

Nu Skin Enterprises, Inc.
Revenue and Exchange Rate Data
Q1 2017 to Q3 2018

	Q1 2017		Q2 2017		Q3 2017		Q4 2017		Annual 2017		Q1 2018		Q2 2018		Q3 2018	
		%		%		%		%		%		%		%		%
Selected Average Exchange Rates																
Japan	113.57		111.09		110.99		112.89		112.14		108.24		109.17		111.51	
South Korea	1,151.19		1,130.58		1,132.68		1,104.33		1,128.31		1,072.74		1,080.36		1,121.12	
Taiwan	31.01		30.27		30.25		30.07		30.37		29.29		29.75		30.67	
Hong Kong	7.76		7.79		7.82		7.81		7.80		7.83		7.85		7.85	
China	6.89		6.86		6.67		6.61		6.74		6.36		6.38		6.81	
Singapore	1.42		1.39		1.36		1.35		1.38		1.32		1.33		1.37	
Malaysia	4.44		4.33		4.26		4.15		4.29		3.92		3.96		4.09	
Thailand	35.12		34.30		33.35		32.91		33.87		31.55		31.96		32.96	
Selected Local Currency Revenues																
Japan - Million Yen	6,950		7,199		6,937		7,631		28,719		6,841		6,998		7,103	
South Korea - Million Won	94,973		98,247		101,035		113,856		408,110		95,367		98,961		100,901	
Taiwan - Million NT\$	617		748		656		773		2,794		656		672		699	
Hong Kong- Million HK\$	125		143		152		164		582		146		232		173	
China - Million RMB	1,033		1,181		1,151		1,469		4,834		1,256		1,566		1,543	
Singapore - Million SG\$	15		13		15		15		58		13		15		17	
Malaysia - Million Ringgit	72		67		72		75		286		68		78		100	
Thailand - Million Baht	365		305		380		362		1,416		300		380		307	
US\$ Revenue (in millions)																
China	150.0	30.1%	172.1	31.3%	172.6	30.6%	222.3	33.4%	717.0	31.5%	197.5	32.1%	245.3	34.8%	226.6	33.6%
South Korea	82.5	16.5%	86.9	15.8%	89.2	15.8%	103.1	15.5%	361.7	15.9%	88.9	14.4%	91.6	13.0%	90.0	13.3%
Indonesia	19.0	3.8%	18.4	3.3%	20.2	3.6%	22.0	3.3%	79.6	3.5%	21.3	3.5%	21.6	3.1%	21.9	3.2%
Malaysia	16.2	3.2%	15.4	2.8%	17.0	3.0%	18.0	2.7%	66.6	2.9%	17.3	2.8%	19.7	2.8%	24.4	3.6%
Singapore	10.5	2.1%	9.4	1.7%	11.1	2.0%	10.8	1.6%	41.8	1.8%	10.1	1.6%	11.6	1.6%	12.5	1.9%
Thailand	10.4	2.1%	8.9	1.6%	11.4	2.0%	11.0	1.7%	41.8	1.8%	9.5	1.5%	11.9	1.7%	9.3	1.4%
Other Southeast Asia	6.9	1.4%	8.4	1.5%	11.4	2.0%	12.1	1.8%	38.8	1.7%	12.7	2.1%	14.4	2.0%	18.2	2.7%
Canada	9.6	1.9%	12.0	2.2%	11.5	2.0%	14.1	2.1%	47.2	2.1%	12.0	1.9%	14.9	2.1%	13.6	2.0%
Latin America	7.2	1.4%	10.8	2.0%	14.7	2.6%	18.9	2.8%	51.5	2.3%	18.8	3.1%	20.5	2.9%	17.9	2.7%
Pacific	6.7	1.3%	7.4	1.3%	7.9	1.4%	9.3	1.4%	31.3	1.4%	8.8	1.4%	10.1	1.4%	10.0	1.5%
USA	47.9	9.6%	52.8	9.6%	51.6	9.2%	60.0	9.0%	212.4	9.3%	52.7	8.6%	58.5	8.3%	52.1	7.7%
Hong Kong	16.1	3.2%	18.4	3.3%	19.4	3.4%	21.0	3.2%	74.7	3.3%	18.6	3.0%	29.6	4.2%	22.1	3.3%
Taiwan	19.9	4.0%	24.7	4.5%	21.7	3.8%	25.7	3.9%	92.0	4.0%	22.4	3.6%	22.6	3.2%	22.8	3.4%
Japan	61.2	12.3%	64.8	11.8%	62.5	11.1%	67.6	10.1%	256.1	11.2%	63.2	10.3%	64.1	9.1%	63.7	9.4%
Europe	31.0	6.2%	34.9	6.3%	36.7	6.5%	43.6	6.5%	146.4	6.4%	41.0	6.7%	40.6	5.8%	39.3	5.8%
Russ/SAF/Israel/Ukr/Turk	3.0	0.6%	3.3	0.6%	3.4	0.6%	4.3	0.6%	13.9	0.6%	4.0	0.6%	3.4	0.5%	3.5	0.5%
Other	1.0	0.2%	1.5	0.3%	1.4	0.2%	2.4	0.4%	6.3	0.3%	17.4	2.8%	23.8	3.4%	27.4	4.1%
Revenue by Segment in US\$																
Mainland China	150.0	30.1%	172.1	31.3%	172.6	30.6%	222.3	33.4%	717.0	31.5%	197.5	32.1%	245.3	34.8%	226.6	33.6%
South Korea	82.5	16.5%	86.9	15.8%	89.2	15.8%	103.1	15.5%	361.7	15.9%	88.9	14.4%	91.6	13.0%	90.0	13.3%
Southeast Asia	63.0	12.6%	60.5	11.0%	71.1	12.6%	73.9	11.1%	268.6	11.8%	70.9	11.5%	79.2	11.2%	86.3	12.8%
Americas/Pacific	71.4	14.3%	83.0	15.1%	85.7	15.2%	102.3	15.4%	342.4	15.0%	92.3	15.0%	104.0	14.8%	93.6	13.9%
Hong Kong/Taiwan	36.0	7.2%	43.1	7.8%	41.1	7.3%	46.7	7.0%	166.7	7.3%	41.0	6.7%	52.2	7.4%	44.9	6.6%
Japan	61.2	12.3%	64.8	11.8%	62.5	11.1%	67.6	10.1%	256.1	11.2%	63.2	10.3%	64.1	9.1%	63.7	9.4%
EMEA	34.0	6.8%	38.2	6.9%	40.1	7.1%	47.9	7.2%	160.3	7.0%	45.0	7.3%	44.0	6.2%	42.8	6.3%
Other	1.0	0.2%	1.5	0.3%	1.4	0.2%	2.4	0.4%	6.3	0.3%	17.4	2.8%	23.8	3.4%	27.4	4.1%
Total Revenue	499.1	100%	550.1	100%	563.7	100%	666.2	100%	2279.1	100%	616.2	100%	704.2	100%	675.3	100%