

Nu Skin Enterprises, Inc.
Customers & Sales Leaders
Q3 2020 to Q3 2022

	Q3 2020	Q4 2020	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	YOY % Growth
Mainland China Customers	341,386	381,460	316,000	328,526	355,256	315,418	289,060	392,268	256,183	-27.9%
Mainland China Paid Affiliates	54,183	48,266	42,019	39,889	32,167	30,546	22,762	19,257	23,088	-28.2%
Mainland China Sales Leaders	25,778	24,560	23,012	20,946	19,392	18,207	14,146	11,458	11,897	-38.7%
South Korea Customers	164,256	158,953	152,390	153,282	156,431	146,354	140,648	135,290	134,549	-14.0%
South Korea Paid Affiliates	52,382	52,526	51,227	52,680	54,119	52,036	49,328	48,605	47,852	-11.6%
South Korea Sales Leaders	7,831	7,358	6,682	7,701	8,929	8,224	6,072	6,557	6,992	-21.7%
Americas Customers	397,936	366,688	374,867	368,052	324,884	336,564	318,458	302,849	316,123	-2.7%
Americas Paid Affiliates	52,058	52,821	52,849	53,492	50,619	49,330	46,281	44,523	44,745	-11.6%
Americas Sales Leaders	12,138	13,252	11,395	11,752	11,889	10,879	9,547	9,320	9,545	-19.7%
Southeast Asia/Pacific Customers	204,489	192,622	185,435	165,221	162,047	169,601	165,657	152,775	153,432	-5.3%
Southeast Asia/Pacific Paid Affiliates	49,378	48,756	45,940	44,734	43,298	43,999	43,262	41,512	40,624	-6.2%
Southeast Asia/Pacific Sales Leaders	9,445	10,167	8,446	8,190	7,623	8,800	8,012	8,407	7,618	-0.1%
Japan Customers	126,896	128,400	126,525	125,734	123,453	122,813	122,616	122,643	121,202	-1.8%
Japan Paid Affiliates	38,465	38,973	38,317	38,623	38,315	38,428	38,059	38,269	38,119	-0.5%
Japan Sales Leaders	6,339	6,373	6,135	6,057	6,007	5,864	5,977	6,097	6,063	0.9%
Hong Kong/Taiwan Customers	69,346	70,592	66,042	64,861	62,491	66,395	68,975	69,411	69,989	12.0%
Hong Kong/Taiwan Paid Affiliates	18,348	18,861	17,906	17,815	18,872	20,155	17,910	17,644	17,439	-7.6%
Hong Kong/Taiwan Sales Leaders	3,829	4,165	3,755	3,446	3,629	3,666	3,253	3,054	2,932	-19.2%
EMEA Customers	235,202	258,587	296,001	261,881	210,705	210,414	216,037	205,379	187,906	-10.8%
EMEA Paid Affiliates	37,416	40,553	43,812	42,682	36,245	36,483	33,834	32,323	31,409	-13.3%
EMEA Sales Leaders	6,039	6,650	7,479	8,002	6,417	5,743	5,455	5,192	4,777	-25.6%
TOTAL CUSTOMERS	1,539,511	1,557,302	1,517,260	1,467,557	1,395,267	1,367,559	1,321,451	1,380,615	1,239,384	-11.2%
TOTAL PAID AFFILIATES	302,230	300,756	292,070	289,915	273,635	270,977	251,436	242,133	243,276	-11.1%
TOTAL SALES LEADERS	71,399	72,525	66,904	66,094	63,886	61,383	52,462	50,085	49,824	-22.0%