

Nu Skin Enterprises, Inc.  
Revenue and Exchange Rate Data  
Q2 2019 to Q2 2021

	Q2 2019	%	Q3 2019	%	Q4 2019	%	Annual 2019	%	Q1 2020	%	Q2 2020	%	Q3 2020	%	Q4 2020	%	Annual 2020	%	Q1 2021	%	Q2 2021	%
<b>Selected Average Exchange Rates</b>																						
Japan	109.86		107.32		108.74		109.01		108.94		107.55		106.12		104.42		106.66		106.03		109.45	
South Korea	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		1,121.23	
Taiwan	31.11		31.21		30.45		30.90		30.12		29.91		29.35		28.38		29.36		28.09		28.01	
Hong Kong	7.84		7.83		7.82		7.83		7.77		7.75		7.75		7.75		7.76		7.76		7.77	
China	6.83		7.03		7.04		6.87		6.99		7.09		6.91		6.61		6.89		6.48		6.45	
Singapore	1.36		1.38		1.36		1.36		1.39		1.41		1.37		1.34		1.38		1.33		1.33	
Malaysia	4.15		4.17		4.16		4.15		4.17		4.32		4.20		4.10		4.19		4.07		4.13	
Thailand	31.61		30.71		30.27		31.15		31.29		31.89		31.33		30.57		31.29		30.27		31.35	
<b>Selected Local Currency Revenues</b>																						
Japan - Thousand Yen	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		7,444,789	
South Korea - Thousand Won	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		99,345,463	
Taiwan - Thousand NT\$	737,851		674,232		698,990		2,755,979		588,256		673,827		728,724		776,974		2,767,828		597,287		665,607	
Hong Kong- Thousand HK\$	156,709		147,569		145,990		604,329		126,622		113,412		135,139		143,339		518,511		116,977		114,636	
China - Thousand RMB	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		995,014	
Singapore - Thousand SG\$	12,605		13,620		12,145		51,157		13,552		13,143		16,664		16,012		59,372		12,100		13,898	
Malaysia - Thousand Ringgit	73,076		75,917		76,300		295,206		70,931		61,234		92,370		76,146		300,680		59,478		67,950	
Thailand - Thousand Baht	318,204		307,917		260,459		1,222,330		229,830		236,362		235,173		201,272		902,640		164,934		145,622	
<b>US\$ Revenue (in thousands)</b>																						
China	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%	154,182	23.9%
South Korea	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%	88,604	12.6%
Indonesia	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%	24,448	3.1%
Malaysia	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%	16,460	2.3%
Singapore	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%	10,428	1.5%
Thailand	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%	4,645	1.2%
Other Southeast Asia	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%	14,770	2.8%
Canada	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%	15,230	1.9%
Latin America	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%	32,920	4.3%
Pacific	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%	13,218	2.3%
USA	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%	90,362	12.4%
Hong Kong	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%	14,763	2.4%
Taiwan	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%	23,766	3.7%
Japan	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%	68,020	11.2%
Europe	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%	78,319	7.7%
Russ/SAF/Israel/Ukr/Turk	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%	4,796	0.6%
Other	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%	49,124	6.2%
<b>Revenue by Segment in US\$</b>																						
Mainland China	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%	154,182.0	23.9%
Americas/Pacific	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%	151,730.0	20.9%
South Korea	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%	88,604.0	12.6%
Southeast Asia	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%	70,751.0	10.9%
Japan	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%	68,020.0	11.2%
Hong Kong/Taiwan	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%	38,529.0	6.1%
EMEA	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%	83,115.0	8.3%
Other	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%	49,124.0	6.2%
<b>Total Revenue</b>	<b>623,500</b>	<b>100%</b>	<b>589,934</b>	<b>100%</b>	<b>583,359</b>	<b>78%</b>	<b>2,420,416</b>	<b>100%</b>	<b>518,028</b>	<b>100%</b>	<b>612,366</b>	<b>100%</b>	<b>703,347</b>	<b>100%</b>	<b>748,193</b>	<b>100%</b>	<b>2,581,934</b>	<b>100%</b>	<b>677,026</b>	<b>100%</b>	<b>704,055</b>	<b>100%</b>