

Nu Skin Enterprises, Inc.
Customers & Sales Leaders
Q4 2021 to Q4 2023

	Q4 2021	Q1 2022	Q2 2022	Q3 2022	Q4 2022	Q1 2023	Q2 2023	Q3 2023	Q4 2023	YOY % Growth
Mainland China Customers	315,418	289,060	392,268	256,183	202,933	217,101	214,907	189,221	207,276	2.1%
Mainland China Paid Affiliates	30,546	22,783	19,257	23,088	23,436	24,522	28,825	27,509	25,889	10.5%
Mainland China Sales Leaders	18,207	14,146	11,458	11,897	12,359	10,034	13,777	12,647	11,296	-8.6%
South Korea Customers	146,354	140,648	135,290	134,549	123,749	120,907	112,019	109,550	103,151	-16.6%
South Korea Paid Affiliates	52,036	49,474	48,605	47,852	45,058	40,599	23,012	24,110	22,166	-50.8%
South Korea Sales Leaders	8,224	6,072	6,557	6,992	6,094	6,242	5,784	6,436	5,249	-13.9%
Americas Customers	336,564	318,458	302,849	316,123	299,287	266,378	263,138	231,215	231,183	-22.8%
Americas Paid Affiliates	49,328	46,317	44,523	44,745	42,633	38,707	36,048	32,769	31,910	-25.2%
Americas Sales Leaders	10,879	9,548	9,320	9,545	9,594	8,242	7,872	7,537	7,126	-25.7%
Southeast Asia/Pacific Customers	169,601	165,657	152,775	153,432	141,183	117,266	106,283	111,151	106,471	-24.6%
Southeast Asia/Pacific Paid Affiliates	44,050	43,347	41,512	40,624	38,653	36,431	32,769	33,574	34,404	-11.0%
Southeast Asia/Pacific Sales Leaders	8,800	8,012	8,407	7,618	6,999	6,337	5,814	6,351	6,418	-8.3%
Japan Customers	122,813	122,616	122,643	121,202	119,152	115,161	112,484	114,316	113,670	-4.6%
Japan Paid Affiliates	38,428	38,096	38,269	38,119	38,021	37,155	36,765	37,695	22,417	-41.0%
Japan Sales Leaders	5,864	5,977	6,097	6,063	5,936	5,688	5,853	7,087	7,086	19.4%
Hong Kong/Taiwan Customers	66,395	68,975	69,411	69,989	62,903	56,410	54,815	54,134	52,110	-17.2%
Hong Kong/Taiwan Paid Affiliates	20,155	17,928	17,644	17,439	17,286	16,286	10,327	11,251	11,212	-35.1%
Hong Kong/Taiwan Sales Leaders	3,666	3,253	3,054	2,932	3,015	2,688	2,602	2,868	2,916	-3.3%
Europe & Africa Customers	210,414	216,037	205,379	187,906	197,917	190,313	177,472	169,320	163,178	-17.6%
Europe & Africa Paid Affiliates	36,482	33,914	32,323	31,409	31,869	27,654	19,906	19,254	18,888	-40.7%
Europe & Africa Sales Leaders	5,743	5,455	5,192	4,777	4,740	4,524	4,105	4,105	3,968	-16.3%
TOTAL CUSTOMERS	1,367,559	1,321,451	1,380,615	1,239,384	1,147,124	1,083,536	1,041,118	978,907	977,039	-14.8%
TOTAL PAID AFFILIATES	271,025	251,859	242,133	243,276	236,956	221,354	187,652	186,162	166,886	-29.6%
TOTAL SALES LEADERS	61,383	52,463	50,085	49,824	48,737	43,755	45,807	47,031	44,059	-9.6%