

Nu Skin Enterprises, Inc.
Revenue and Exchange Rate Data
Q2 2022 to Q2 2024

	Q2 2022	%	Q3 2022	%	Q4 2022	%	Annual 2022	%	Q1 2023	%	Q2 2023	%	Q3 2023	%	Q4 2023	%	Annual 2023	%	Q1 2024	%	Q2 2024	%
Selected Average Exchange Rates																						
Japan	129.48		138.11		140.78		130.58		132.37		137.43		144.79		147.59		140.53		148.48		155.96	
South Korea	1,262.05		1,342.23		1,358.20		1,288.55		1,283.04		1,314.54		1,316.55		1,321.05		1,307.03		1,330.04		1,371.65	
Taiwan	29.39		30.38		31.14		29.77		30.69		31.68		31.76		31.68		31.18		31.46		32.36	
Hong Kong	7.85		7.85		7.82		7.83		7.84		7.84		7.83		7.81		7.83		7.83		7.82	
China	6.62		6.84		7.11		6.68		6.85		7.03		7.23		7.21		7.08		7.04		7.21	
Singapore	1.37		1.40		1.38		1.37		1.33		1.34		1.35		1.35		1.34		1.34		1.35	
Malaysia	4.35		4.47		4.56		4.37		4.39		4.52		4.63		4.70		4.56		4.72		4.73	
Thailand	34.46		36.41		36.15		34.92		33.97		34.45		35.17		35.61		34.80		35.67		36.71	
Selected Local Currency Revenues																						
Japan - Thousand Yen	7,244,665		7,357,948		7,584,804		29,367,752		6,963,456		6,989,965		7,731,641		7,522,072		29,207,134		6,568,354		6,642,053	
South Korea - Thousand Won	87,470,161		90,247,519		81,531,388		346,242,324		90,228,505		70,572,394		83,876,084		63,912,399		308,589,382		54,482,267		60,516,013	
Taiwan - Thousand NT\$	796,812		840,327		832,644		3,150,995		703,225		764,747		869,653		882,244		3,219,869		649,296		748,353	
Hong Kong - Thousand HK\$	95,858		93,587		102,084		402,175		89,518		95,536		104,394		104,417		393,864		76,885		83,817	
China - Thousand RMB	574,313		513,695		525,863		2,407,074		465,636		620,814		507,593		515,502		2,109,544		429,929		466,359	
Singapore - Thousand S\$	19,317		11,861		11,805		59,189		8,679		9,944		10,876		12,493		41,992		9,649		11,709	
Malaysia - Thousand Ringgit	56,303		76,179		58,178		279,432		54,356		54,248		58,047		61,964		228,615		49,283		57,929	
Thailand - Thousand Baht	182,680		169,963		155,894		680,940		127,772		120,461		137,038		127,718		512,988		128,907		126,569	
US\$ Revenue (in thousands)																						
China	86,808	15.5%	75,151	14.0%	73,935	14.2%	360,389	16.2%	67,976	14.1%	88,362	17.7%	70,225	14.1%	71,516	14.6%	298,079	15.1%	61,067	14.6%	64,710	14.7%
South Korea	69,308	12.4%	67,237	12.5%	60,029	11.5%	268,707	12.1%	70,324	14.6%	53,686	10.7%	63,709	12.8%	48,380	9.9%	236,099	12.0%	40,963	9.8%	44,119	10.0%
Indonesia	32,006	5.7%	28,994	5.4%	28,252	5.4%	115,737	5.2%	27,635	5.7%	22,389	4.5%	22,667	4.5%	21,397	4.4%	94,088	4.8%	20,732	5.0%	16,264	3.7%
Malaysia	12,951	2.3%	17,035	3.2%	12,746	2.4%	63,892	2.9%	12,391	2.6%	11,993	2.4%	12,547	2.5%	13,180	2.7%	50,111	2.5%	10,437	2.5%	12,249	2.8%
Singapore	14,064	2.5%	8,487	1.6%	8,544	1.6%	43,081	1.9%	6,510	1.4%	7,421	1.5%	8,059	1.6%	9,251	1.9%	31,241	1.6%	7,197	1.7%	8,653	2.0%
Thailand	5,301	0.9%	4,668	0.9%	4,312	0.8%	19,499	0.9%	3,761	0.8%	3,497	0.7%	3,896	0.8%	3,587	0.7%	14,741	0.7%	3,614	0.9%	3,448	0.8%
Pacific	14,494	2.6%	13,252	2.5%	12,044	2.3%	52,211	2.3%	9,161	1.9%	9,041	1.8%	12,590	2.5%	10,446	2.1%	41,238	2.1%	9,857	2.4%	10,091	2.3%
Other Southeast Asia	15,251	2.7%	11,066	2.1%	10,708	2.1%	102,202	4.6%	8,352	1.7%	9,423	1.9%	8,984	1.8%	9,028	1.8%	77,025	3.9%	8,228	2.0%	9,636	2.2%
Canada	11,670	2.1%	11,174	2.1%	11,397	2.2%	44,278	2.0%	7,985	1.7%	8,978	1.8%	9,630	1.9%	10,267	2.1%	36,860	1.9%	6,565	1.6%	6,532	1.5%
Latin America	17,433	3.1%	23,075	4.3%	23,862	4.6%	84,425	3.8%	15,810	3.3%	15,708	3.1%	15,831	3.2%	15,675	3.2%	63,024	3.2%	8,916	2.1%	11,913	2.7%
USA	95,342	17.0%	97,342	18.1%	93,662	17.9%	379,834	17.1%	77,362	16.1%	82,955	16.6%	66,210	13.3%	71,811	14.7%	298,338	15.2%	59,550	14.3%	66,490	15.1%
Hong Kong	12,217	2.2%	11,925	2.2%	13,052	2.5%	51,368	2.3%	11,422	2.4%	12,188	2.4%	13,340	2.7%	13,364	2.7%	50,314	2.6%	9,825	2.4%	10,717	2.4%
Taiwan	27,110	4.8%	27,662	5.1%	26,737	5.1%	105,829	4.8%	23,126	4.8%	24,920	5.0%	27,384	5.5%	27,845	5.7%	103,275	5.2%	20,641	4.9%	23,129	5.3%
Japan	55,952	10.0%	53,276	9.9%	53,877	10.3%	224,896	10.1%	52,606	10.9%	50,862	10.2%	53,399	10.7%	50,966	10.4%	207,833	10.6%	44,236	10.6%	42,587	9.7%
Europe	48,615	8.7%	43,324	8.1%	53,452	10.2%	195,250	8.8%	46,213	9.6%	45,959	9.2%	48,849	9.8%	46,592	9.5%	187,613	9.5%	41,496	9.9%	39,948	9.1%
SAF/Israel/Ukr/Russ	2,256	0.4%	1,775	0.3%	1,885	0.4%	9,025	0.4%	1,231	0.3%	1,009	0.2%	1,199	0.2%	1,300	0.3%	4,739	0.2%	777	0.2%	766	0.2%
Other	39,837	7.1%	42,362	7.9%	33,846	6.5%	157,247	7.1%	39,597	8.2%	51,866	10.4%	60,253	12.1%	64,035	13.1%	215,751	11.0%	63,205	15.1%	67,829	15.4%
Revenue by Segment in US\$																						
Mainland China	86,808	15.5%	75,151	14.0%	73,935	14.2%	360,389	16.2%	67,976	14.1%	88,362	17.7%	70,225	14.1%	71,516	14.6%	298,079	15.1%	61,067	14.6%	64,710	14.7%
Americas	124,445	22.2%	131,591	24.5%	128,921	24.7%	508,537	22.8%	101,157	21.0%	107,641	21.5%	91,671	18.4%	97,753	20.0%	398,222	20.2%	75,031	18.0%	84,935	19.3%
South Korea	69,308	12.4%	67,237	12.5%	60,029	11.5%	268,707	12.1%	70,324	14.6%	53,686	10.7%	63,709	12.8%	48,380	9.9%	236,099	12.0%	40,963	9.8%	44,119	10.0%
Southeast Asia/Pacific	94,067	16.8%	83,502	15.5%	76,606	14.7%	344,411	15.5%	67,810	14.1%	63,764	12.7%	68,743	13.8%	66,889	13.7%	267,206	13.6%	60,065	14.4%	60,341	13.7%
Japan	55,952	10.0%	53,276	9.9%	53,877	10.3%	224,896	10.1%	52,606	10.9%	50,862	10.2%	53,399	10.7%	50,966	10.4%	207,833	10.6%	44,236	10.6%	42,587	9.7%
Hong Kong/Taiwan	39,327	7.0%	39,587	7.4%	39,789	7.6%	157,197	7.1%	34,548	7.2%	37,108	7.4%	40,724	8.2%	41,209	8.4%	153,589	7.8%	30,466	7.3%	33,846	7.7%
Europe & Africa	50,871	9.1%	45,099	8.4%	55,337	10.6%	204,275	9.2%	47,444	9.9%	46,968	9.4%	50,048	10.0%	47,892	9.8%	192,352	9.8%	42,273	10.1%	40,714	9.3%
Other	39,837	7.1%	42,362	7.9%	33,846	6.5%	157,247	7.1%	39,597	8.2%	51,866	10.4%	60,253	12.1%	64,035	13.1%	215,751	11.0%	63,205	15.1%	67,829	15.4%
Total Revenue	560,615	100%	537,805	100%	522,340	100%	2,225,659	100%	481,462	100%	500,257	100%	498,772	100%	488,640	100%	1,969,131	100%	417,306	100%	439,081	100%