

Nu Skin Enterprises, Inc.
Customers & Sales Leaders
Q1 2017 to Q4 2018

	Q1 2017	Q2 2017	Q3 2017	Q4 2017	Q1 2018	Q2 2018	Q3 2018	Q4 2018	YOY % Growth
Mainland China Customers	176,000	207,000	190,000	193,000	200,000	209,000	210,000	304,000	57.5%
Mainland China Sales Leaders	19,100	22,600	25,600	40,600	27,000	33,400	33,300	33,100	-18.5%
South Korea Customers	189,000	188,000	185,000	173,000	179,000	184,000	180,000	182,000	5.2%
South Korea Sales Leaders	8,000	7,700	8,400	8,400	7,300	6,900	7,700	7,600	-9.5%
Americas/Pacific Customers	191,000	230,000	237,000	244,000	246,000	265,000	277,000	249,000	2.0%
Americas/Pacific Sales Leaders	6,900	7,800	8,000	8,900	8,200	9,000	8,500	8,300	-6.7%
Southeast Asia Customers	98,000	104,000	127,000	122,000	118,000	135,000	147,000	153,000	25.4%
Southeast Asia Sales Leaders	6,200	6,300	7,100	8,000	6,600	7,500	8,700	8,900	11.3%
Japan Customers	132,000	134,000	131,000	132,000	129,000	132,000	131,000	130,000	-1.5%
Japan Sales Leaders	6,400	6,400	6,500	6,600	6,200	6,000	6,200	5,900	-10.6%
Hong Kong/Taiwan Customers	70,000	68,000	71,000	71,000	72,000	76,000	76,000	77,000	8.5%
Hong Kong/Taiwan Sales Leaders	3,900	3,900	4,300	4,700	3,900	4,200	4,400	4,800	2.1%
EMEA Customers	124,000	129,000	128,000	135,000	142,000	147,000	145,000	149,000	10.4%
EMEA Sales Leaders	4,100	4,200	4,300	4,700	4,300	4,300	4,300	4,800	2.1%
TOTAL CUSTOMERS	980,000	1,060,000	1,069,000	1,070,000	1,086,000	1,148,000	1,166,000	1,244,000	16.3%
TOTAL SALES LEADERS	54,600	58,900	64,200	81,900	63,500	71,300	73,100	73,400	-10.4%