

## India Pre-Marketing Guidelines

Nu Skin Enterprises, Inc. has seen remarkable success and growth as we've expanded into new markets throughout the world. However, market openings can bring many important challenges. We must meet these challenges as a cohesive team to ensure our long-term international success. One such challenge we face, is inappropriate pre-market activity in Unopened Markets.\*

When Independent Brand Affiliates (Affiliates) engage in inappropriate pre-market activities in Unopened Markets, the future of Nu Skin operations in that market can be jeopardized. Therefore, Affiliates should review Chapter 4/Section 3 of the Policies and Procedures before participating in any type of pre-market activity.

At this time, Nu Skin asks for your cooperation in avoiding inappropriate pre-market activity in India. While Nu Skin is very excited about this market, please remember that any violation of the company's International Business policies can place the company and your account at risk. Specifically, Affiliates who violate pre-market policies risk their ability to participate and receive commissions in the new market.

Nu Skin thanks you for your continued leadership and support.



### DO

- Continue to build local but think global
- Coach and when appropriate sponsor individuals in your Resident Market\*\* who may be eligible to establish an account in India when it is designated as an Authorized Market.\*\*\*
- Remember that account transfers from an Authorized Market (into India) will not be approved for a period of six (6) months after India opens
- Understand eligibility requirements for establishing a Nu Skin account in India-
  - Citizens of India holding a valid India passport (or other government issued ID); or
  - Non-Resident Indians (NRI) holding a valid India passport (or other government issued ID); or
  - Persons of Indian Origin (PIO) with a valid PIO card; or
  - Overseas Citizens of India (OCI) with a valid OCI card; or
  - A holder of a valid business visa in India; or
  - A legal entity formed under the laws of India, with an Indian director among other requirements; and
  - In every case, have a local address and bank account (in India)
- Coach and build a team that can hit the ground running when India opens
- Teach and train your team how to build a business in accordance with Nu Skin policy
- Hold meetings in an Authorized Market with individuals visiting from an Unopened Market (India).



## DON'T

- Import or facilitate the importation of, sell, gift, or distribute in any manner Nu Skin Products or samples of Nu Skin Products into India
- Use social media, flyers, advertisements or distribute promotional materials in India regarding Nu Skin, Nu Skin Products, or the Nu Skin business opportunity
- Solicit or negotiate any agreement for the purpose of committing a citizen or resident in India to the Nu Skin business opportunity, a specific Sponsor, or a specific line of sponsorship
- Sign up citizens or residents of India in an Authorized Market or use Brand Affiliate Agreements from an Authorized Market to enroll such persons, unless the citizen or resident of India has, at the time of sign up, permanent residence and the legal authorization to work in the Authorized Market
- Accept money or other consideration, or be involved in any financial transaction with any prospective Brand Affiliate in India relating to Nu Skin Products or the Nu Skin business opportunity
- Rent, lease, or purchase facilities for the purpose of promoting the Nu Skin Products or business opportunity in India
- Register or reserve Nu Skin trademarks, logos, trade names, or brand names in India
- Engage with government entities or officials in India or try to establish government contacts of any kind in India
- Register or try to secure approval for Nu Skin Products in India
- Hold meetings of any kind in India (including virtual meetings)
- While Nu Skin policy currently allows meetings in an unopened market where the number of attendees at any given meeting does not exceed five, **this activity is strictly prohibited in India.**

\*Unopened Market- Any country, market, territory, or other political jurisdiction that is not an Authorized Market.

\*\*Resident Market- If you are an individual, then it is the country, market, territory, or other political jurisdiction in which you are a citizen or a lawful resident and whose country's, market's, territory's, or other political jurisdiction's Brand Affiliate Agreement you have executed. If you are a Business Entity, such as a corporation, partnership, limited liability company, or any other form of business organization, then it is the country, market, territory, or other political jurisdiction in which you are legally formed and in which each person having a Beneficial Interest in the Business Entity has proper legal authorization to conduct business, and whose country's, market's, territory's, or other political jurisdiction's Brand Affiliate Agreement you have executed.

\*\*\*Authorized Market-Any country or other geographic market designated in writing by Nu Skin as officially opened for business for all Brand Affiliates.