

**Nu Skin Enterprises, Inc.**  
**Customers & Sales Leaders**  
**Q2 2019 to Q2 2021**

	<b>Q2 2019</b>	<b>Q3 2019</b>	<b>Q4 2019</b>	<b>Q1 2020</b>	<b>Q2 2020</b>	<b>Q3 2020</b>	<b>Q4 2020</b>	<b>Q1 2021</b>	<b>Q2 2021</b>	<b>YOY % Growth</b>
<b>Mainland China Customers</b>	226,877	317,257	292,812	271,536	321,946	341,386	381,460	316,000	328,526	<b>2.0%</b>
<b>Mainland China Sales Leaders</b>	24,336	23,776	17,987	16,159	17,104	20,970	21,990	16,716	18,647	<b>9.0%</b>
<b>South Korea Customers</b>	180,365	169,589	168,972	174,004	159,926	164,256	158,953	152,390	153,287	<b>-4.2%</b>
<b>South Korea Sales Leaders</b>	7,239	7,363	7,251	6,608	6,881	7,973	7,059	7,099	7,935	<b>15.3%</b>
<b>Americas/Pacific Customers</b>	253,684	229,013	220,216	214,139	424,236	438,889	404,955	407,413	397,685	<b>-6.3%</b>
<b>Americas/Pacific Sales Leaders</b>	8,161	7,760	7,607	6,930	10,787	14,400	14,439	12,340	13,078	<b>21.2%</b>
<b>Southeast Asia Customers</b>	137,450	145,845	136,349	145,116	155,822	163,536	154,355	152,889	135,610	<b>-13.0%</b>
<b>Southeast Asia Sales Leaders</b>	7,417	7,936	7,480	6,634	6,790	8,357	8,903	6,882	7,141	<b>5.2%</b>
<b>Japan Customers</b>	127,900	128,373	125,557	119,784	125,332	126,896	128,400	126,525	125,791	<b>0.4%</b>
<b>Japan Sales Leaders</b>	5,931	5,964	5,916	5,635	6,011	6,523	6,318	6,131	6,053	<b>0.7%</b>
<b>Hong Kong/Taiwan Customers</b>	70,089	68,862	65,669	66,024	65,581	69,346	70,592	66,042	64,861	<b>-1.1%</b>
<b>Hong Kong/Taiwan Sales Leaders</b>	4,223	4,231	3,900	3,348	3,343	4,067	4,663	3,501	3,474	<b>3.9%</b>
<b>EMEA Customers</b>	164,055	147,758	153,330	140,344	247,057	235,202	258,587	296,001	261,857	<b>6.0%</b>
<b>EMEA Sales Leaders</b>	4,256	4,060	4,619	4,237	5,120	6,226	7,063	7,950	7,900	<b>54.3%</b>
<b>TOTAL CUSTOMERS</b>	<b>1,160,420</b>	<b>1,206,697</b>	<b>1,162,905</b>	<b>1,130,947</b>	<b>1,499,900</b>	<b>1,539,511</b>	<b>1,557,302</b>	<b>1,517,260</b>	<b>1,467,617</b>	<b>-2.2%</b>
<b>TOTAL SALES LEADERS</b>	<b>61,563</b>	<b>61,090</b>	<b>54,760</b>	<b>49,551</b>	<b>56,036</b>	<b>68,516</b>	<b>70,435</b>	<b>60,619</b>	<b>64,228</b>	<b>14.6%</b>