

Power of One Incentive

Europe & Africa version

Unleash your potential with the Power of One! As we strive to become the World's #1 Affiliate Opportunity Platform, Nu Skin wants to help over one million Brand Affiliates discover the power of earning an extra \$100 USD, as cumulative bonuses from this incentive (see EXHIBIT A for local currency equivalents of the bonus amounts), starting by helping one more Brand Affiliate sell products to customers every month.

One new Brand Affiliate.

One step toward one million lives empowered. Unleash your Power of One today!

The Power of One Incentive ("Incentive") is intended to promote long-term, sustainable Brand Affiliate growth through sales to consumers by rewarding Brand Affiliates for achieving important business performance milestones. All Nu Skin Authorized Markets will participate in the Power of One Incentive excluding our Southeast Asia and Pacific region, Mainland China, and Ukraine. This Incentive is based on Customer sales and does not pay for recruiting Brand Affiliates. The Incentive will run from 12:00 am CET on March 1, 2024, through 11:59 pm CET on December 31, 2024, (the "Incentive Period") as set forth below.

- This Incentive is comprised of two complementary Bonuses ("Bonuses"). See full details below.
- Specific Terms & Conditions:
 - i. For the purposes of this incentive, a Direct Brand Affiliate is defined as your first level Brand Affiliate. A New Brand Affiliate is a Brand Affiliate in their first two months, starting with and including their signup month, who enrolls between March 1 and December 31, 2024. A New Direct Brand Affiliate is a Direct Brand Affiliate in their first two months, starting with and including their signup month, who enrolls between March 1 and December 31, 2024.
 - ii. Only New Brand Affiliate enrolled between March 1 and December 31, 2024, can earn the New Affiliate Selling Bonus, as defined below, during the Incentive Period.
 - iii. New Brand Affiliates and existing Brand Affiliates can earn the New Affiliate Development Bonus, as defined below, each month during the Incentive Period.
 - iv. To be eligible to receive either Bonus in a given month, you must achieve 250 Direct Customer Sales Volume, as defined below, that month.
 - v. This Incentive does not alter the Sales Performance Plan in your market.
 - vi. The Bonuses under this Incentive will be paid with the monthly commission calculation for the month the Bonus was earned (e.g., a Bonus earned during the March sales period will be paid in April).
 - vii. The final month to earn either Bonus will be December, paid in January 2025.
 - viii. The definition of Direct Customer is your L1 Member or Retail Customer registered with Nu Skin and buying Products through Nu Skin's Systems for personal consumption. When such a Member or Retail Customer purchases Products through Nu Skin's Systems, as defined hereafter, the Brand Affiliate whose Direct Customer bought the Product is credited for that sale. A Brand Affiliate is not considered a Direct Customer. Nu Skin's Systems includes any platform designated by Nu Skin for the purchase or sale of Nu Skin Products, including the Nu Skin Vera app, Nu Skin Stela app, Nuskin.com, MySite, Personal Offer Tool, or any other Nu Skin approved platform.
 - ix. The definition of Direct Customer Sales Volume is the sum of all Sales Volume from purchases from your Direct Customers.
 - x. *VDI (« Acheteur Revendeur »)* are not eligible to earn any Bonus under this Incentive.

NEW AFFILIATE SELLING BONUS: SIGN UP AS A NEW BRAND AFFILIATE DURING THE INCENTIVE PERIOD, SELL PRODUCTS TO YOUR DIRECT CUSTOMERS, AND ACHIEVE 250 DIRECT CUSTOMER SALES VOLUME
REWARD: DURING YOUR FIRST TWO MONTHS, EARN \$25 (USD) PER MONTH (FOR LOCAL CURRENCY EQUIVALENT SEE EXHIBIT A) FOR EVERY 250 POINTS OF DIRECT CUSTOMER SALES VOLUME YOU ACHIEVE IN A GIVEN MONTH

NEW AFFILIATE DEVELOPMENT BONUS: DEVELOP NEW DIRECT BRAND AFFILIATES DURING THE INCENTIVE PERIOD, HELP THEM SELL PRODUCTS TO THEIR DIRECT CUSTOMERS, AND ACHIEVE YOUR OWN 250 DIRECT CUSTOMER SALES VOLUME
REWARD: EARN \$25 (USD) (FOR LOCAL CURRENCY EQUIVALENT SEE EXHIBIT A) FOR EVERY 250 POINTS OF THE COMBINED DIRECT CUSTOMER SALES VOLUME YOUR NEW DIRECT BRAND AFFILIATES ACHIEVE IN A GIVEN MONTH

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.

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.

ADDITIONAL INCENTIVE TERMS AND CONDITIONS

You acknowledge and agree that your participation in this Incentive constitutes your full and unconditional agreement to and acceptance of all Incentive rules and requirements, including these terms and conditions:

1. Only Nu Skin Brand Affiliates in good standing in participating Velocity or Velocity EX markets may participate in this Incentive. If you violate the terms and conditions of your Brand Affiliate Agreement, the Policies and Procedures, Sales Performance Plan, or this Incentive (collectively the "Agreements"), you may be deemed ineligible, and the Company, as defined below, may, at its sole discretion, withhold rewards under this Incentive, take any actions provided under the Agreements, and seek to recover any costs incurred by the Company as a result of any manipulation, including withholding future sales compensation.
2. Eligibility for rewards under this Incentive is based on meeting the requirements of this Incentive and all requirements of the Agreements, including retail sales. There are no bonuses paid for recruiting. You do not receive any compensation for sponsoring other Brand Affiliates. You acknowledge and agree that retail sales are an important component of the Sales Performance Plan. As a Brand Affiliate, you have no inventory requirements. You are prohibited from ordering more than a reasonable amount of inventory. By placing an order, you certify that you have sold or consumed at least 80 percent of your total inventory from previous orders.
3. The Company reserves the right to audit and assess the validity of your performance under this Incentive, including by subjecting dropship orders to customer verification. Any account that was established in violation of the Agreement, including any account that was established to manipulate this Incentive or the Sales Performance Plan, will be considered invalid and may result in disciplinary action.
4. You may not buy or encourage other Brand Affiliates to buy Products to qualify for rewards under this Incentive. This Incentive is designed to reward participants for building healthy Consumer Groups and helping other participants build healthy Consumer Groups. The Company reserves the right to refuse to pay any rewards under this Incentive if it determines that the Brand Affiliate encouraged other participants to purchase inventory to meet qualification requirements rather than assisting them to build a group of consumers.
5. Any account mergers that take place during the Incentive period may impact eligibility to earn rewards under this Incentive.
6. The return of 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 Products, Nu Skin may recoup the rewards as set forth in the Policies and Procedures.
7. The Company reserves the right to modify or terminate this Incentive at any time, at the Company's sole discretion. In the event of termination, only awards earned through the date of termination of this Incentive will be paid.
8. This Incentive is not applicable to our Brand Affiliates in Vietnam or Ukraine. In France, VDI Buyer-Resellers (« *VDI Acheteur Revendeur* ») are not eligible to earn any Bonus under this Incentive.
9. Mainland China operates under a separate and distinct business model and will not participate in this Incentive.
10. The meaning of capitalized terms not defined in this Incentive may be found in the Agreements. For the purposes of this Incentive, "Company" refers to Nu Skin International, Inc. and its affiliates.
11. The value of any reward may be reported for tax purposes as required by law. Brand Affiliates are solely responsible for reporting and paying any and all applicable taxes related to this Incentive.
12. The Incentive and these terms and conditions will be governed by, construed in accordance with, and interpreted pursuant to the substantive laws of the State of Utah, USA. The agreed exclusive venue for the arbitration of any dispute is in Salt Lake County, State of Utah. Any disputes relating to this Incentive and these terms and conditions, shall be resolved through the dispute resolution process described in the Nu Skin Policies and Procedures which includes final and binding arbitration requirements set forth in Chapter 7. The arbitration will be heard by a single arbitrator and shall take place in Salt Lake City, Utah, USA. The arbitrator shall be selected by the parties to the dispute, and the arbitration will be conducted in accordance with the AAA Commercial Arbitration Rules. The process will be conducted in English, but at the request and expense of the requesting Brand Affiliate, documents and testimonies will be translated into the requesting Brand Affiliate's preferred language. The decision and award of the arbitrator shall be final and binding and may be entered by any state or federal court located in Salt Lake County, State of Utah, having jurisdiction. You and Nu Skin consent to the personal jurisdiction of any state or federal court located in Salt Lake County, State of Utah, to adjudicate such matters relating to the arbitration and waive any objection to improper venue. The arbitrator, and not any federal, state, or local court or agency, shall have exclusive authority to resolve any dispute related to the interpretation, applicability, enforceability, or formation of the Arbitration Agreement, including, but not limited to, any claim that all or any part of the Arbitration Agreement is void or voidable.
13. By participating, Brand Affiliates release and hold harmless Nu Skin Enterprises, Inc., its subsidiaries, affiliates, directors, officers, employees, representatives, and agents from any and all liability for any injuries, loss, or damage of any kind arising from or in connection with the promotion or the receipt or use of any reward.
14. The original English version of these terms and conditions has been translated into other languages. In the event of any inconsistency or discrepancy between the English version and any other language version of these terms and conditions, the English version shall prevail.
15. The Company's delay or failure to exercise or enforce any right or provision under these terms & conditions shall not constitute a waiver of such right or provision.
16. If any part of these terms & conditions is held to be unlawful, void, or unenforceable, that part shall be deemed severed and shall not affect the validity and enforceability of the remaining provisions.

Exhibit A – Local currency equivalents

Market	Currency Amount	Currency Unit
USD amount	25	USD
Europe & Africa		
Austria	23.00	EUR
Belgium	23.00	EUR
Spain	23.00	EUR
Germany	23.00	EUR
Finland	23.00	EUR
France	23.00	EUR
Ireland	23.00	EUR
Italy	23.00	EUR
Luxemburg	23.00	EUR
Netherlands	23.00	EUR
Portugal	23.00	EUR
Slovakia	23.00	EUR
Czech Republic	570.00	CZK
Switzerland	22.00	CHF
Denmark	170.00	DKK
Hungary	8,750.00	HUF
Iceland	3,400.00	ISK
Norway	270.00	NOK
Poland	100.00	PLN
Romania	115.00	RON
Sweden	270.00	SEK
United Kingdom	20.00	GBP
South Africa	470.00	ZAR