

**Nu Skin Enterprises, Inc.**  
**Customers & Sales Leaders**  
**Q1 2017 to Q3 2018**

	<b>Q1 2017</b>	<b>Q2 2017</b>	<b>Q3 2017</b>	<b>Q4 2017</b>	<b>Q1 2018</b>	<b>Q2 2018</b>	<b>Q3 2018</b>	<b>YOY % Growth</b>
<b>Mainland China Customers</b>	176,000	207,000	190,000	193,000	200,000	209,000	210,000	<b>10.5%</b>
<b>Mainland China Sales Leaders</b>	19,100	22,600	25,600	40,600	27,000	33,400	33,300	<b>30.1%</b>
<b>South Korea Customers</b>	189,000	188,000	185,000	173,000	179,000	184,000	180,000	<b>-2.7%</b>
<b>South Korea Sales Leaders</b>	8,000	7,700	8,400	8,400	7,300	6,900	7,700	<b>-8.3%</b>
<b>Americas/Pacific Customers</b>	191,000	230,000	237,000	244,000	246,000	265,000	277,000	<b>16.9%</b>
<b>Americas/Pacific Sales Leaders</b>	6,900	7,800	8,000	8,900	8,200	9,000	8,500	<b>6.3%</b>
<b>Southeast Asia Customers</b>	98,000	104,000	127,000	122,000	118,000	135,000	147,000	<b>15.7%</b>
<b>Southeast Asia Sales Leaders</b>	6,200	6,300	7,100	8,000	6,600	7,500	8,700	<b>22.5%</b>
<b>Japan Customers</b>	132,000	134,000	131,000	132,000	129,000	132,000	131,000	<b>0.0%</b>
<b>Japan Sales Leaders</b>	6,400	6,400	6,500	6,600	6,200	6,000	6,200	<b>-4.6%</b>
<b>Hong Kong/Taiwan Customers</b>	70,000	68,000	71,000	71,000	72,000	76,000	76,000	<b>7.0%</b>
<b>Hong Kong/Taiwan Sales Leaders</b>	3,900	3,900	4,300	4,700	3,900	4,200	4,400	<b>2.3%</b>
<b>EMEA Customers</b>	124,000	129,000	128,000	135,000	142,000	147,000	145,000	<b>13.3%</b>
<b>EMEA Sales Leaders</b>	4,100	4,200	4,300	4,700	4,300	4,300	4,300	<b>0.0%</b>
<b>TOTAL CUSTOMERS</b>	<b>980,000</b>	<b>1,060,000</b>	<b>1,069,000</b>	<b>1,070,000</b>	<b>1,086,000</b>	<b>1,148,000</b>	<b>1,166,000</b>	<b>9.1%</b>
<b>TOTAL SALES LEADERS</b>	<b>54,600</b>	<b>58,900</b>	<b>64,200</b>	<b>81,900</b>	<b>63,500</b>	<b>71,300</b>	<b>73,100</b>	<b>13.9%</b>