING =
bioinnovation

EPOCH YIN & YANG MASK & TR90 GREENSHAKE

EMPOWERING PROGRAMS

VELOCITY

FLEXIBLE, FAST, & FULFILLING BUSINESS MODEL

Increase in payees since Velocity introduction

Customer acquisition improvement

Productivity increase in new builders

Nu Skin's business model in Mainland China is separate and distinct from our Velocity Sales Performance Plan in other markets.

PROVIDING
opportunity
FOR ALL

Q&A
NU SKIN