

Nu Skin Enterprises, Inc.
Revenue and Exchange Rate Data
Q3 2020 to Q3 2022

	Q3		Q4		Annual		Q1		Q2		Q3		Q4		Annual		Q1		Q2		Q3	
	2020	%	2020	%	2020	%	2021	%	2021	%	2021	%	2021	%	2021	%	2022	%	2022	%	2022	%
Selected Average Exchange Rates																						
Japan	106.12		104.42		106.66		106.03		109.45		110.09		113.63		109.71		116.20		129.48		138.11	
South Korea	1,188.77		1,117.24		1,177.14		1,115.29		1,121.23		1,159.72		1,183.75		1,146.19		1,206.15		1,262.05		1,342.23	
Taiwan	29.35		28.38		29.36		28.09		28.01		27.86		27.79		27.92		28.02		29.39		30.38	
Hong Kong	7.75		7.75		7.76		7.76		7.77		7.78		7.79		7.77		7.81		7.85		7.85	
China	6.91		6.61		6.89		6.48		6.45		6.47		6.39		6.45		6.35		6.62		6.84	
Singapore	1.37		1.34		1.38		1.33		1.33		1.35		1.36		1.35		1.35		1.37		1.40	
Malaysia	4.20		4.10		4.19		4.07		4.13		4.19		4.19		4.14		4.20		4.35		4.47	
Thailand	31.33		30.57		31.29		30.27		31.35		32.93		33.33		31.98		33.24		34.46		36.41	
Selected Local Currency Revenues																						
Japan - Thousand Yen	7,530,063		7,636,443		29,189,967		7,407,680		7,444,789		7,168,731		7,183,120		29,205,439		7,180,114		7,244,665		7,357,948	
South Korea - Thousand Won	99,214,744		100,980,620		384,311,260		90,484,593		99,345,463		106,681,483		109,530,020		406,041,659		87,003,218		87,470,161		90,247,519	
Taiwan - Thousand NT\$	728,724		776,974		2,767,828		597,287		665,607		665,855		835,280		2,764,042		681,388		796,812		840,327	
Hong Kong- Thousand HK\$	135,139		143,339		518,511		116,977		114,636		124,589		138,369		494,567		110,644		95,858		93,587	
China - Thousand RMB	1,168,852		1,139,014		4,307,767		969,677		995,014		868,863		835,603		3,670,355		790,294		574,313		513,695	
Singapore - Thousand SG\$	16,664		16,012		59,372		12,100		13,898		12,530		22,780		61,307		16,206		19,317		11,861	
Malaysia - Thousand Ringgit	92,370		76,146		300,681		59,478		67,950		62,303		58,997		248,729		88,770		56,303		76,179	
Thailand - Thousand Baht	235,173		201,272		902,640		164,934		145,622		161,636		184,154		656,350		173,439		182,680		169,963	
US\$ Revenue (in thousands)																						
China	169,068	24.0%	172,442	23.0%	625,538	24.2%	149,593	22.1%	154,182	21.9%	134,291	20.9%	130,708	19.4%	568,774	21.1%	124,495	20.6%	86,808	15.5%	75,151	14.0%
South Korea	83,460	11.9%	90,384	12.1%	326,478	12.6%	81,131	12.0%	88,604	12.6%	91,989	14.3%	92,528	13.7%	354,252	13.1%	72,133	11.9%	69,308	12.4%	67,237	12.5%
Indonesia	24,486	3.5%	27,003	3.6%	92,256	3.6%	23,303	3.4%	24,448	3.5%	23,696	3.7%	25,167	3.7%	96,614	3.6%	26,485	4.4%	32,006	5.7%	28,994	5.4%
Malaysia	21,995	3.1%	18,575	2.5%	71,753	2.8%	14,603	2.2%	16,460	2.3%	14,861	2.3%	14,096	2.1%	60,020	2.2%	21,160	3.5%	12,951	2.3%	17,035	3.2%
Singapore	12,124	1.7%	11,913	1.6%	43,136	1.7%	9,076	1.3%	10,428	1.5%	9,266	1.4%	16,744	2.5%	45,514	1.7%	11,986	2.0%	14,064	2.5%	8,487	1.6%
Thailand	7,506	1.1%	6,585	0.9%	28,846	1.1%	5,448	0.8%	4,645	0.7%	4,908	0.8%	5,525	0.8%	20,526	0.8%	5,218	0.9%	5,301	0.9%	4,668	0.9%
Pacific	17,847	2.5%	17,399	2.3%	58,920	2.3%	15,705	2.3%	13,217	1.9%	14,372	2.2%	14,375	2.1%	57,669	2.1%	12,421	2.1%	14,494	2.6%	13,252	2.5%
Other Southeast Asia	17,991	2.6%	18,115	2.4%	66,717	2.6%	15,155	2.2%	14,770	2.1%	11,978	1.9%	14,406	2.1%	56,309	2.2%	12,966	2.1%	15,251	2.7%	11,066	2.1%
Canada	13,836	2.0%	17,599	2.4%	51,055	2.0%	18,563	2.7%	15,231	2.2%	11,735	1.8%	15,165	2.3%	60,694	2.3%	10,037	1.7%	11,670	2.1%	11,174	2.1%
Latin America	39,555	5.6%	48,444	6.5%	127,036	4.9%	33,832	5.0%	32,920	4.7%	28,417	4.4%	27,849	4.1%	123,018	4.6%	20,055	3.3%	17,433	3.1%	23,075	4.3%
USA	80,227	11.4%	74,542	10.0%	274,930	10.6%	81,365	12.0%	90,362	12.8%	91,330	14.2%	100,986	15.0%	364,043	13.5%	93,488	15.5%	95,342	17.0%	97,342	18.1%
Hong Kong	17,436	2.5%	18,491	2.5%	66,852	2.6%	15,080	2.2%	14,763	2.1%	16,019	2.5%	17,761	2.6%	63,623	2.4%	14,174	2.3%	12,217	2.2%	11,925	2.2%
Taiwan	24,829	3.5%	27,373	3.7%	94,265	3.7%	21,265	3.1%	23,766	3.4%	23,902	3.7%	30,055	4.5%	98,988	3.7%	24,320	4.0%	27,110	4.8%	27,662	5.1%
Japan	70,958	10.1%	73,132	9.8%	273,681	10.6%	69,864	10.3%	68,020	9.7%	65,117	10.2%	63,215	9.4%	266,216	9.9%	61,791	10.2%	55,952	10.0%	53,276	9.9%
Europe	55,386	7.9%	75,542	10.1%	210,385	8.1%	70,984	10.5%	78,319	11.1%	51,940	8.1%	63,616	9.4%	264,859	9.8%	49,859	8.2%	48,615	8.7%	43,324	8.1%
SAF/Israel/Ukr/Russ	6,025	0.9%	7,114	1.0%	19,861	0.8%	5,196	0.8%	4,796	0.7%	3,899	0.6%	4,450	0.7%	18,341	0.7%	3,109	0.5%	2,256	0.4%	1,775	0.3%
Other	40,618	5.8%	43,540	5.8%	150,225	5.8%	46,863	6.9%	49,124	7.0%	43,432	6.8%	36,790	5.5%	176,209	6.5%	41,202	6.8%	39,837	7.1%	42,362	7.9%
Revenue by Segment in US\$																						
Mainland China	169,068.0	24.0%	172,442	25.6%	625,538	24.2%	149,593.0	22.1%	154,182.0	21.9%	134,291.0	20.9%	130,708	19.4%	568,774	21.1%	124,495.0	20.6%	86,808.0	15.5%	75,151.0	14.0%
Americas	133,618.0	19.0%	140,585	20.9%	453,021	17.5%	133,760.0	19.8%	138,513.0	19.7%	131,482.0	20.5%	144,000	21.4%	547,755	20.3%	123,580.0	20.4%	124,445.0	22.2%	131,591.0	24.5%
South Korea	83,460.0	11.9%	90,384	13.4%	326,478	12.6%	81,131.0	12.0%	88,604.0	12.6%	91,989.0	14.3%	92,528	13.7%	354,252	13.1%	72,133.0	11.9%	69,308.0	12.4%	67,237.0	12.5%
Southeast Asia/Pacific	101,949.0	14.5%	99,590	14.8%	361,628	14.0%	83,290.0	12.3%	83,968.0	11.9%	79,081.0	12.3%	90,313	13.4%	336,652	12.5%	90,236.0	14.9%	94,067.0	16.8%	83,502.0	15.5%
Japan	70,958.0	10.1%	73,132	10.9%	273,681	10.6%	69,864.0	10.3%	68,020.0	9.7%	65,117.0	10.2%	63,215	9.4%	266,216	9.9%	61,791.0	10.2%	55,952.0	10.0%	53,276.0	9.9%
Hong Kong/Taiwan	42,265.0	6.0%	45,864	6.8%	161,117	6.2%	36,345.0	5.4%	38,529.0	5.5%	39,921.0	6.2%	47,816	7.1%	162,611	6.0%	38,494.0	6.4%	39,327.0	7.0%	39,587.0	7.4%
EMEA	61,411.0	8.7%	82,656	12.3%	230,246	8.9%	76,180.0	11.3%	83,115.0	11.8%	55,839.0	8.7%	68,066	10.1%	283,200	10.5%	52,968.0	8.8%	50,871.0	9.1%	45,099.0	8.4%
Other	40,618.0	5.8%	43,540	6.5%	150,225	5.8%	46,863.0	6.9%	49,124.0	7.0%	43,432.0	6.8%	36,790	5.5%	176,209	6.5%	41,202.0	6.8%	39,837.0	7.1%	42,362.0	7.9%
Total Revenue	703,347	100%	748,193	111%	2,581,934	100%	677,026	100%	704,055	100%	641,152	100%	673,436	100%	2,695,669	100%	604,899	100%	560,615	100%	537,805	100%