

Nu Skin Enterprises, Inc.
Customers & Sales Leaders
Q1 2021 to Q1 2023

	Q1 2021	Q2 2021	Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	YOY % Growth
Mainland China Customers	316,000	328,526	355,256	315,418	289,060	392,268	256,183	202,933	217,101	-24.9%
Mainland China Paid Affiliates	42,019	39,889	32,167	30,546	22,783	19,257	23,088	23,436	24,522	7.6%
Mainland China Sales Leaders	23,012	20,946	19,392	18,207	14,146	11,458	11,897	12,359	10,034	-29.1%
South Korea Customers	152,390	153,282	156,431	146,354	140,648	135,290	134,549	123,749	120,907	-14.0%
South Korea Paid Affiliates	51,227	52,680	54,119	52,036	49,474	48,605	47,852	45,058	40,599	-17.9%
South Korea Sales Leaders	6,682	7,701	8,929	8,224	6,072	6,557	6,992	6,094	6,242	2.8%
Americas Customers	374,867	368,052	324,884	336,564	318,458	302,849	316,123	299,287	266,378	-16.4%
Americas Paid Affiliates	52,849	53,492	50,619	49,328	46,317	44,523	44,745	42,633	38,707	-16.4%
Americas Sales Leaders	11,395	11,752	11,889	10,879	9,548	9,320	9,545	9,594	8,242	-13.7%
Southeast Asia/Pacific Customers	185,435	165,221	162,047	169,601	165,657	152,775	153,432	141,183	117,266	-29.2%
Southeast Asia/Pacific Paid Affiliates	45,940	44,734	43,298	44,050	43,347	41,512	40,624	38,653	36,431	-16.0%
Southeast Asia/Pacific Sales Leaders	8,446	8,190	7,623	8,800	8,012	8,407	7,618	6,999	6,337	-20.9%
Japan Customers	126,525	125,734	123,453	122,813	122,616	122,643	121,202	119,152	115,161	-6.1%
Japan Paid Affiliates	38,317	38,623	38,315	38,428	38,096	38,269	38,119	38,021	37,155	-2.5%
Japan Sales Leaders	6,135	6,057	6,007	5,864	5,977	6,097	6,063	5,936	5,688	-4.8%
Hong Kong/Taiwan Customers	66,042	64,861	62,491	66,395	68,975	69,411	69,989	62,903	56,410	-18.2%
Hong Kong/Taiwan Paid Affiliates	17,906	17,815	18,872	20,155	17,928	17,644	17,439	17,286	16,286	-9.2%
Hong Kong/Taiwan Sales Leaders	3,755	3,446	3,629	3,666	3,253	3,054	2,932	3,015	2,688	-17.4%
EMEA Customers	296,001	261,881	210,705	210,414	216,037	205,379	187,906	197,917	190,313	-11.9%
EMEA Paid Affiliates	43,812	42,682	36,245	36,482	33,914	32,323	31,409	31,869	27,654	-18.5%
EMEA Sales Leaders	7,479	8,002	6,417	5,743	5,455	5,192	4,777	4,740	4,524	-17.1%
TOTAL CUSTOMERS	1,517,260	1,467,557	1,395,267	1,367,559	1,321,451	1,380,615	1,239,384	1,147,124	1,083,536	-18.0%
TOTAL PAID AFFILIATES	292,070	289,915	273,635	271,025	251,859	242,133	243,276	236,956	221,354	-12.1%
TOTAL SALES LEADERS	66,904	66,094	63,886	61,383	52,463	50,085	49,824	48,737	43,755	-16.6%