

Leader Elite FAQ (Frequently Asked Questions)

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 payments) for Europe and Africa and the Americas, and at \$1,500 USD (three payments) for Southeast Asia and Pacific per quarter.

2) When will Nu Skin pay out the Leader Elite Incentive each quarter?

The Leader Elite Incentive will be paid about five weeks after the quarter's completion, with the monthly commission payment (e.g., an Incentive earned during the Q3 sales period will be paid at the beginning of November).

3) What is Organizational Sales Volume?

A Brand Representative's Organizational Sales Volume is the sum of the monthly Sales Volume from your Consumer Group, the Consumer Groups of your G1–G6 Brand Representatives, the G6 of your Business Builder Position, and the G6 of your Presidential Director Business Builder Position, for each month in the quarter. Quarterly Organizational Sales Volume is calculated by summing the Organizational Sales Volume for the three calendar months of each quarter in 2024. Quarter-over-quarter Organizational Sales Volume growth is calculated by comparing the current quarter's Organizational Sales Volume to the prior quarter Organizational Sales Volume.

Organizational Sales Volume is always your G1–G6 including 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 is a cumulative, quarter-over-quarter comparison. Nu Skin will compare your quarterly Organizational Sales Volume for the current quarter with your annual Organizational Sales Volume from the previous quarter. For example, Q3 2024 (July, August, September 2024) will be compared to Q2 2024 (April, May, 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, August, September 2024),

your previous Organizational Sales Volume for the growth comparison would be your Organizational Sales Volume for Q2 2024 (April, May, 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 on how much you can count from each G1 Brand Representative.

7) If I have 5,000 quarter-over-quarter Organizational Sales Volume growth and do not have a new First-Time G1 Brand Representative or six new Active Subscribed Customers, will I qualify to earn the 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 for the first time since signing up with the Company and is on your G1. This Brand Representative must achieve 2,000 Group Sales Volume (including 1,000 Direct Customer Sales Volume), their first full month as a Brand Representative. If they achieve 2,000 Group Sales Volume (including 1,000 Direct Customer Sales Volume) in the same month as their Brand Representative Promotion Date and are promoted mid-month, it will still count.

9) What is the definition of a Direct Customer Sales Volume?

The definition of Direct Customer Sales Volume is the sum of all Product Sales Volume from purchases from your Direct Customers.

The definition of Direct Customer is a Member or Retail Customer to whom a Brand Affiliate directly sells Products through Nu Skin's Systems. When a Member or Retail Customer purchases Products through Nu Skin's Systems, the Brand Affiliate who sold them 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. Purchases under a Brand Affiliate account and using the "Drop Ship" option, when used as detailed on Nu Skin's Velocity Sales Performance Plan, will also count as Direct Customer Sales Volume.

10) 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 Consumer Group who qualifies as a Brand Representative for the first time since signing up with the Company and is on your G1.

11) If an account 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. If the account reclaimed their previous distributor ID when they re-enrolled, they would not count as a First-Time G1 Brand Representative for you, since that account has previously qualified as a Brand Representative. If they claimed a new distributor ID (and qualify as a Brand Representative), then, yes, they will count.

12) If an account 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 account had been a Brand Representative prior to this Incentive, the new merged account will not count as a First-Time Brand Representative.

13) If I merge my 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 Organization Sales Volume between the two accounts that were merged. The new Organization 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.

14) If an account from my Consumer Group achieved a Brand Representative Promotion Date of September 1, 2024, will that account 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 account achieves

2,000 Group Sales Volume (including 1,000 Direct Customer Sales Volume). If a Brand Representative Promotion Date is on the first of the month, the new Brand Representative must achieve 2,000 Group Sales Volume (including 1,000 Direct Customer 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 (including 1,000 Direct Customer Sales Volume) Group Sales Volume the next month.

15) If an account from my Consumer Group achieved a Brand Representative Promotion Date of September 8, 15, or 22, will that account count as a First-Time G1 Brand Representative in September when they promoted or October when they achieved 2,000 Group Sales Volume (including 1,000 Direct Customer Sales Volume)?

They would count on September, as long as they achieve 2,000 Group 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 account achieves 2,000 Group Sales Volume (including 1,000 Direct Customer Sales Volume).

16) If a First-Time G1 Brand Representative does not achieve 2,000 Group Sales Volume (including 1,000 Direct Customer Sales Volume) or uses Flex Blocks in their first full month, can they achieve 2,000 Group Sales Volume (including 1,000 Direct Customer Sales Volume) in their second full month and still count as a First-Time G1 Brand Representative?

No, they must achieve 2,000 Group Sales Volume (including 1,000 Direct Customer Sales Volume) in their first full month to be counted as a First-Time G1 Brand Representative.

17) If an account from my Consumer Group achieved a Brand Representative Promotion Date of June 8, 15, or 22, and they achieve 2,000 Group Sales Volume (including 1,000 Direct Customer Sales Volume) in that same month, do they still need to achieve 2,000 Group Sales Volume (including 1,000 Direct Customer Sales Volume) during their first full month?

No, if they achieve 2,000 Group Sales Volume (including 1,000 Direct Customer Sales Volume) in the same month as their Brand Representative Promotion Date and promoted mid-month, it will still count.

18) If an individual 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 New Active Subscribed Customer?

A New Active Subscribed Customer is a Direct Customer who created their Nu Skin account after July 1 and enrolled in and fulfilled a Product subscription equivalent to at least 40 Sales Volume that same month.

The definition of Direct Customer is a Member or Retail Customer to whom a Brand Affiliate directly sells Products through Nu Skin's Systems. When a Member or Retail Customer purchases Products through Nu Skin's Systems, the Brand Affiliate who sold them 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.

20) If one of my existing Customers enrolls in a subscription for the first time, will they count as a New Active Subscribed Customer?

No. New Active Subscribed Customers must have enrolled on or after July 1 to count for this incentive.

21) If my new Customer purchases 40 Sales Volume that is not in a subscription, and later enrolls in a subscription that hasn't been fulfilled yet, will they still count?

No. The New Active Subscribed Customers must have enrolled in AND fulfilled a Product subscription of at least 40 Sales Volume in the same month as their signup.

22) If an account from my Consumer Group is not from a market participating in this Incentive, can they still count for my requirements of First-Time G1 Brand Representative?

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

23) If an account from my Consumer Group is not from my home market, what requirements do they need to meet for me to count them in my personal activity?

If an account that is not from your home market meets the First-time G1 Brand Representative requirements with 2,000 GSV (including 1,000 Direct Customer Sales Volume) in their first full month as a Brand Representative, they will count for the purpose of this incentive.

24) 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 (excluding Mainland China, as it does not participate in Nu Skin's Global Sales Performance Plan).

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

Yes.

26) If I lose my Brand Partner+ (Gold Partner +) Title by the time I get paid 5 (five weeks later after quarter ends), will I still get paid for the Leader Elite bonus I earned?

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

27) Do I need to achieve six New Actively Subscribed Customers and one First-Time G1 Brand Representative for every 5,000 points of in quarter-over-quarter Organization Sales Volume growth to get paid additional \$500 bonuses?

No. You only need six New Actively Subscribed Customers and one First-Time G1 Brand Representative for the entire quarter, regardless of how much quarter-over-quarter Organization Sales Volume growth you achieve.

28) Can you give an example of quarter-over-quarter Organization Sales Volume growth?

Here is an example: If in April, May, and June (Q2) 2024, 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.

29) 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 for bonus eligibility.

30) 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.

31) If I am a new Brand Representative and promote to Brand Partner (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 Brand Partner (Gold Partner) at least one month in the quarter and have achieved all other requirements, you can participate. Your prior quarter Organizational Sales Volume in this case would be your Group Sales Volume from any month you were a Brand Representative in the prior quarter. In this quarter, your Organizational Sales Volume would be your Group Sales Volume, plus any additional volume from your G1–G6 Brand Representatives.

32) If I am paid as Brand Partner (Gold Partner) once in the quarter, but lose my Title status by the end of the that same quarter, can I still participate?

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

33) What Presidential Director (Team Elite) accounts cannot participate in this incentive?

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

- 1) Team Elite accounts that qualified during the 2023 qualification period for the Abu Dhabi/ Dubai Trip are not eligible to participate in this incentive but can participate instead in the Platinum Elite incentive.
- 2) a Team Elite that completes Team Elite qualification for 2024 (Aegean Sea trip) during Q1 or Q2 of 2024, such account is excluded from this incentive, and may participate in the Platinum Elite incentive.
- 3) a Team Elite that completes Team Elite qualification for 2024 (Aegean Sea trip) during Q3 of 2024 (July, August, September), the account can participate the incentive during the Third Quarter (Q3) of the Leader Elite incentive. However, it will be excluded from participating during the Fourth Quarter (Q4) and may participate in the Platinum Elite incentive.
- 4) a Team Elite account is still in qualification and completes Team Elite qualification during Q4 (October, November, December), the account can participate in the Third Quarter incentive (Q3) and the Fourth Quarter incentive (Q4).