



2023 PACIFIC BRAND AFFILIATE SALES COMPENSATION SUMMARY

Nu Skin Enterprises, Inc. (together with its affiliates, the “Company”) is a global direct selling company that currently operates in almost 50 markets and sells its products through a network of Independent Brand Affiliates. In the PACIFIC region, the Company operates in 4 markets/territories<sup>1</sup>.

The purpose of this document is to provide accurate and straightforward information regarding sales compensation paid to Brand Affiliates by the Company. The table below sets forth detailed information concerning sales compensation paid to Brand Affiliates registered in the PACIFIC markets in 2023<sup>2</sup>.

Generating sales compensation as a Brand Affiliate requires considerable time, effort, and commitment. This is not a get rich quick program and there are no guarantees of financial success.

2023 Brand Affiliate Sales Compensation in the PACIFIC region (all amounts in USD)

Title	Monthly Average Sales Compensation, before expenses <sup>3</sup>	Average Percentage of Active Brand Affiliates	Average Percentage of Brand Representative and above level Brand Affiliates
Active Brand Affiliate Earning a payment (Non-Brand Representative)	\$ 38	8.91%	n/a
Qualifying Brand Representative	\$ 127	0.58%	n/a
Brand Representative	\$ 1,063	2.27%	56.34%
Gold Partner	\$ 1,166	0.75%	18.56%
Lapis Partner	\$ 1,665	0.51%	12.68%
Ruby Partner	\$ 2,071	0.12%	3.07%
Emerald Director	\$ 4,026	0.20%	5.07%
Diamond Director	\$ 6,138	0.06%	1.47%
Blue Diamond Director	\$ 32,275	0.11%	2.80%

The average number of active Brand Affiliates<sup>4</sup> each month in the PACIFIC region was 18,573. On a monthly basis, an average of approximately 2,510 Brand Affiliates, or 13.5% of the active Brand Affiliates in the PACIFIC region earned a sales compensation payment.

The Pacific Brand Affiliate Sales Compensation Summary may not accurately reflect market specific results within the Pacific Region<sup>1</sup>. For more information on the Sales Compensation Plan, please contact your local Nu Skin office.

<sup>1</sup> Australia, New Caledonia, New Zealand, French Polynesia.  
<sup>2</sup> The table only includes Brand Affiliates who qualify to receive sales compensation. Brand Affiliates who only purchase products for personal use do not qualify to receive sales compensation and hence, they are not included in the table.  
<sup>3</sup> Note that these figures do not represent a Brand Affiliate’s profit, as they do not consider expenses incurred by a Brand Affiliate in the promotion of his/her business and they do not include retail markup income. Common expenses may include, but are not limited to, travel, office supplies, license fees, insurance premiums, and legal or accounting fees.  
<sup>4</sup> An “active” Brand Affiliate is defined as any Brand Affiliate who either made a personal purchase, sponsored another account, or received a Sharing Bonus during the most recent three-month period.