

Nu Skin Enterprises, Inc.
Revenue and Exchange Rate Data
Q1 2019 to Q1 2021

	Q1		Q2		Q3		Q4		Annual		Q1		Q2		Q3		Q4		Annual		Q1	
	2019	%	2019	%	2019	%	2019	%	2019	%	2020	%	2020	%	2020	%	2020	%	2020	%	2021	%
Selected Average Exchange Rates																						
Japan	110.24		109.86		107.32		108.74		109.01		108.94		107.55		106.12		104.42		106.66		106.03	
South Korea	1,125.04		1,165.84		1,194.44		1,175.05		1,164.64		1,192.27		1,219.93		1,188.77		1,117.24		1,177.14		1,115.29	
Taiwan	30.82		31.11		31.21		30.45		30.90		30.12		29.91		29.35		28.38		29.36		28.09	
Hong Kong	7.85		7.84		7.83		7.82		7.83		7.77		7.75		7.75		7.75		7.76		7.76	
China	6.75		6.83		7.03		7.04		6.87		6.99		7.09		6.91		6.61		6.89		6.48	
Singapore	1.35		1.36		1.38		1.36		1.36		1.39		1.41		1.37		1.34		1.38		1.33	
Malaysia	4.09		4.15		4.17		4.16		4.16		4.17		4.32		4.20		4.10		4.19		4.07	
Thailand	31.63		31.61		30.71		30.27		31.15		31.29		31.89		31.33		30.57		31.29		30.27	
Selected Local Currency Revenues																						
Japan - Thousand Yen	6,846,896		7,168,475		7,211,582		7,120,513		28,347,037		6,678,022		7,344,697		7,530,063		7,636,443		29,189,967		7,407,680	
South Korea - Thousand Won	94,337,979		98,783,955		94,880,341		96,304,748		384,304,163		90,277,492		93,830,916		99,214,744		100,980,620		384,311,260		90,484,593	
Taiwan - Thousand NT\$	644,903		737,851		674,232		698,990		2,755,979		588,256		673,827		728,724		776,974		2,767,828		597,287	
Hong Kong- Thousand HK\$	154,044		156,709		147,569		145,990		604,329		126,622		113,412		135,139		143,339		518,511		116,977	
China - Thousand RMB	1,406,606		1,265,305		1,222,654		1,089,368		4,966,282		962,688		1,037,099		1,168,852		1,139,014		4,307,767		969,677	
Singapore - Thousand SG\$	12,787		12,605		13,620		12,145		51,157		13,552		13,143		16,664		16,012		59,372		12,100	
Malaysia - Thousand Ringgit	69,679		73,076		75,917		76,300		295,206		70,931		61,234		92,370		76,146		300,681		59,478	
Thailand - Thousand Baht	333,383		318,204		307,917		260,459		1,222,330		229,830		236,362		235,173		201,272		902,640		164,934	
US\$ Revenue (in thousands)																						
China	208,488	33.4%	185,333	29.7%	173,974	29.5%	154,731	26.5%	722,526	29.9%	137,696	26.6%	146,332	23.9%	169,068	24.0%	172,442	23.0%	625,538	24.2%	149,593	22.1%
South Korea	83,853	13.4%	84,732	13.6%	79,435	13.5%	81,958	14.0%	329,978	13.6%	75,719	14.6%	76,915	12.6%	83,460	11.9%	90,384	12.1%	326,478	12.6%	81,131	12.0%
Indonesia	21,076	3.4%	22,170	3.6%	25,778	4.4%	23,563	4.0%	92,587	3.8%	21,804	4.2%	18,963	3.1%	24,486	3.5%	27,003	3.6%	92,256	3.6%	23,303	3.4%
Malaysia	17,036	2.7%	17,613	2.8%	18,223	3.1%	18,322	3.1%	71,194	2.9%	16,996	3.3%	14,187	2.3%	21,995	3.1%	18,575	2.5%	71,753	2.8%	14,603	2.2%
Singapore	9,438	1.5%	9,245	1.5%	9,899	1.7%	8,915	1.5%	37,497	1.5%	9,780	1.9%	9,319	1.5%	12,124	1.7%	11,913	1.6%	43,136	1.7%	9,076	1.3%
Thailand	10,541	1.7%	10,068	1.6%	10,027	1.7%	8,605	1.5%	39,241	1.6%	7,344	1.4%	7,411	1.2%	7,506	1.1%	6,585	0.9%	28,846	1.1%	5,448	0.8%
Other Southeast Asia	14,404	2.3%	16,299	2.6%	15,036	2.5%	15,362	2.6%	61,101	2.5%	13,662	2.6%	16,949	2.8%	17,991	2.6%	18,115	2.4%	66,717	2.6%	15,155	2.2%
Canada	11,740	1.9%	12,224	2.0%	9,610	1.6%	10,478	1.8%	44,052	1.8%	7,985	1.5%	11,635	1.9%	13,834	2.0%	17,602	2.4%	51,056	2.0%	18,565	2.7%
Latin America	14,924	2.4%	14,938	2.4%	14,688	2.5%	14,768	2.5%	59,318	2.5%	12,649	2.4%	26,388	4.3%	39,555	5.6%	48,444	6.5%	127,036	4.9%	33,832	5.0%
Pacific	10,375	1.7%	12,169	2.0%	11,373	1.9%	10,739	1.8%	44,656	1.8%	9,583	1.8%	14,091	2.3%	17,849	2.5%	17,396	2.3%	58,919	2.3%	15,703	2.3%
USA	49,417	7.9%	53,510	8.6%	47,964	8.1%	50,161	8.6%	201,052	8.3%	44,356	8.6%	75,805	12.4%	80,227	11.4%	74,542	10.0%	274,930	10.6%	81,365	12.0%
Hong Kong	19,634	3.1%	19,992	3.2%	18,848	3.2%	18,660	3.2%	77,134	3.2%	16,294	3.1%	14,631	2.4%	17,436	2.5%	18,491	2.5%	66,852	2.6%	15,080	2.2%
Taiwan	20,924	3.4%	23,720	3.8%	21,601	3.7%	22,956	3.9%	89,201	3.7%	19,533	3.8%	22,530	3.7%	24,829	3.5%	27,373	3.7%	94,265	3.7%	21,265	3.1%
Japan	62,109	10.0%	65,251	10.5%	67,197	11.4%	65,482	11.2%	260,039	10.7%	61,300	11.8%	68,291	11.2%	70,958	10.1%	73,132	9.8%	273,681	10.6%	69,864	10.3%
Europe	37,640	6.0%	39,527	6.3%	32,147	5.4%	41,604	7.1%	150,918	6.2%	32,498	6.3%	46,959	7.7%	55,386	7.9%	75,542	10.1%	210,385	8.1%	70,984	10.5%
Russ/SAF/Israel/Ukr/Turk	4,178	0.7%	3,873	0.6%	3,595	0.6%	4,601	0.8%	16,247	0.7%	2,905	0.6%	3,817	0.6%	6,025	0.9%	7,114	1.0%	19,861	0.8%	5,196	0.8%
Other	27,846	4.5%	32,836	5.3%	30,539	5.2%	32,454	5.6%	123,675	5.1%	27,924	5.4%	38,143	6.2%	40,618	5.8%	43,540	5.8%	150,225	5.8%	46,863	6.9%
Revenue by Segment in US\$																						
Mainland China	208,488.0	33.4%	185,333.0	29.7%	173,974.0	29.5%	154,731	20.7%	722,526	29.9%	137,696.0	26.6%	146,332.0	23.9%	169,068.0	24.0%	172,442	23.0%	625,538	24.2%	149,593.0	22.1%
Americas/Pacific	86,456.0	13.9%	92,841.0	14.9%	83,635.0	14.2%	86,146	11.5%	349,078	14.4%	74,573.0	14.4%	127,919.0	20.9%	151,465.0	21.5%	157,984	21.1%	511,941	19.8%	149,465.0	22.1%
South Korea	83,853.0	13.4%	84,732.0	13.6%	79,435.0	13.5%	81,958	11.0%	329,978	13.6%	75,719.0	14.6%	76,915.0	12.6%	83,460.0	11.9%	90,384	12.1%	326,478	12.6%	81,131.0	12.0%
Southeast Asia	72,495.0	11.6%	75,395.0	12.1%	78,963.0	13.4%	74,767	10.0%	301,620	12.5%	69,586.0	13.4%	66,829.0	10.9%	84,102.0	12.0%	82,191	11.0%	302,708	11.7%	67,585.0	10.0%
Japan	62,109.0	10.0%	65,251.0	10.5%	67,197.0	11.4%	65,482	8.8%	260,039	10.7%	61,300.0	11.8%	68,291.0	11.2%	70,958.0	10.1%	73,132	9.8%	273,681	10.6%	69,864.0	10.3%
Hong Kong/Taiwan	40,558.0	6.5%	43,712.0	7.0%	40,449.0	6.9%	41,616	5.6%	166,335	6.9%	35,827.0	6.9%	37,161.0	6.1%	42,265.0	6.0%	45,864	6.1%	161,117	6.2%	36,345.0	5.4%
EMEA	41,818.0	6.7%	43,400.0	7.0%	35,742.0	6.1%	46,205	6.2%	167,165	6.9%	35,403.0	6.8%	50,776.0	8.3%	61,411.0	8.7%	82,656	11.0%	230,246	8.9%	76,180.0	11.3%
Other	27,846.0	4.5%	32,836.0	5.3%	30,539.0	5.2%	32,454	4.3%	123,675	5.1%	27,924.0	5.4%	38,143.0	6.2%	40,618.0	5.8%	43,540	5.8%	150,225	5.8%	46,863.0	6.9%
Total Revenue	623,623	100%	623,500	100%	589,934	100%	583,359	78%	2,420,416	100%	518,028	100%	612,366	100%	703,347	100%	748,193	100%	2,581,934	100%	677,026	100%