NU SKIN®

# Q3 2026

## Financial Overview

**Important Information Regarding Forward-Looking Statements:** This presentation contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, that represent the company's current expectations and beliefs. All statements other than statements of historical fact are "forward-looking statements" for purposes of federal and state securities laws and include, but are not limited to, statements of management's expectations regarding the company's performance, growth, initiatives, strategic priorities, sales force, initiatives to grow and develop our sales channel, product strategy and pipeline, Prysm iO's features and potential benefits to the business, timing and benefits of launching our business in India, east-west realignment of our business and its benefits; projections regarding revenue, expenses, margins, tax rates, profitability, earnings per share, foreign currency fluctuations, financial position, 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," "advance," "ensure," "improve," "intend," "accelerate," "anticipate," "continue," "target," "outlook," "guidance," "project," "focus," "commit," "ability," "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:

- 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;
- 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, increased scrutiny of sales force actions, imposition of fines, or any other adverse actions or events;
- economic conditions and events globally;
- the company's future tax-planning initiatives, any prospective or retrospective increases in duties or tariffs on the company's products imported into the company's markets, and any adverse results of tax audits or unfavorable changes to tax laws in the company's various markets;
- competitive pressures in the company's markets;
- risk that epidemics or other crises, as well as any related disruptions, could negatively impact our business;
- adverse publicity related to the company's business, products, industry or any legal actions or complaints by the company's sales force or others;
- political, legal, tax and regulatory uncertainties, including trade policies, associated with operating in Mainland China and other international markets;
- uncertainty regarding meeting restrictions and other government scrutiny in Mainland China, as well as 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; and
- 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.

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.

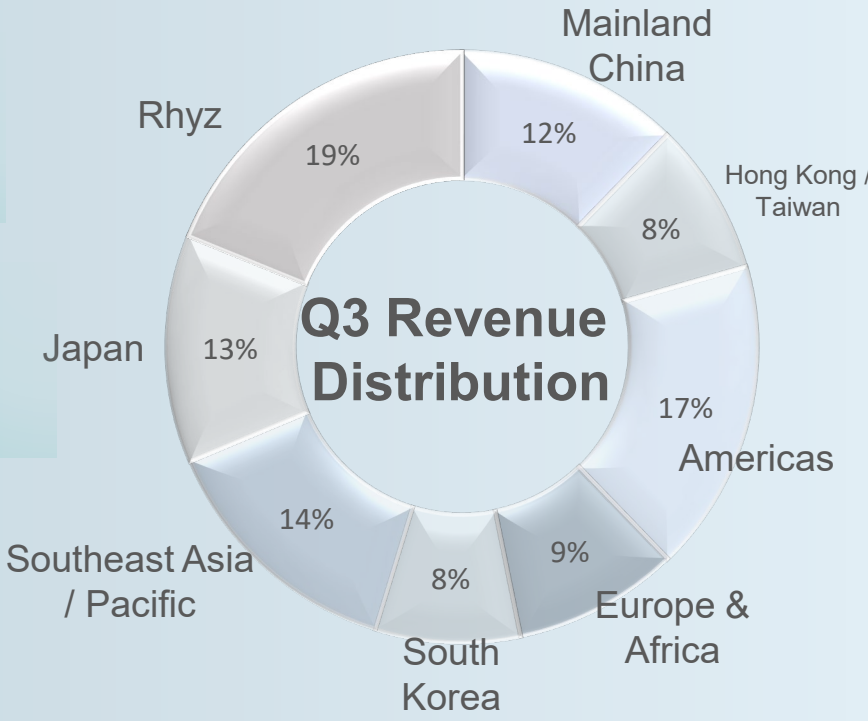
# Q3 Overview

Revenue $311.0 million, (14.6%) YOY

(1.1)% FX impact or $(3.9M)

EPS $(0.02) or $0.10 excluding certain charges compared to $0.34

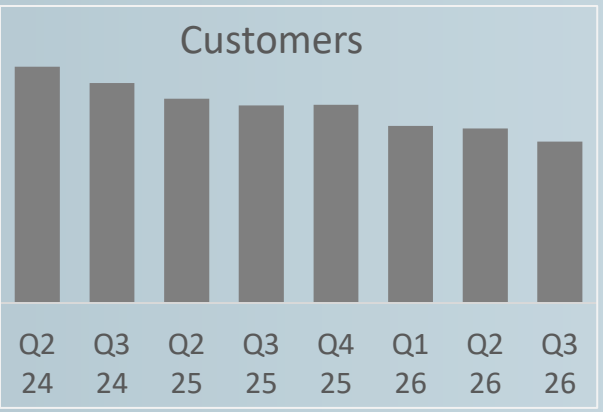
Customers (18)%, Paid Affiliates (10)%, Sales Leaders (13)%, YOY

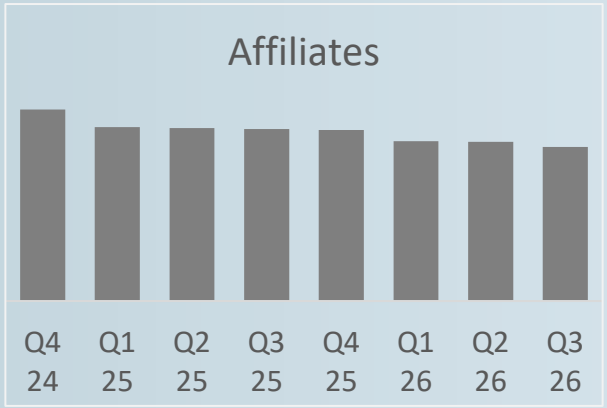


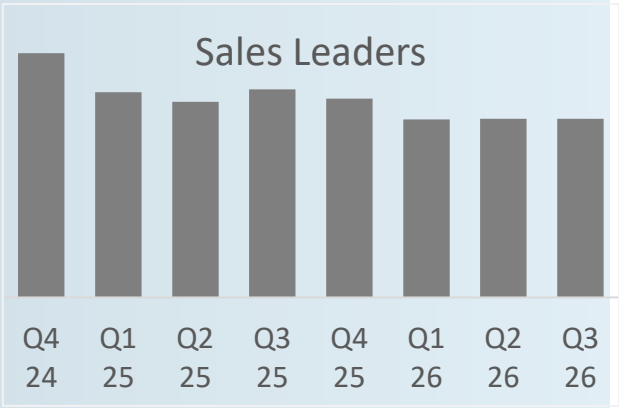
# Customers/Paid Affiliates/Sales Leaders Performance

Q3 2026 vs Q3 2025

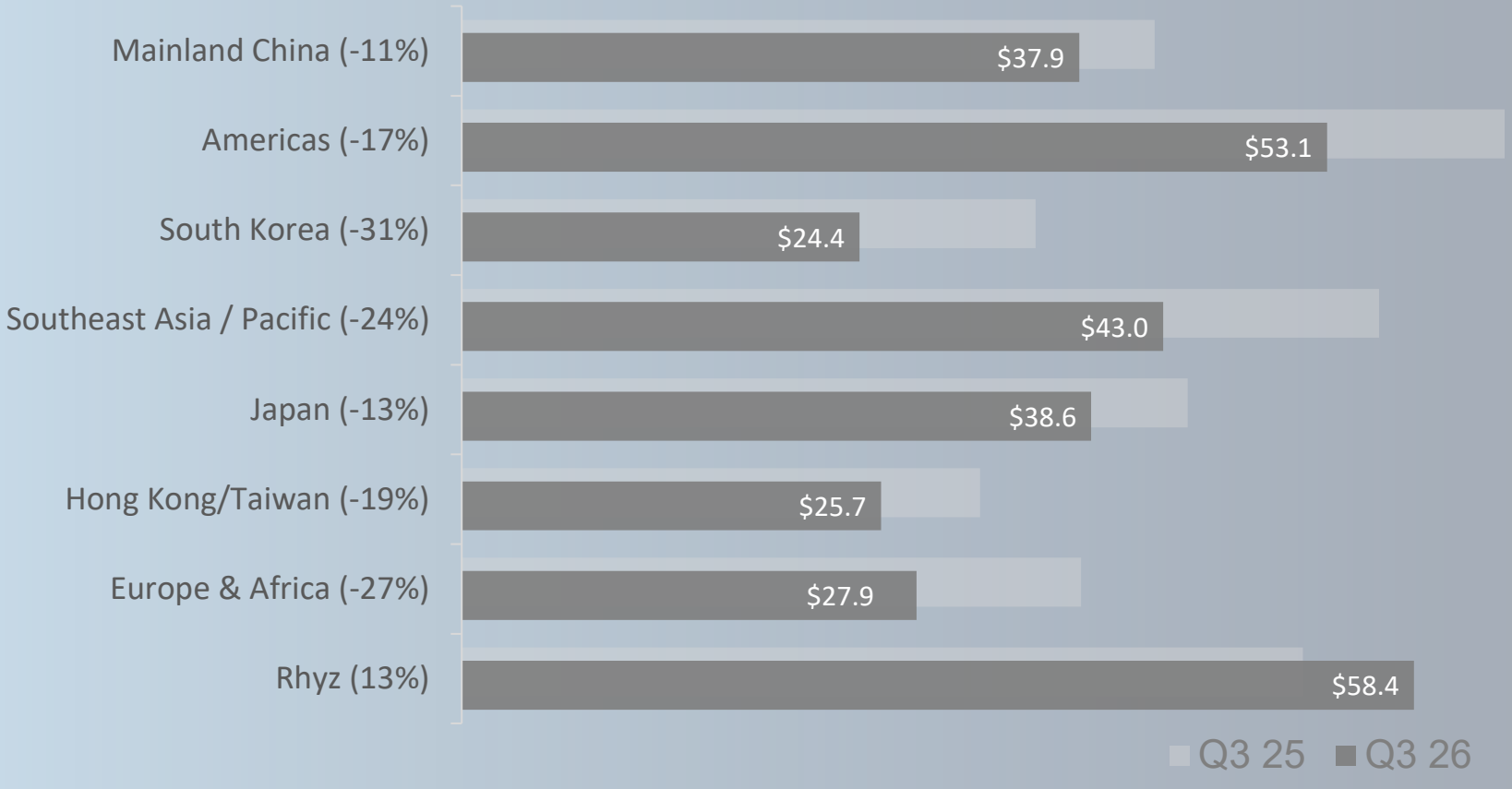
| Market | Customers | YOY % Change | Paid Affiliates | YOY % Change | Sales Leaders | YOY % Change |
|---|---|---|---|---|---|---|
| Mainland China | 90,469 | (15%) | 17,121 | (6%) | 5,889 | (10%) |
| Americas | 162,865 | (27%) | 26,023 | (7%) | 4,635 | (18%) |
| Korea | 52,570 | (18%) | 14,424 | (16%) | 2,350 | (24%) |
| S.E. Asia and Pacific | 66,791 | (11%) | 17,587 | (17%) | 3,900 | (11%) |
| Japan | 99,256 | (8%) | 19,278 | (6%) | 6,154 | (8%) |
| Hong Kong/ Taiwan | 36,903 | (11%) | 9,370 | (8%) | 1,956 | (10%) |
| Europe & Africa | 100,615 | (21%) | 12,646 | (15%) | 2,111 | (21%) |
| Total | 609,469 | (18%) | 116,449 | (10%) | 26,995 | (13%) |



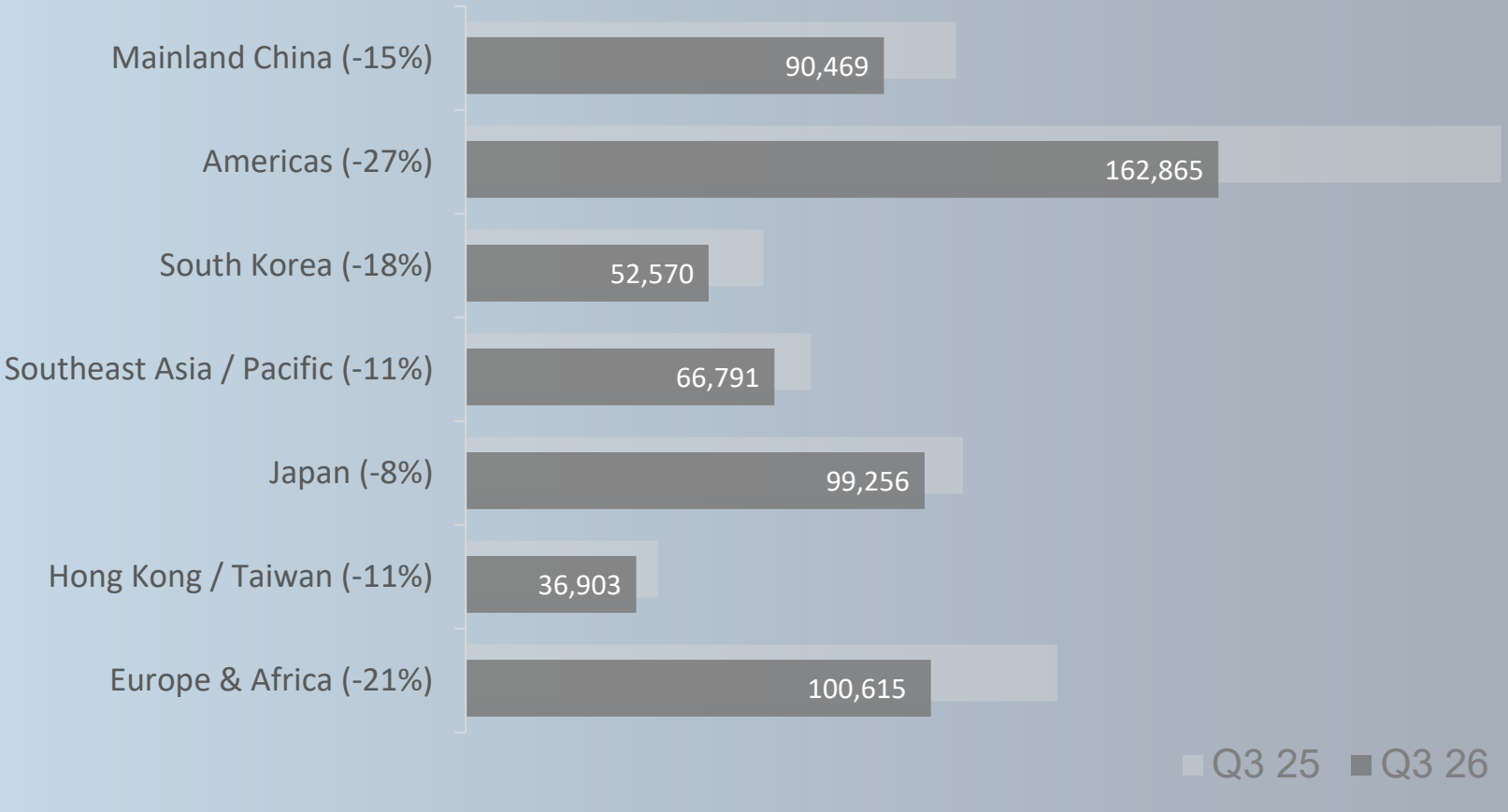



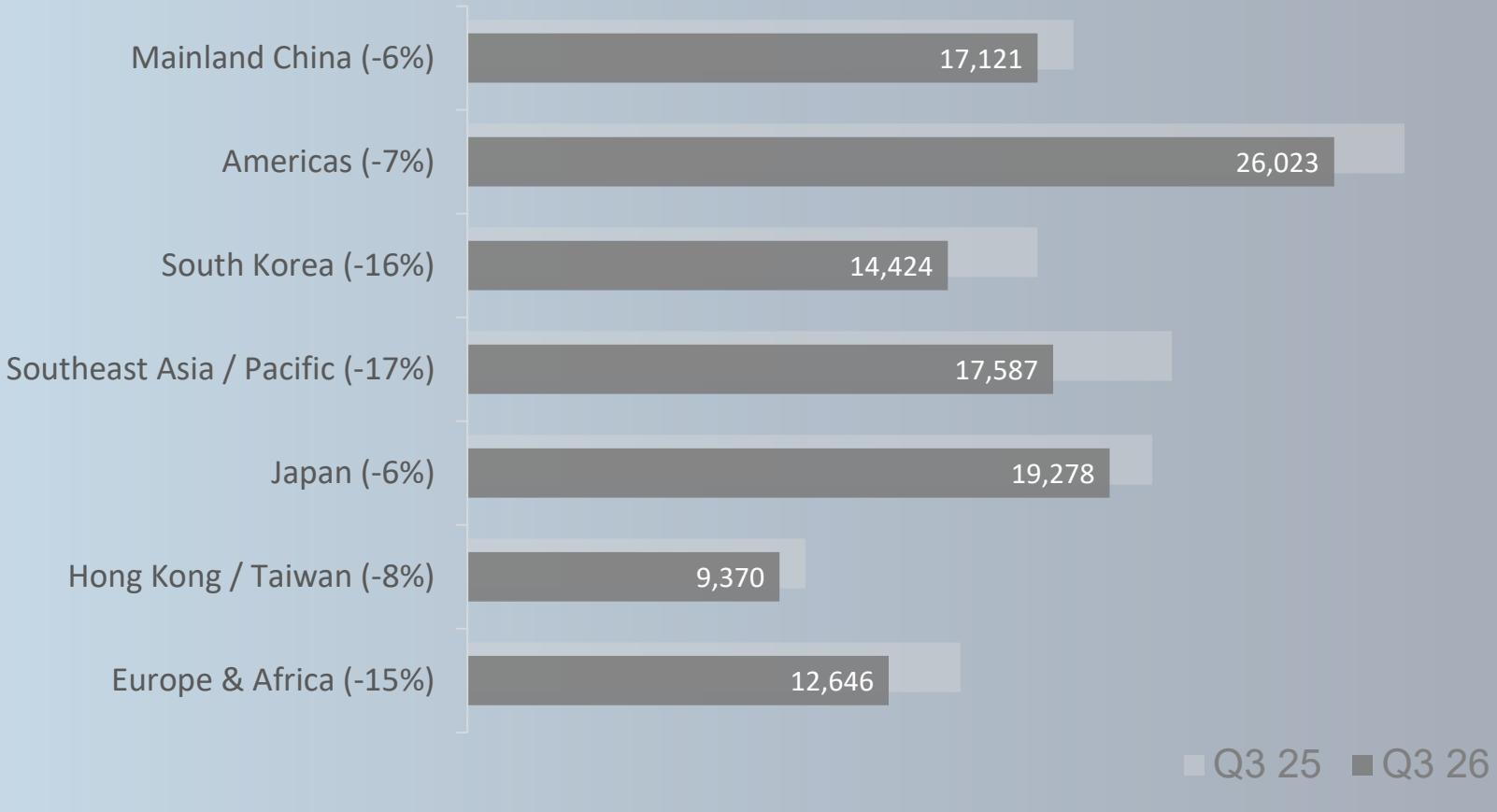
# Q3 Revenue by Segment (M)



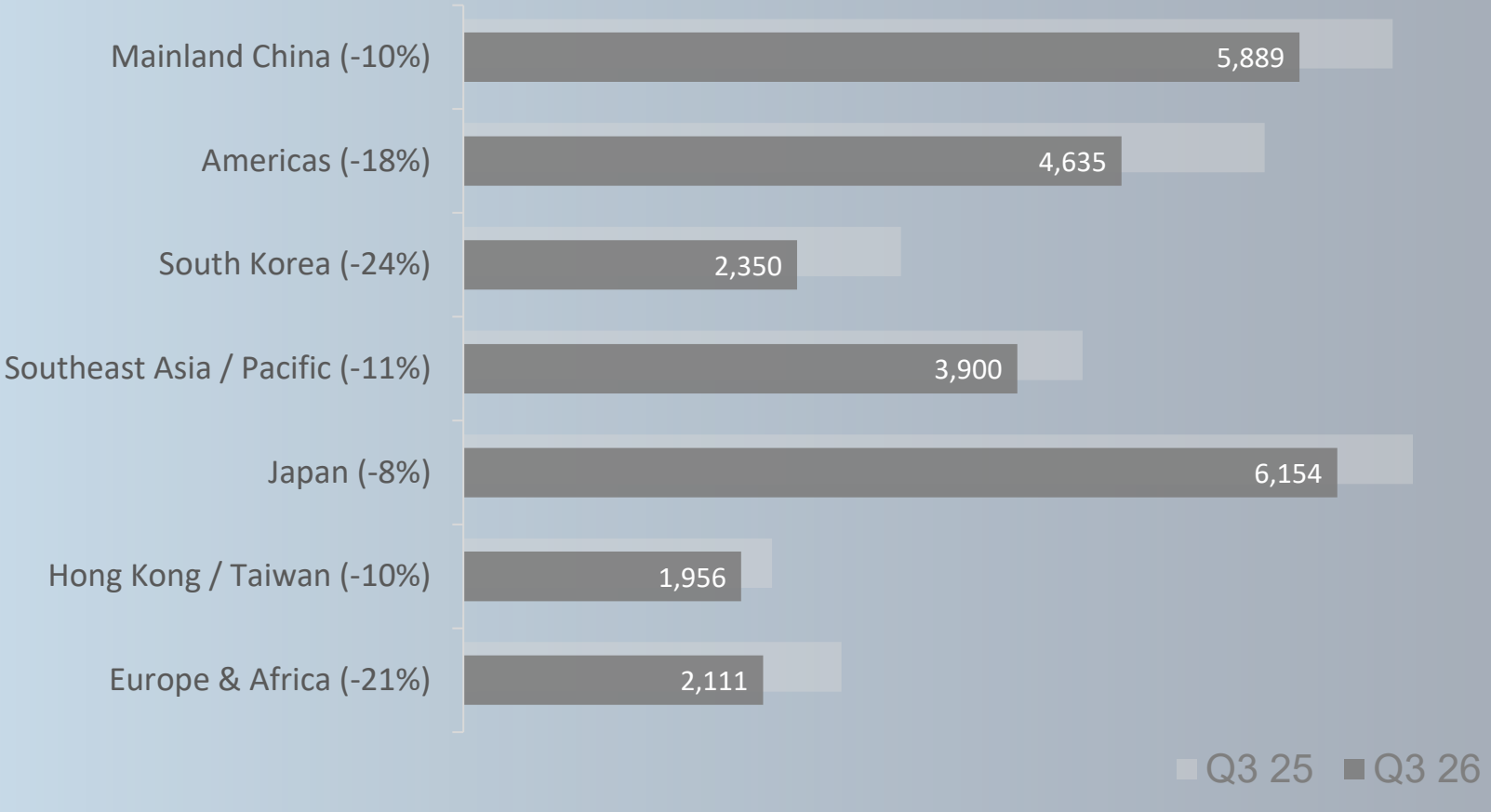
# Customers by Segment



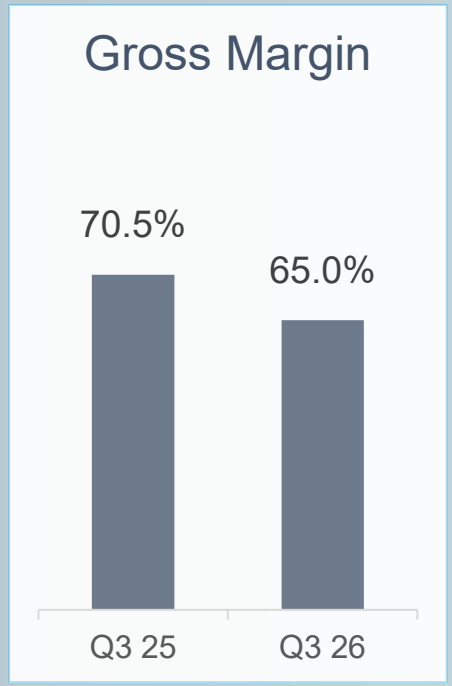
# Paid Affiliates by Segment



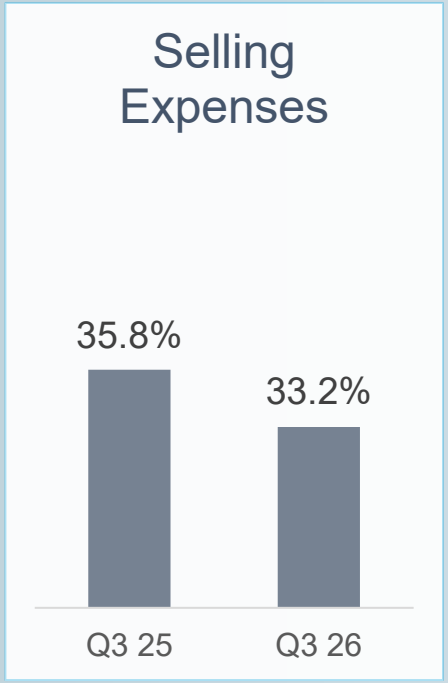
# Sales Leaders by Segment



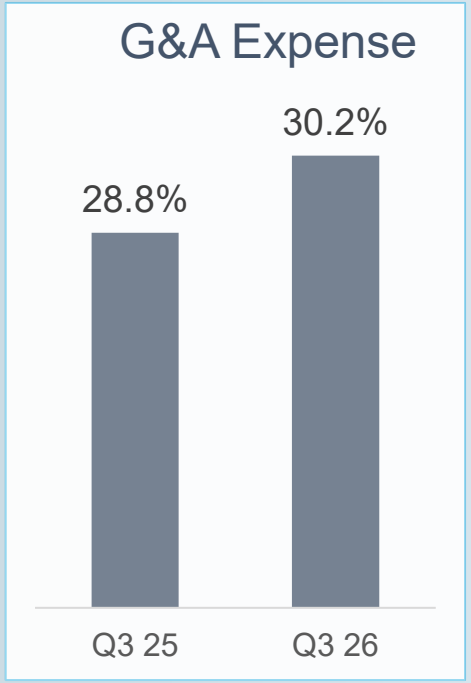
# Q3 2026 Operational Performance

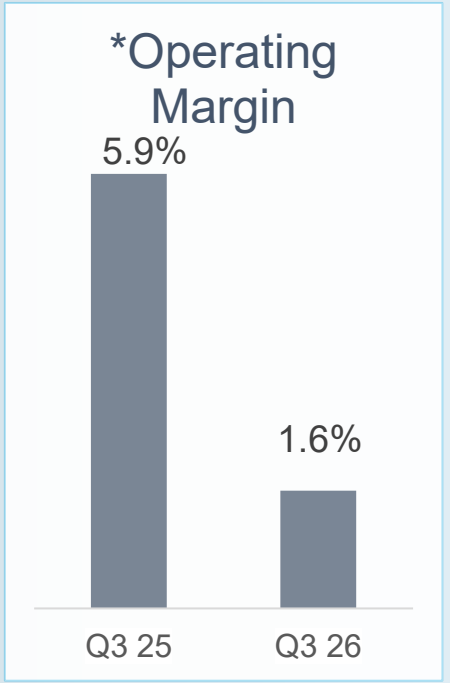



Nu Skin business was 77.7% in 2025 compared to 76.6% in 2026



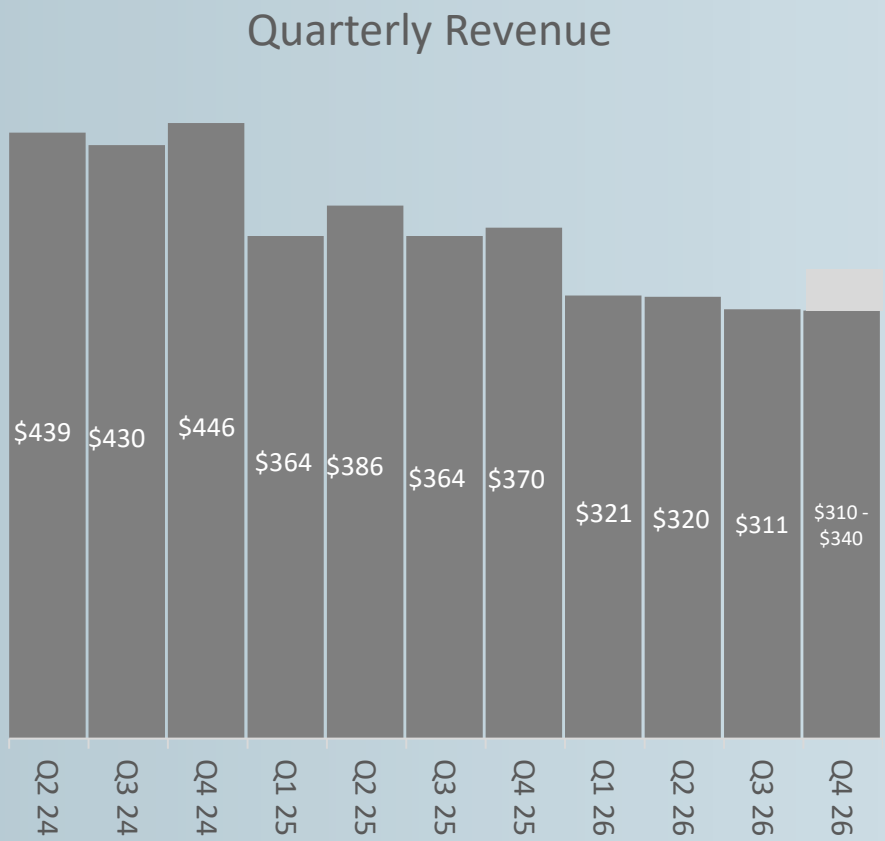

Nu Skin business was 41.7% in 2025 compared to 40.9% in 2026




* Percentages reflect US GAAP, see reconciliation table for non-GAAP #'s

# Q4 & 2026 Outlook




**Q4 26 Revenue**

- $310 to $340 million; (16)% to (8)%
- Approx. 1% FX impact

**Q4 26 EPS**

- $0.05 to $0.15 or $0.11 to $0.21 on an adjusted basis

**2026 Revenue**

- $1.26 to $1.29 billion; (15)% to (13)%
- Approx. (1)% FX impact

**2026 EPS**

- $(5.08) to $(4.98) or $0.55 to $0.65 on an adjusted basis

# Reconciliation Tables

**NU SKIN ENTERPRISES, INC.**
**Reconciliation of Operating Margin Excluding Certain Charges to GAAP Operating Margin**
(in thousands)

| | Three months ended September 30, | | Nine months ended September 30, | |
|---|---|---|---|---|
| | **2026** | **2025** | **2026** | **2025** |
| Operating Income | $ 5,087 | $ 21,642 | $ (50,206) | $ 42,519 |
| Impact of inventory write-off | - | - | 3,116 | - |
| Impact of other charges[(1)] | 6,314 | - | 8,957 | 7,966 |
| Impact of impairment expenses | - | - | 80,714 | 25,114 |
| Adjusted operating income | $ 11,401 | $ 21,642 | $ 42,581 | $ 75,599 |
| | | | | |
| Operating margin | 1.6% | 5.9% | (5.3)% | 3.8% |
| Operating margin, excluding certain charges | 3.7% | 5.9% | 4.5% | 6.8% |
| | | | | |
| Revenue | $ 311,009 | $ 364,211 | $ 951,729 | $ 1,114,839 |

(1) Other charges for the third quarter of 2026 consist of $5.1 million related to employee severance charges and $1.2 million of professional fees. Other charges for the first nine months of 2026 consist of the aforementioned $6.3 million as well as $1.0 million related to the wind down of the separate BeautyBio business and $1.6 million of other employee severance charges. Other charges for the first nine months of 2025 consist of expenses incurred in connection with the Mavely sale, including $2.7 million of transaction bonuses for certain employees and $5.2 million of equity compensation as a result of the vesting of the Mavely profits interest units.

# Reconciliation Tables

**NU SKIN ENTERPRISES, INC.**
**Reconciliation of Effective Tax Rate Excluding Impact of Certain Charges to GAAP Effective Tax Rate**
(in thousands)

| | Three months ended September 30, | | Nine months ended September 30, | |
|---|---|---|---|---|
| | **2026** | **2025** | **2026** | **2025** |
| Provision (benefit) for income taxes | $ 2,629 | $ (1,085) | $ 190,015 | $ 32,293 |
| Impact of inventory write-off on provision for income taxes | - | - | 1,065 | - |
| Impact of other charges on provision for income taxes[(1)] | 873 | - | 1,776 | 725 |
| Impact of impairment on provision for income taxes | - | - | (12,741) | 5,433 |
| Impact of gain on Mavely sale on provision for income taxes | - | - | - | (31,104) |
| Impact of gain on unrealized investment loss on provision for income taxes | - | - | - | 6,074 |
| Impact of valuation allowance on deferred tax assets | - | - | (167,505) | - |
| Provision for income taxes, excluding impact of certain charges | $ 3,502 | $ (1,085) | $ 12,610 | $ 13,421 |
| Income before provision for income taxes | 1,887 | 15,994 | (58,689) | 178,006 |
| Impact of inventory write-off | - | - | 3,116 | - |
| Impact of other charges[(1)] | 6,314 | - | 8,957 | 7,966 |
| Impact of impairment expense: | - | - | 80,714 | 25,114 |
| Impact of gain on Mavely sale | - | - | - | (176,162) |
| Impact of unrealized investment loss | - | - | - | 28,077 |
| Income before provision for income taxes, excluding impact certain charges | $ 8,201 | $ 15,994 | $ 34,098 | $ 63,001 |
| Effective tax rate | 139.3% | (6.8)% | (323.8)% | 18.1% |
| Effective tax rate, excluding impact of certain charges | 42.7% | (6.8)% | 37.0% | 21.3% |

# Reconciliation Tables

**NU SKIN ENTERPRISES, INC.**

**Reconciliation of Earnings Per Share Excluding Impact of Certain Charges to GAAP Earnings Per Share**

(in thousands, except for per share amounts)

| | Three months ended September 30, | | Nine months ended September 30, | |
|---|---|---|---|---|
| | 2026 | 2025 | 2026 | 2025 |
| Net income | $ (742) | $ 17,079 | $ (248,704) | $ 145,713 |
| Impact of Inventory write-off | | | | |
| Inventory write-off | - | - | 3,116 | - |
| Tax impact | - | - | (1,065) | - |
| Impact of other charges | | | | |
| Other charges[1] | 6,314 | - | 8,957 | 7,966 |
| Tax impact | (873) | - | (1,776) | (725) |
| Impact of impairment | | | | |
| Impairment charges | - | - | 80,714 | 25,114 |
| Tax impact | - | - | 12,741 | (5,433) |
| Impact of Mavely sale | | | | |
| Mavely sale | - | - | - | (176,162) |
| Tax impact | - | - | - | 31,104 |
| Impact of unrealized investment loss | | | | |
| Unrealized investment loss | - | - | - | 28,077 |
| Tax impact | - | - | - | (6,074) |
| Impact of valuation allowance on deferred tax assets | - | - | 167,505 | - |
| Adjusted net income | $ 4,699 | $ 17,079 | $ 21,488 | $ 49,580 |
| Diluted earnings per share | $ (0.02) | $ 0.34 | $ (5.13) | $ 2.91 |
| Diluted earnings per share, excluding impact of certain charges | $ 0.10 | $ 0.34 | $ 0.44 | $ 0.99 |
| Weighted-average common shares outstanding (000) | 48,677 | 50,310 | 48,495 | 50,158 |

# Reconciliation Tables

**NU SKIN ENTERPRISES, INC.**
**Reconciliation of Earnings Per Share Excluding Impact of Certain Charges to GAAP Earnings Per Share**

| | Three months ended December 31, 2026 | | Year ended December 31, 2026 | |
|---|---|---|---|---|
| | Low end | High end | Low end | High end |
| Earnings Per Share | $ 0.05 | $ 0.15 | $ (5.08) | $ (4.98) |
| Impact of inventory write-off | | | | |
| Inventory write-off | - | - | 0.06 | 0.06 |
| Tax impact | - | - | (0.02) | (0.02) |
| Impact of other charges | | | | |
| Other charges[(2)] | 0.10 | 0.10 | 0.29 | 0.29 |
| Tax impact | (0.04) | (0.04) | (0.08) | (0.08) |
| Impact of impairment: | | | | |
| Impairment charges | - | - | 1.67 | 1.67 |
| Tax impact | - | - | 0.26 | 0.26 |
| Impact of valuation allowance on deferred tax assets | - | - | 3.45 | 3.45 |
| Adjusted EPS | $ 0.11 | $ 0.21 | $ 0.55 | $ 0.65 |

(2) We are currently anticipating other charges for the fourth quarter of 2026 of approximately $5.0 million in cash-based transition cost. Other charges for the first nine months of 2026 consist of $6.7 million related to employee severance charges, $1.2 million of professional fees and as well as $1.0 million related to the wind down of the separate BeautyBio business.