

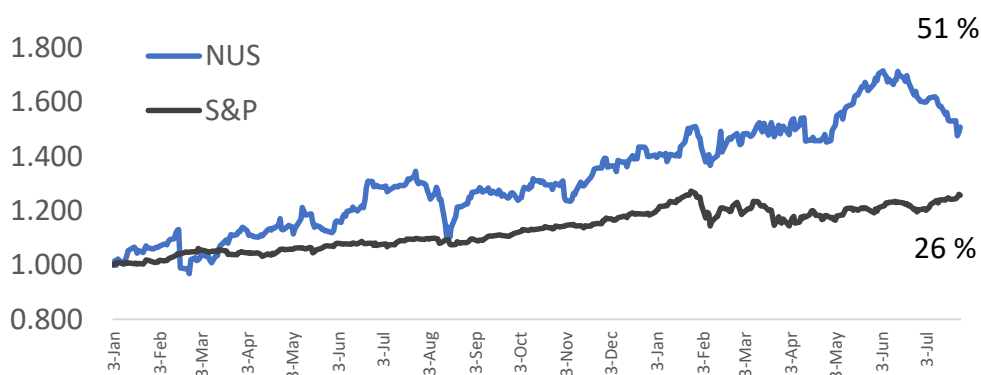


Nu Skin Enterprises (NYSE: NUS) demonstrates its tradition of innovation through its comprehensive anti-aging product portfolio, independent business opportunity and corporate social responsibility initiatives. The company's scientific leadership in both skin care and nutrition has established Nu Skin as a premier anti-aging company, evidenced in its unique ageLOC science that addresses aging at its sources. A few of Nu Skin's top-selling products include ageLOC TR90 weight management system, AP24 Whitening Toothpaste, ageLOC Spa Systems, LifePak Nano nutritional supplement, ageLOC True Face Essence, ageLOC Youth and the ageLOC LumiSpa.

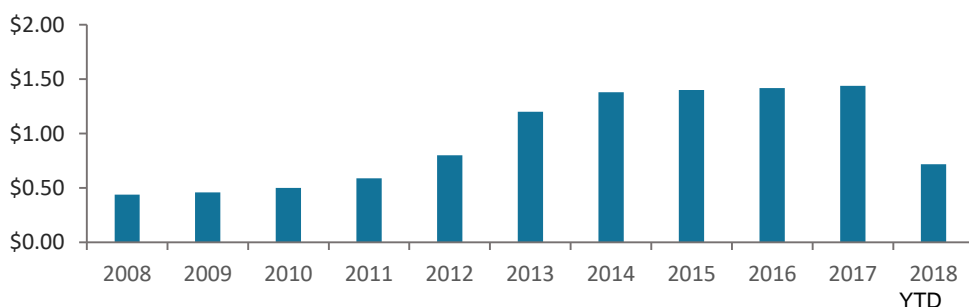
## Investment Highlights

- **Track Record of Delivering Shareholder Value**
  - 24% average annual return since 2008
- **Attractive Dividend – 2.3% yield**
  - 17 Years of consecutive dividend increase
- **Visible Growth from Recent Projects**
  - ageLOC LumiSpa Launch 2018
- **Strong Financial Position**
  - Capacity to fund growth projects and increase dividends

**NUS vs S&P 2017**



**Dividends**



## Our Mission and Vision

Our mission is to be a force for good throughout the world by empowering people to improve lives with rewarding business opportunities, innovative products, and an enriching, uplifting culture.

Our vision is to become the world's leading business opportunity platform.

## Nu Skin at a Glance

- Founded in 1984
- Headquartered in Provo, Utah, USA
- Market Capitalization \$4.15 Billion
- 55.61M Shares Outstanding
- \$2.28 billion in sales (2017)
- Sales presence in ~50 markets
- Approximately 4,700 employees worldwide
- Named one of the best places to work for 2017 by Direct Selling News
- Traded on NYSE since 1996 – symbol NUS



## 2018 Objectives and Growth Strategy



### Platforms

- Develop solutions to leverage social selling
- Strong trial and customer acquisition
- Appeals to broader demographic



### Products

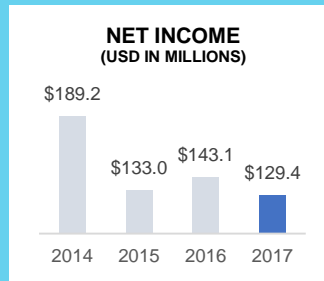
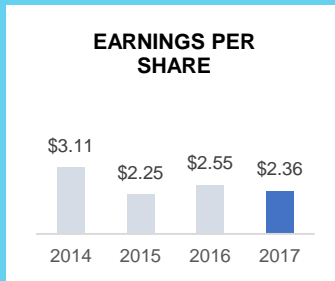
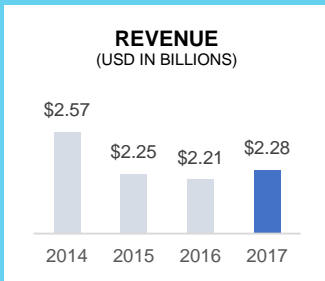
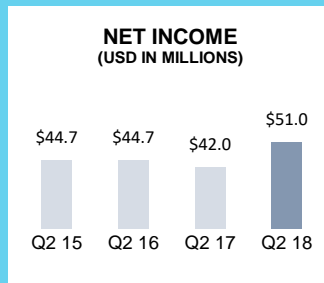
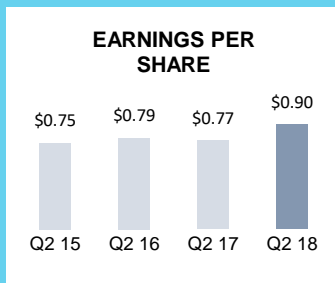
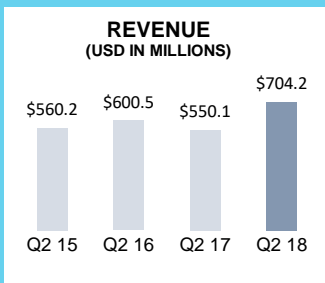
- Increasing pace of product innovation
- Innovating throughout portfolio, at all price points
- Emphasis on products optimized for social selling



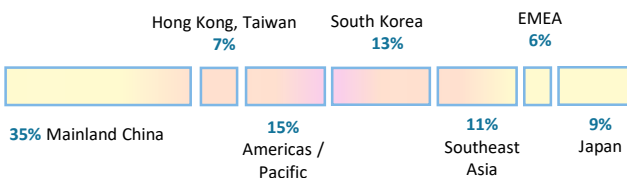
### Programs

- Enhanced sales model-VELOCITY
- Implement in 2018-2019
- Reward sales leaders quickly and effectively
- Strengthen customer loyalty program

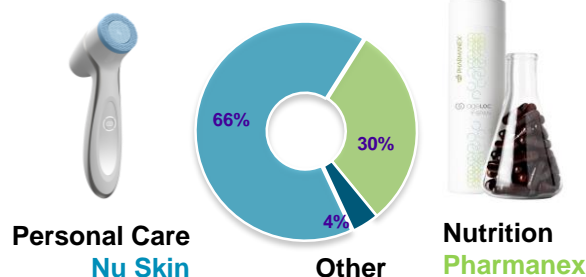
## Q2'18 & FY'17 Financial Highlights



### Sales by Region Q2 2017



### Sales by Brand



## Company Overview

Founded in 1984, Nu Skin Enterprises, Inc., is a direct selling company that distributes more than 200 premium-quality antiaging products in both the personal care and nutritional supplements categories.

## Executive Committee

### Ritch Wood

Chief Executive Officer

### Ryan Napierski

President

### Joseph Y. Chang, Ph.D.

CSO, EVP Product Development

### D. Matthew Dorny

EVP and General Counsel

### Mark Lawrence

Chief Financial Officer

## Corporate Headquarters

Nu Skin Corporate Headquarters  
75 West Center Street  
Provo, Ut, 84601

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(801)345-5001

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Ticker: NUS : (NYSE MKT)

## Shareholder Information

52-Week High: \$84.00

52-Week Low: \$53.50

Market Capitalization: 4.15B

PE Ratio (TTM): 30.00

EPS (TTM): 2.49

YTD: 13.40%

## Online

Nu Skin Enterprises [nuskin.com](http://nuskin.com)

Investor Relations [ir.nuskin.com](http://ir.nuskin.com)

CSR Initiative [forceforgood.org](http://forceforgood.org)