

Nu Skin Enterprises, Inc.
Customers & Sales Leaders
Q2 2017 to Q1 2019

	Q2 2017	Q3 2017	Q4 2017	Q1 2018	Q2 2018	Q3 2018	Q4 2018	Q1 2019	YOY % Growth
Mainland China Customers	207,314	189,834	192,604	200,231	209,456	210,212	303,789	272,053	35.9%
Mainland China Sales Leaders	22,561	25,572	40,610	27,045	33,378	33,335	33,129	26,986	-0.2%
South Korea Customers	187,559	185,000	172,553	179,384	183,978	180,254	182,026	181,150	1.0%
South Korea Sales Leaders	7,730	8,388	8,431	7,338	6,875	7,700	7,565	6,671	-9.1%
Americas/Pacific Customers	229,704	237,019	244,467	245,588	265,431	276,923	248,609	242,925	-1.1%
Americas/Pacific Sales Leaders	7,787	7,985	8,871	8,248	8,964	8,475	8,354	7,862	-4.7%
Southeast Asia Customers	103,798	127,125	121,764	117,689	134,601	146,586	153,465	138,112	17.4%
Southeast Asia Sales Leaders	6,307	7,156	8,020	6,559	7,597	8,668	8,933	7,071	7.8%
Japan Customers	134,302	131,329	132,041	128,598	131,593	130,831	130,181	126,526	-1.6%
Japan Sales Leaders	6,402	6,524	6,592	6,198	5,972	6,182	5,916	5,840	-5.8%
Hong Kong/Taiwan Customers	68,375	71,294	71,091	72,401	75,828	75,985	76,891	70,354	-2.8%
Hong Kong/Taiwan Sales Leaders	3,932	4,252	4,671	3,864	4,196	4,402	4,767	3,959	2.5%
EMEA Customers	129,322	127,737	135,051	141,673	147,048	144,977	149,085	162,086	14.4%
EMEA Sales Leaders	4,214	4,340	4,683	4,246	4,355	4,320	4,791	4,859	14.4%
TOTAL CUSTOMERS	1,060,374	1,069,338	1,069,571	1,085,564	1,147,935	1,165,768	1,244,046	1,193,206	9.9%
TOTAL SALES LEADERS	58,933	64,217	81,878	63,498	71,337	73,082	73,455	63,248	-0.4%