

# Nu Skin Sales Performance Plan

## Selling Bonus + Affiliate Referring Bonus

### Sell Products to Direct Customers + Help Your Brand Affiliates Do the Same

What You Do	What You Earn**	
Grow your monthly Direct Customer Sales Volume*	<b>4-20% Selling Bonus</b> Paid on the Net Sales Price* of your monthly Direct Customer Sales Volume	<b>4-24% Affiliate Referring Bonus<sup>†</sup></b> Paid on your monthly Personally Registered Affiliate Sales*
0–249 DC-SV	4%	-
250–499 DC-SV	4%	4%
500–2,499 DC-SV	8%	12%
2,500–9,999 DC-SV	12%	16%
10,000+ DC-SV	20%	24%

\*A Direct Customer is a Member or Retail Customer to whom a Brand Affiliate directly sells Products through Nu Skin Systems, and Customers who purchase Products directly from a Brand Affiliate through eligible Drop Ship Orders. Direct Customer Sales Volume (DC-SV) is the sum of all Product Sales Volume from purchases by your Direct Customers. Net Sales Price is the price paid for Products, not including retail markup, tax, and shipping. Personally Registered Affiliate Sales are the Customer sales made by your Personally Registered Brand Affiliates, calculated by summing the Net Sales Price of Products sold to their Direct Customers.

\*\*4% of your Selling Bonus is calculated daily. Any additional Selling or Affiliate Referring Bonus percentages you qualify for will be calculated and added to your Nu Skin Bonus Account each week.

<sup>†</sup>A minimum of 250 DC-SV is required each month to earn any Affiliate Referring Bonus.

## Building Bonus

### Become a Brand Representative & Build a Growing Group of Customers and Brand Affiliates

What You Do	What You Earn
Become a Brand Representative & grow your monthly Group Sales Volume <sup>††</sup> (including 250 of your own Direct Customer Sales Volume)	<b>5-10% Building Bonus</b> Paid on your monthly Group Commissionable Sales Value <sup>††</sup>
2,000–2,999 GSV	5%
3,000+ GSV	10%

<sup>††</sup>Your Group consists of (1) you, (2) your Direct Customers and Direct Affiliates, (3) any Customers and Brand Affiliates your Direct Affiliates register, and so on, down to but excluding the next Brand Representative beneath you. Group Sales Volume (GSV) is the sum of Sales Volume from all purchases within your Group. Commissionable Sales Value (CSV) is a currency value that is set for each Product, used to calculate Building and Leading Bonuses.

## Leading Bonus

### Keep Growing Your Group & Lead a Team of Brand Representatives

What You Do	What You Earn	
Maintain your Brand Representative status, achieve 3,000 Group Sales Volume each month, and develop Leadership Teams <sup>‡</sup>	<b>5% Leading Bonus</b> Paid on your monthly Team <sup>‡</sup> Commissionable Sales Value	
Leadership Teams	Title	Generations Paid <sup>##</sup>
1	Gold Partner	5% on your G1
2	Lapis Partner	5% on your G1–G2
3 Including 1 with ≥ 5,000 LTSV	Ruby Partner	5% on your G1–G3
4 Including 1 with ≥ 10,000 LTSV	Emerald Director	5% on your G1–G4
5 Including 1 with ≥ 10,000 LTSV + 1 with ≥ 20,000 LTSV	Diamond Director	5% on your G1–G5
6 Including 1 with ≥ 10,000 LTSV + 1 with ≥ 20,000 LTSV + 1 with ≥ 30,000 LTSV	Blue Diamond Director	5% on your G1–G6

<sup>‡</sup>Your Leadership Teams consist of your G1–G6 Brand Representatives starting at each of your G1 Brand Representatives. Leadership Team Sales Volume (LTSV) is the sum of all Sales Volume from a given Leadership Team. Your Team consists of all Generations of Brand Representatives and their Groups as determined by your Title. Your Team does not include you or your Group.

<sup>##</sup>To be eligible to be paid on Generations 3–6 you must not be involved in Business Development Activities for another Direct Sales Company (not including Nu Skin Enterprises, Inc. affiliated entities).

Generating 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. In 2023, the average monthly sales compensation paid to Active Brand Affiliates in the United States was \$196. On average, approximately 19.27% of U.S. Active Brand Affiliates earned sales compensation in a given month. Please see <https://www.nuskin.com/compensation> for a summary of sales compensation paid at all levels within the Nu Skin Sales Performance Plan and for a definition of “Active Brand Affiliates”.

You must be a Brand Representative and meet certain sales and other requirements to receive a Building Bonus. In the United States, the typical Building Bonus paid monthly to all Brand Representatives was \$273 and it was \$467 for Brand Representatives who completed 2,000+ Group Sales Volume in a month. Approximately 7.8% of Brand Affiliates achieved a Building Bonus in 2023.

You must be a Brand Representative and meet certain sales and other requirements to receive a Leading Bonus. In the United States, the typical Leading Bonus paid monthly to all Brand Representatives was \$553 and it was \$831 for Brand Representatives who completed 3,000+ Group Sales Volume in a month.