

This **presentation** is prepared by Nu Skin in July 2024 and is intended **exclusively for Nu Skin Brand Affiliates registered in Europe & Africa, excluding Ukraine. It may not be used anywhere else.**

Unauthorized use or duplication is prohibited

Generating sales compensation as a Brand Affiliate requires considerable time, effort, and dedication. Success will also depend upon your skills, talents, and leadership abilities. There is no guarantee of financial success and results will vary widely among participants. A complete summary of earnings at each level in the Sales Performance Plan for your region/market can be found at www.nuskin.com.

Examples are indicative and no earnings are guaranteed.

There are no bonuses paid for recruiting. You do not receive any compensation for sponsoring other Brand Affiliates.

Please refer to the Terms & Conditions available on My Workspace on www.nuskin.com for more details and defined terms.

Please refer to the trademarks' glossary on www.nuskin.com for a list of all registered trademarks in the Nu Skin European markets & South Africa.

LEADER
EUROPE AND AFRICA
INCENTIVE
ONLY

F Tite

This Incentive will run from 01 July 2024, 12:00am CEST until 31 December 2024, 11:59pm CET.

EARN
EUROPE AND AFRICA
\$500 USD
ONLY
LEADER ELITE BONUS*

LEADER *Elite*
INCENTIVE

*For local currency equivalents please refer to Slide 8 of this Presentation. A Brand Affiliate Account can earn maximum 10 x Leader Elite Bonus per quarter. The average monthly earning of a Gold Partner in EMEA during 2023 was USD 871. Amounts displayed are gross amounts before deduction of any expenses and taxes. A complete summary of earnings at each level in the Sales Performance Plan for your region/market can be found at www.nuskin.com.

WHAT YOU DO TO QUALIFY

To be eligible to qualify under this Incentive in a given quarter:

- 1. BE PAID AS GOLD PARTNER OR ABOVE**
at least one month in the given quarter.

If you qualified as a Team Elite in 2023 or qualify as a Team Elite in 2024, you may participate in the Platinum Elite program but not in this Incentive for the current quarter.*

- 2. DEVELOP 3 FIRST-TIME PASSED LOIs**
in your Consumer Group in the given quarter who each have a minimum of two Sharing Blocks in their LOI Month.

- 3. DEVELOP ONE FIRST-TIME G1 BRAND REPRESENTATIVE**
in the given quarter who maintains their first full calendar month as a paid Brand Representative with at least 4 Building Blocks coming from their Consumer Group.

- 4. ACHIEVE AT LEAST 5,000 QUARTER-OVER-QUARTER ORGANIZATIONAL SALES VOLUME GROWTH**
compared to previous quarter
(e.g., Q3 will be compared with Q2, Q4 will be compared with Q3).

*For all details on the 2024 Team Elite Program please refer to the 2024 Team Elite Rules available in My Workspace on nuskin.com.

LEADER *Elite*
INCENTIVE

WHAT YOU DO TO QUALIFY: TEAM ELITES

Team Elites are expected to participate in the Platinum Elite program, based on these examples below:

- Team Elites who qualified during the 2023 qualification period for the 2024 Abu Dhabi/ Dubai Team Elite Trip are not eligible to participate in this Incentive but can participate instead in the Platinum Elite incentive.
- Team Elites who complete Team Elite qualification for 2024 (2025 Aegean Sea Team Elite Trip) during Q1 or Q2 of 2024 are excluded from this Incentive but may participate in the Platinum Elite incentive.
- Team Elites who complete Team Elite qualification for 2024 (2025 Aegean Sea Team Elite Trip) during Q3 of 2024 (July, August, September) can participate the Incentive during the Third Quarter (Q3) of the Leader Elite incentive. However, they will be excluded from participating during the Fourth Quarter (Q4) and may participate in the Platinum Elite incentive.
- Team Elites who are still in qualification and complete Team Elite qualification during Q4 (October, November, December) can participate in the Third Quarter Incentive (Q3) and the Fourth Quarter Incentive (Q4).

WHAT YOU EARN:

\$500 USD*

FOR EVERY 5,000 QUARTER-OVER-QUARTER
ORGANIZATIONAL SALES VOLUME (OSV)

GROWTH
YOU ACHIEVE!

LEADER
INCENTIVE

Elite

*For local currency equivalents refer to Slide 8 of this Presentation. A Brand Affiliate Account can earn maximum 10 x Leader Elite Bonus per quarter. The average monthly earning of a Gold Partner in EMEA during 2023 was USD 871. Amounts displayed are gross amounts before deduction of any expenses and taxes. A complete summary of earnings at each level in the Sales Performance Plan for your region/market can be found at www.nuskin.com.

IMPORTANT DETAILS:

- **FIRST-TIME PASSED LOI** = for the first time since joining Nu Skin, submits their LOI and also has a minimum of two Sharing Blocks.
- **FIRST-TIME G1 BRAND REPRESENTATIVE** = a Brand Representative who qualifies for their first time as Brand Representative since joining Nu Skin and is on your G1.
- **FIRST FULL CALENDAR MONTH** = is the calendar month of the Brand Representative Promotion Date. In case the Brand Representative Promotion Date falls on 8, 15 or 22 of any calendar month within the Incentive Period, the first full calendar month is considered to be the next calendar month of their Brand Representative Promotion Date.
- **CREDIT FOR FIRST-TIME G1 BRAND REPRESENTATIVE** = credit goes to the quarter when the Brand Representative promotion happens, not the Brand Representative maintenance. However, the maintenance is required in order to qualify for the bonus payment. (e.g. a First-Time G1 Brand Representative with a Brand Representative Promotion Date of September 15 would count in Q3, but they need to maintain at least 2,000 Sales Volume in October 2024 in order to complete the qualification for the bonus payment to be received in November 2024).
- **BONUS PAYOUT** - will be paid approximately five weeks following the completion of the quarter, with the monthly commission payment (e.g., a Bonus earned during the Q3 sales period will be paid at the beginning of November if all payment criteria are met including G1 Brand Representative maintenance). The final quarter to earn this bonus will be Q4 2024, paid in February 2025.
- **OSV GROWTH QoQ** - your G1-G6 total Organisational Sales Volume (OSV) in a quarter will be compared to your G1-G6 OSV in the previous quarter. Q3 will be compared with Q2, Q4 will be compared with Q3.

LOCAL
CURRENCY
EQUIVALENTS

Market	Currency Amount	Currency Unit
USD amount	500	USD
Europe & Africa		
Austria	465	EURO
Belgium	465	EURO
Germany	465	EURO
Spain	465	EURO
Finland	465	EURO
France	465	EURO
Ireland	465	EURO
Italy	465	EURO
Luxembourg	465	EURO
Netherlands	465	EURO
Portugal	465	EURO
Slovakia	465	EURO
Hungary	180,000	FORINT
Switzerland	450	FRANCS
Iceland	70,000	IS KRONA
Czech Republic	11,700	Koruna
Sweden	5,400	KRONA
Denmark	3,450	KRONE
Romania	2,300	LEI
Norway	5,400	NO KRONE
United Kingdom	400	POUND
South Africa	9,400	RAND
Poland	2,000	ZLOTY

EUROPE AND AFRICA ONLY



*For all details, please refer to Terms & Conditions available in My Workspace on www.nuskin.com.

SCENARIO 1

	Q2 April, May, June 2024	Q3 July, August, September 2024	Q4 October, November December 2024
Your title	Brand Representative	Paid as Gold Partner in September	
Your First-Time passed LOIs		1 x First-Time passed LOI in July 2 x First-Time passed LOI in Aug	
Your First-Time G1 Brand Representatives		1 First-Time G1 <u>BR promotion</u> on 22 September (BR Qual SV criteria to be met by 21 September)	First-Time G1 BR <u>maintenance</u> with 2000 SV by 31 October* * Maintenance must be completed in the 1 st full BR month
Your OSV	Total OSV during Q2: 5 000	Total OSV during Q3: 10 000	GROWTH in Q3 = 5 000
Leader Elite Bonus			500 USD payout in November

Example only. The average monthly earning of a Gold Partner in EMEA during 2023 was USD 871. Amounts displayed are gross amounts before deduction of any expenses and taxes. A complete summary of earnings at each level in the Sales Performance Plan for your region/market can be found at www.nuskin.com.

SCENARIO 2

	Q2 April, May, June 2024	Q3 July, August, September 2024	Q4 October, November December 2024
Your title	Brand Representative	Paid as Gold Partner in September	
Your First-Time passed LOIs		1 x First-Time passed LOI in July 2 x First-Time passed LOI in Aug	
Your First-Time G1 Brand Representatives		1 First-Time G1 <u>BR promotion</u> on 1 September who maintains with 2000 SV by 30 September* <small>* Maintenance must be completed in the 1st full calendar BR month</small>	
Your OSV	Total OSV during Q2: 5 000	Total OSV during Q3: 10 000	GROWTH in Q3 = 5 000
Leader Elite Bonus			500 USD payout in November

Example only. The average monthly earning of a Gold Partner in EMEA during 2023 was USD 871. Amounts displayed are gross amounts before deduction of any expenses and taxes. A complete summary of earnings at each level in the Sales Performance Plan for your region/market can be found at www.nuskin.com.

SCENARIO 3

	Q2 April, May, June 2024	Q3 July, August, September 2024	Q4 October, November December 2024
Your title	Brand Representative	Paid as Gold Partner in September	
Your First-Time passed LOIs		1 x First-Time passed LOI in July 2 x First-Time passed LOI in Aug	
Your First-Time G1 Brand Representatives		1 First-Time G1 <u>BR promotion</u> on 22 September (BR Qual SV criteria for G1 BR to be met by 21 September)	First-Time G1 BR does not maintain with 2000 SV by 31 October
Your OSV	Total OSV during Q2: 5 000	Total OSV during Q3: 10 000	GROWTH in Q3 = 5 000
Leader Elite Bonus			NO payout in November

LEADER *Elite*
INCENTIVE