

OUR VISION is to become the
WORLD'S LEADING direct selling
company by generating MORE
INCOME for SALES LEADERS
than any other company. With a
COMPREHENSIVE corporate
strategy guiding our efforts, we
believe we are poised for GROWTH
with a solid FOUNDATION,
INNOVATIVE products, and a
world-class OPPORTUNITY.



DEMONSTRATING 30 YEARS OF SUCCESS
FOUNDED **1984**
CURRENT GLOBAL MARKETS **54**
PUBLICLY TRADED ON NYSE **NUS**
2014 REVENUE **\$2.57 BILLION**
2014 COMMISSIONS PAID **\$1.12 BILLION**
COMMISSIONS & INCENTIVES PAID
THROUGH 2014 **\$12.1 BILLION**



During this meeting, you are going to hear various speakers discuss the business opportunity and products, which may include information about income opportunities. As a Distributor, your goal is to build a healthy, long-term, sales and consumer organization. In order to provide you with useful information regarding the company's income opportunities, Nu Skin Enterprises prepared this summary of distributor activity and earnings in the United States for the year 2014.

WE CREATE WEALTH

Wealth isn't about the number of zeroes at the end of your bank statement—it's about quality of life and living comfortably.

People who can enjoy the journey and make their dreams become a reality are wealthy. While Nu Skin is known as a company of leaders, and more than 1000 Distributors worldwide have generated more than \$1 million* in bonuses and commissions since 1984, we have also helped large numbers of people become "thousand-aires." These are people who are realizing incremental income through our opportunity, income that is enhancing their quality of life.* What could you do with an extra \$1,000 a month? No matter how you define wealth personally, Nu Skin can help you achieve it.

OUR VISION

Nu Skin's vision is simple: to become the world's leading direct selling company by generating more income for Sales Leaders than any other company.* With more than \$12.1 billion in compensation and incentives paid out since we opened our doors for business and a comprehensive corporate strategy guiding our efforts, we believe our rock-solid foundation, innovative products, un-matched Distributor leadership and our world-class opportunity are poised for dynamic growth.

US DISTRIBUTOR COMPENSATION SUMMARY

DISTRIBUTOR TITLE*	MONTHLY AVERAGE COMMISSION AT EACH LEVEL	ANNUALIZED COMMISSIONS ¹	AVERAGE % OF ACTIVE DISTRIBUTORS ²	AVERAGE % OF EXECUTIVE-AND-ABOVE LEVEL DISTRIBUTORS
Active Distributor Earning a Check (Non-Executive)	\$34.00	\$408.00	6.59%	N/A
Qualifying Executive	94.00	1,128.00	1.48	N/A
Provisional Executive	37.00	444.00	0.39	N/A
Executive	458.00	5,496.00	4.24	59.59%
Gold Executive	847.00	10,164.00	1.12	15.76
Lapis Executive	1,391.00	16,692.00	0.86	12.02
Ruby Executive	2,497.00	29,964.00	0.37	5.26
Emerald Executive	4,567.00	54,804.00	0.18	2.49
Diamond Executive	8,751.00	105,012.00	0.13	1.85
Blue Diamond Executive	45,621.00	547,452.00	0.22	3.04

The average commission paid to U.S. Active Distributors each month was \$172.21, or \$2,066.46 on an annualized basis. In 2014, the average monthly commission paid to U.S. Active Distributors who earned a commission check was \$1,106.11, or \$13,273.30 on an annualized basis. Note that these figures do not represent a Distributor's profit, as they do not consider expenses incurred by a Distributor in the promotion of his/her business and do not include retail markup income. On a monthly basis, an average of 15.57% of U.S. Active Distributors earned a commission check.³ Active Distributors represented an average of 38.25% of total distributors.⁴

NOTE

*a. Distributors in markets where we have implemented our global compensation plan who have earned over one million dollars in commissions over the lifetime of their Nu Skin distributorship are known as "Million Dollar Circle Members. Not all distributors succeed or make money. Generating meaningful compensation as a distributor requires considerable time, effort, and commitment. Less than .01% of distributors have become Million Dollar Circle members. For the online version of the United States Distributor Compensation Summary, please visit nuskin.com/usdistributorearnings online. Nu Skin operates under a different business model in Mainland China. Therefore, the term "Million Dollar Circle Member" and the average earnings information above are unrelated to and do not include our Mainland China business. Individuals from Mainland China are recognized for achieving such a benchmark under the Mainland China business model.

b. There are two fundamental ways in which a distributor can earn compensation: 1) through retail markups on sales of products purchased at wholesale prices; and through commissions (sometimes called bonuses) paid on one's product sales and the sales of other distributors in one's downline sales network.

c. To qualify for any pin level you must meet all requirements of the Sales Compensation Plan, including retail sales. For a complete summary of the Sales Compensation Plan please contact the company at 800-487-1000 or go to nuskin.com.

1 These numbers are calculated by taking the monthly average commissions and multiplying by twelve.

2 These percentages are calculated by taking the average of the total monthly Distributor/Executive payee count at each level and dividing it by the total number of monthly Active Distributors.

3 This number is calculated by adding the average percentage of Active Distributors in the above table.

4 This percentage is obtained by taking the total average of monthly actives and dividing it by the total average of Distributors on a monthly basis. "Total Distributors" includes all U.S. Distributor accounts currently on file, irrespective of their purchasing products, promotional materials or services or earning commissions. "Distributor" numbers do not include customer or Preferred Customer accounts.