

Leader Elite Incentive

Europe & Africa version

FAQs

- 1. Is there a cap on how much I can earn through the Leader Elite Incentive?**

Yes. The incentive will be capped at \$5,000 USD (10 bonuses = 10 x 500 USD) per quarter for Europe and Africa and the Americas. For local currency equivalents please see Exhibit A of Terms and Conditions of this Incentive available in My Workspace on nuskin.com.
- 2. When will you pay out the Leader Elite Incentive each quarter?**

The Leader Elite Incentive will be paid approximately five weeks following the completion of the quarter, with the monthly commission payment (e.g., an Incentive earned during the Q3 sales period will be paid at the beginning of November if all payment criteria are met).
- 3. What is Organizational Sales Volume?**

As a Brand Representative, your Organizational Sales Volume under this Leader Elite Incentive is the sum of the monthly Sales Volume from your Group, the Groups of your G1–G6 Brand Representatives (plus the G6 of your Business Builder and Presidential Director Business Builder Positions), for each month in the quarter. Quarterly Organizational Sales Volume is calculated by summing the Organizational Sales Volume for the three calendar months of a given quarter in 2024. Quarter-over-quarter Organizational Sales Volume growth is calculated by comparing the current quarter Organizational Sales Volume to the prior quarter Organizational Sales Volume. This means Q3 will be compared with Q2 and Q4 with Q3. Organizational Sales Volume is always your G1–G6 (including your Business Builder and Presidential Director Business Builder positions), regardless of your Title.
- 4. Is the Organizational Sales Volume growth requirement for Leader Elite a cumulative quarter-over-quarter requirement or just comparing the last month of each quarter?**

It's a cumulative, quarter-over-quarter comparison. Nu Skin will compare your quarterly Organizational Sales Volume for the current quarter with your Organizational Sales Volume from the previous quarter. For example, Q3 2024 (July – September 2024) will be compared to Q2 2024 (April – June 2024).
- 5. How is my previous Organizational Sales Volume determined?**

Your previous Organizational Sales Volume is your Organizational Sales Volume for the previous quarter. For example, if you are qualifying for Leader Elite in Q3 2024 (July–September 2024), your previous Organizational Sales Volume for the growth comparison would be your Organizational Sales Volume for Q2 2024 (April–June 2024).
- 6. Is there a maximum amount of Organizational Sales Volume growth per G1 Brand Representative that I can count toward my quarter-over-quarter Organizational Sales Volume growth requirement?**

No, there is no cap to how much Organizational Sales Volume growth you can count from each G1 Brand Representative.
- 7. If I have 5,000 quarter-over-quarter Organizational Sales Volume growth and don't have a new First-Time G1 Brand Representative or three new First-Time Passed LOIs, will I qualify to earn a Leader Elite Incentive?**

No. You must meet the personal activity requirements to earn an Incentive on any quarter-over-quarter growth.

8. What is the definition of a First-Time G1 Brand Representative?

A First-Time G1 Brand Representative is a Brand Affiliate in your Consumer Group who qualifies as a Brand Representative (thus joining your G1) for the first time since signing up with the Company. This Brand Representative must achieve 2,000 Sales Volume in their first full month as a Brand Representative. If they achieve 2,000 Sales Volume in the same month as their Brand Representative Advancement Date and are promoted mid-month, it will still count.

9. If I have a Brand Representative who had lost their Title prior to this Incentive but has now regained their Title, will they count as a First-Time G1 Brand Representative?

No. Your First-Time G1 Brand Representative must be a Brand Affiliate in your Group who qualifies as a Brand Representative (therefore joining your G1) for the first time since signing up with the Company.

10. If a Brand Affiliate in my Consumer Group was a Brand Representative in the past, lapsed, closed their account, and re-enrolled, will they count as a First-Time G1 Brand Representative if they qualify as a Brand Representative again?

No.

11. If a Brand Affiliate that had not previously been a Brand Representative merged with an account that was previously a Brand Representative, can the new merged account count as a First-Time Brand Representative?

No. If either Brand Affiliate had been a Brand Representative prior to this Incentive, the new merged account will not count as a First-Time Brand Representative.

12. If I merge my Brand Affiliate Account with someone else, how will my Organizational Sales Volume growth be calculated?

We will look at the prior quarter Organizational Sales Volume for the two accounts being merged and combine them for the prior quarter baseline. The current quarter would then also combine all Organizational Sales Volume between the two accounts that were merged. The new Organizational Sales Volume from the account you are merging with will not all count as growth unless it is growing beyond their historical Organizational Sales Volume.

13. If a Brand Affiliate from my Consumer Group achieved a Brand Representative Promotion Date of September 1, 2024, will that Brand Affiliate count as a First-Time G1 Brand Representative in Q3 or Q4?

It will count for Q3. The credit for each First-Time G1 Brand Representative is attributed to the month of their Brand Representative Promotion Date, regardless of which month the Brand Affiliate achieves 2,000 Sales Volume. If a Brand Representative Promotion Date is on the first of the month, the new Brand Representative must achieve 2,000 Sales Volume that same month and will be credited in that month. In the case of a mid-month Promotion Date, the credit will go to the month of the Promotion Date, as long as the First-Time G1 Brand Representative achieves 2,000 Sales Volume the next month.

14. If a Brand Affiliate from my Consumer Group achieved a Brand Representative Promotion Date of September 8, 15, or 22 will that Brand Affiliate count as a First-Time G1 Brand Representative in September when they advanced or October when they achieved 2,000 Sales Volume?

They would count in September, as long as they achieve 2,000 Sales Volume in October. The credit for the First-Time G1 Brand Representative will be given to the month of their Brand Representative Promotion Date, regardless of which month the Brand Affiliate achieves 2,000 Sales Volume.

15. If a First-Time G1 Brand Representative doesn't achieve 2,000 Sales Volume

or uses Flex Blocks by the end of their first full month as a Brand Representative, can they achieve 2,000 Sales Volume in their second full month and still count as a First-Time G1 Brand Representative?

No, they must achieve 2,000 Sales Volume by the end of their first full month as a Brand Representative to be counted as a First-Time G1 Brand Representative.

16. If a Brand Affiliate from my Consumer Group achieved a Brand Representative Promotion Date of July 8, 15, or 22, and they achieve 2,000 Sales Volume in that same month, do they still need to achieve 2,000 Sales Volume during their first full month?

No, if they achieve 2,000 Sales Volume in the same month as their Brand Representative Promotion Date and promoted mid-month, it will still count.

17. Can my First-Time Passed LOI and my First-Time G1 Brand Representative be the same person or do they need to be different people (e.g. If I help someone pass their LOI and they promote to Brand Representative, will it satisfy both requirements)?

They do not need to be different people. In this case, an individual who passes their LOI and promotes to Brand Representative would satisfy both requirements.

18. If a Brand Affiliate on my G2 rolls up to my G1, will they count as a First-Time G1 Brand Representative?

No. They will not count, since they qualified as a Brand Representative prior to becoming part of your G1.

19. What is the definition of a First-Time Passed LOI?

A First-Time Passed LOI is a Brand Affiliate in your Consumer Group who, for the first time since joining Nu Skin, submits their LOI and satisfies at least their first month's Qualification Requirements. The LOI Month is the calendar month during which a Brand Affiliate submits their LOI with Nu Skin and also has a minimum of two Sharing Blocks. Credit will be given to the month in which the LOI was submitted and Qualification Requirements completed.

20. If I have a Brand Affiliate who had lost their Brand Representative status prior to this Incentive, can they qualify as a First-Time Passed LOI?

No. A First-Time Passed LOI must be a Brand Affiliate in your Consumer Group who, for the first time since joining Nu Skin, submits their LOI and satisfies at least their first month's Qualification Requirements.

21. If a Brand Affiliate in my Consumer Group was a Brand Representative in the past, lapsed, closed their account, and re-enrolled, will they count as a First-Time Passed LOI if they submit their LOI and satisfy their first month's Qualification Requirements again?

No.

22. If a Brand Affiliate in my Consumer Group has submitted their LOI previously but did not satisfy their first month's Qualification Requirements, can they still count for me as a First-Time Passed LOI if they resubmit and then satisfy their first month's Qualification Requirements?

Yes. So long as they have not previously submitted their LOI and satisfied their first month's Qualification Requirements, they can still count.

23. If a Brand Affiliate in my Consumer Group has submitted their LOI previously and satisfied their first month's Qualification Requirements, but didn't do it with two Sharing Blocks, can they still count for me as a First-Time Passed LOI if they are able to do it now?

No. Any Brand Affiliate that has submitted their LOI and satisfied at least their first month's Qualification Requirements prior to the Leader Elite Incentive will not count as a First-Time Passed LOI, regardless of how they satisfied their first month's Qualification Requirements.

24. **If a Brand Affiliate from my Consumer Group is not from a market participating in this Incentive, can they still count for my requirements of First-Time Passed LOI or First-Time G1 Brand Representative?**

So long as the Brand Affiliate is not from Mainland China, Vietnam, India, or Ukraine, they can count for your Leader Elite Incentive requirements, whether they are participating in this Incentive or not.

25. **If a Brand Affiliate from my Consumer Group is not from my Resident Market, what requirements do they need to meet for me to count them in my personal activity?**

If a Brand Affiliate that is not from your home market meets the First-Time Passed LOI requirements with 2 Sharing Blocks or First-Time G1 Brand Representative requirements with 2,000 Consumer Groups Sales Volume in their first full month as a Brand Representative, they will count for the purpose of this Incentive.

26. **If I have Organizational Sales Volume from markets not participating in this Incentive, will it still count for me in my qualification requirements?**

Organizational Sales Volume from all markets will be included to the extent possible (Mainland China does not participate in Nu Skin's Global Sales Performance Plan and any sales sourced from this market will not count toward this incentive).

27. **Can I use Flex Blocks to maintain my Brand Representative status during the Leader Elite Incentive and still qualify?**

Yes.

28. **If I lose my Gold Partner+ Title by the time I get paid (five weeks later after quarter ends), will I still get paid for the Leader Elite Incentive I earned?**

Yes. In this case, you will still be paid any bonus earned from the prior quarter.

29. **Do I need to achieve three First-Time Passed LOIs and one First-Time G1 Brand Representative for every 5,000 points of quarter-over-quarter Organization Sales Volume growth to get paid an additional \$500 bonuses?**

No. You only need three First-Time Passed LOIs and one First-Time G1 Brand Representative for the entire quarter, regardless of how much quarter-over-quarter Organization Sales Volume growth you achieve.

30. **Can you give an example of quarter-over-quarter Organization Sales Volume growth?**

Here's an example: If in April, May, and June (Q2) you achieve a total of 1,000 Organizational Sales Volume then in July, August, and September (Q3) you achieve 6,000 Organizational Sales Volume, you would achieve 5,000 Organizational Sales Volume growth between Q2 and Q3.

31. **Do I need to grow each quarter during the Leader Elite Incentive to earn any bonuses?**

No. Each quarter's growth will be evaluated independently against the previous quarter for bonus eligibility.

32. **How will returns affect my Leader Elite bonuses?**

The return of Nu Skin Products by you, your Customers, or others in your Consumer Group or Team may affect your eligibility to receive rewards earned through the Incentive. If Incentive rewards have already been paid based on returned Nu Skin Products, Nu Skin may recoup the rewards as set forth in the Policies and Procedures.

33. If I'm a new Brand Representative and advance to Gold Partner this quarter, can I still participate in the Leader Elite Incentive? What would be my prior quarter Organizational Sales volume?

Yes! As long as you are paid as a Gold Partner at least one month in the quarter and achieved all other requirements, you can participate. Your prior quarter Organizational Sales Volume in this case would be your Consumer Group Sales Volume from each month you were a Brand Representative in the prior quarter. In this quarter, your Organizational Sales Volume would be your Consumer Group Sales Volume, plus any additional Sales Volume from your G1–G6 Brand Representatives.

34. If I am paid as Gold Partner once in a quarter, but lose my Title status by the end of that same quarter, can I still participate?

Yes! As long as you are paid as a Gold Partner at least one month in the quarter and achieve all other requirements, you can participate.

35. Can Presidential Directors (Team Elites) participate in this Incentive?

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

- 1) 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.
- 2) 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.
- 3) 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.
- 4) 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).