

2024 HONG KONG and MACAU BRAND AFFILIATE SALES COMPENSATION SUMMARY

Nu Skin Enterprises, Inc. (together with its affiliates, the “Company”) is a global direct selling company that currently operates in almost 50 markets and sells its products through a network of Independent Brand Affiliates.

The purpose of this document is to provide accurate and straightforward information regarding sales compensation paid to Brand Affiliates by the Company. The table below sets forth detailed information concerning sales compensation paid to Brand Affiliates registered in the HONG KONG and MACAU markets in 2024¹.

Generating compensation as a Brand Affiliate requires considerable time, effort, and commitment. This is not a get rich quick program and there are no guarantees of financial success.

2024 Brand Affiliate Compensation in HONG KONG and MACAU (all amounts in USD)

| Title | Monthly Average Sales Compensation Income at Each Level | Average Percentage of Active Brand Affiliates | Average Percentage of Brand Representative and above level Brand Affiliates |
|---|---|---|---|
| Active Brand Affiliate Receiving Commissions (excluding all other rows in this table) | \$ 42 | 12.37% | n/a |
| Qualifying Brand Representative | \$ 151 | 0.61% | n/a |
| Brand Representative | \$ 516 | 3.80% | 57.05% |
| Brand Partner | \$ 941 | 1.22% | 18.35% |
| Senior Brand Partner | \$ 1,743 | 0.77% | 11.61% |
| Executive Brand Partner | \$ 2,164 | 0.17% | 2.62% |
| Brand Director | \$ 3,974 | 0.38% | 5.74% |
| Senior Brand Director | \$ 8,303 | 0.11% | 1.62% |
| Executive Brand Director | \$ 25,444 | 0.20% | 3.00% |

The average number of active Brand Affiliates² each month in HONG KONG / MACAU was 12,038. On a monthly basis, an average of approximately 2,364 Brand Affiliates, or 19.6% of the active Brand Affiliates in HONG KONG / MACAU earned a sales compensation payment.

¹ The table only includes Brand Affiliates who qualify to receive sales compensation. Brand Affiliates who only purchase products for personal use do not qualify to receive sales compensation.

² An “active” Brand Affiliate is defined as any Brand Affiliate who either made a personal purchase, sponsored another account, or received a Sharing Bonus during the most recent three-month period.