



NOURISH THE CHILDREN®  
AN INITIATIVE OF NU SKIN ENTERPRISES

# GLOBAL Destination Report

April-June 2009

Total Meals Donated as of June 30<sup>th</sup>: 157,556,490

## Malawi

### 25TH ANNIVERSARY EVENT

The May 2009 Malawi trip included a contingent of 39 people representing all four of Nu Skin's regions, including eight Team Elite members, eight journalists representing five influential news outlets and key members of the company's executive management team. Malawi served as the ideal location to showcase Nu Skin's corporate social responsibility efforts, including the Nu Skin Force for Good Foundation activities and the Nourish the Children initiative.

### DISTRIBUTOR GUESTS:

Each region had the opportunity to send distributors from their respective markets. North Asia (South Korea), Southeast Asia and the Americas/Europe regions sent the following distributors:

#### South Korea:

Dong Kun An — Team Elite  
Kyu Chul Jo — Team Elite  
Chong Keun Lee — Team Elite  
Jin Soo Seo — Team Elite  
Sun In Yoo — Team Elite

#### Singapore:

Lim Hock Lye (Daniel) and Quah Lay Hoon  
(Lillian) — Team Elite



#### Europe

Petr Beneda (Czech) and Jana Benedova (Czech) — Blue Diamond

#### United States

Ronnie Park — Team Elite  
Daniel Murphy and Lorraine Coppola — Executive Distributor

### MEDIA GUESTS:

The following media personnel attended the event:

| Market        | Media Outlet                  | Summary  | Circulation      |
|---------------|-------------------------------|--|------------------|
| South Korea   | The Chosun Ilbo               | Korea's most influential daily newspaper   | 10 million daily |
| Taiwan        | CommonWealth Magazine         | Biweekly business magazine — one of Taiwan's most influential business periodicals | 120,000          |
| Taiwan        | TTV — "Global View"           | Top broadcast station featuring 60-minute "Global View" news program               |                  |
| Japan         | Syukan Shincho                | Second best-selling weekly news magazine in Japan                                  | 529,778          |
| United States | National Geographic Adventure | Part of the National Geographic family of publications                             | 600,000          |

Comments from media representatives included:

- "It was an unforgettable experience."
- "It is so nice to see a company who is doing it [Corporate Social Responsibility] right."
- "I never knew Nu Skin did all this — it's amazing!"

We anticipate media coverage to begin appearing in the summer and will provide copies of the placements when published.

#### **EXECUTIVE GUESTS**

Participation by Steve Lund—Nu Skin Vice Chairman and NTC Executive Director, Truman Hunt—Nu Skin President and CEO and Luke Yoo—Vice President, North Asia Region, President and General Manager of Nu Skin Korea added greatly to the success of the trip. Their involvement communicated the priority of Nu Skin CSR to the distributors and media.

#### **NU SKIN FORCE FOR GOOD FOUNDATION EVENTS**

##### **MTALIMANJA VILLAGE TOUR**

Dr. Evans Chipala, director of the School of Agriculture for Family Independence (SAFI), took the group on a tour of the village, reporting that the average farm yield in Malawi is 2,000-3,000 kg/hectare of maize. The student farmers of SAFI at Mtalimanja Village experienced first year yields of 3,000-7,000 kg/hectare and second year yields of 4,000-9,000 kg/hectare. The director also reported dramatic increases in other crops and animal production.

The tour also included a visit to a new dormitory and the new child day care center. The dormitory will house student interns

and visitors coming to learn about the SAFI programs. It was built with funds from Franz Krammer, a Nu Skin Austria distributor, and his friends. He asked that it be named the Blue Moon Hostel.

At the Mtalimanja Child Daycare Center, more than 100 of the farmers' children greeted our group. The children have early reading books, thanks to donations from Nu Skin corporate employees (a previous FFG Day project). A new building for the center, donated by Nu Skin Germany, is nearing completion.



### MTALIMANJA VILLAGE'S FIRST GRADUATION CEREMONY

The highlight of the visit was the first graduation exercise for the 60 SAFI students at Mtalimanja Village. Each graduate literally danced forward to receive the certificate, which was said to be "nicer than those given by the University of Malawi." Six students were honored as the top of their class, and we were also able to welcome the first three families to be accepted into the next class of student farmers who will enter the program in the fall.

Comments from the farmers:

"Hunger is now a thing of the past. In the future, our children will be happy and we won't have to worry about our next dish."

"Our future will be based on what we've learned here. We are excited to help our colleagues back home so they can get more from a small piece of land."



### NU SKIN "BIG GIVE" ACTIVITIES

The Nu Skin tour was divided into five smaller groups to experience more personal humanitarian interactions with the Malawi people. Each group brought needed gifts and was able to interact with the recipients. The gifts were funded by a \$6,000 grant from the Nu Skin Force for Good Foundation and from employee donations. The Projects included:

#### THE SCHOOL FOR THE BLIND:



The group from Taiwan and the United States were able to visit the school and provide the 30 live-in students with mattresses, Braille paper, a CD player, five books on CD, as well as cooking pots for the school kitchen.

#### GRANDMOTHER CARING FOR ORPHANED CHILDREN:



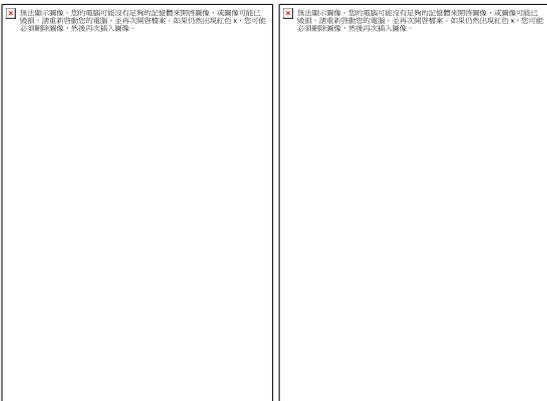
Napoleon Dzombe hosted the Japan group as they visited a grandmother who is raising seven grandchildren orphaned by AIDS. She did not have a house or the means to provide for the children. The Nu Skin group brought the necessary materials and labor for the building of a house, as well as children's toys and VitaMeal.

#### KAUMA ORPHANAGE:



The Kauma Orphanage is one of the largest orphanages in Malawi and has been receiving VitaMeal for several years. The orphanage director mentioned that the administration had met a week before our visit and decided that their biggest need for the children was blankets for the upcoming winter. They decided to pray for an answer to their need and felt that their prayers were answered when the Nu Skin group from the United States and South Korea brought a blanket for each of the 127 children at the orphanage. The group also brought toys and school supplies for the director to use in rewarding top-performing students.

#### BWAILA HOSPITAL — MATERNITY WARD



A group representing Taiwan, South Korea and the United States visited the maternity ward of the Bwaila Hospital in Lilongwe, where more than 250 patients were being cared for. The group provided the new mothers with mosquito nets, baby blankets and clothing.

## KAMUZU CENTRAL HOSPITAL — MALNOURISHED CHILDRENS' WARD



A group from the U.S. and Europe went to the largest hospital in Malawi to visit the children's ward, specifically reaching out to the malnourished children. The group handed out toy cars, crayons and paper. Nu Skin also worked out an arrangement to provide the hospital with VitaMeal to help the malnourished children; and in return the hospital staff will track the progress of the children and provide periodic status reports.

### **NOURISH THE CHILDREN EVENTS**

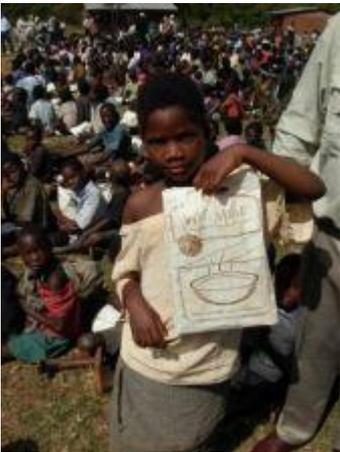
#### **VITAMEAL PLANT AND MTENDERE ORPHANAGE**

The group enjoyed a visit to the VitaMeal plant and sampled the roasted maize and soya bean VitaMeal. They also visited the nearby orphanage where the children consistently receive VitaMeal. The group presented the children with school supplies and soccer balls — and played some soccer with the children afterwards.



#### **VITAMEAL BAG DISTRIBUTION**

Nearly 2,000 children exchanged their paper slip for a bag of VitaMeal in a very orderly distribution.



### SERVING VITAMEAL AT THE HOME OF HOPE ORPHANAGE

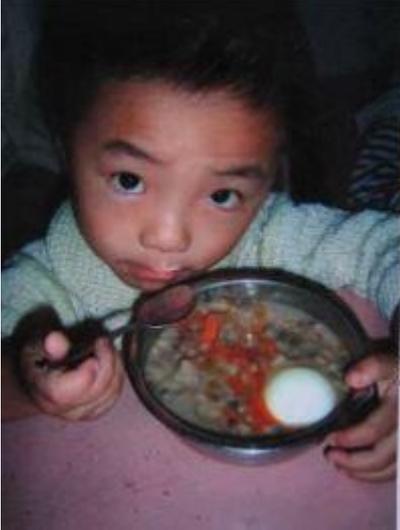
Members of the Nu Skin group were welcomed by the founder of the Home of Hope orphanage, as he expressed gratitude for the VitaMeal that has had a major impact on the health of the children. The orphanage has been receiving VitaMeal since the beginning of Nu Skin's involvement in Malawi. The orphanage has also received attention recently from Madonna who is trying to adopt one of the orphans — a child who is receiving daily VitaMeal.



### China

Chuangxin Kindergarten Teachers reported: "The reaction of schools and kindergartens receiving VitaMeal® was generally good. Many parents and kindergarten teachers said that VitaMeal changed the eating habits of the children who disliked their meals and complained that they had no taste. Many children liked the VitaMeal and increased the amount of food they were taking. After taking VitaMeal, the students in our class had higher spirits and increased resistance. Taking our little friend Linzija of the middle class as an example, before receiving VitaMeal, he was apt to cry often, but after taking the food, he had very good appetite and enjoyed eating. His parents were very happy and asked the teachers for the "tricks" of how to change their kids' eating habits."

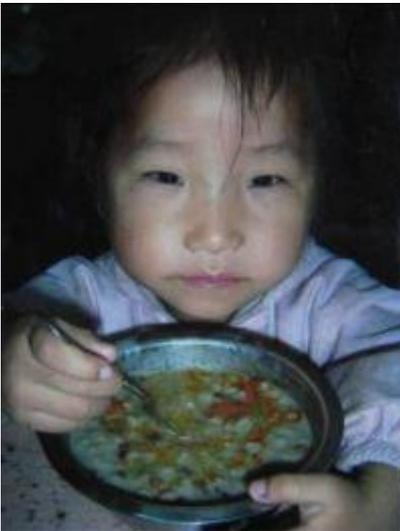
| <b>Unit Names</b>                                     | <b>Receiving Cases</b> |
|---|------------------------|
| Wangcang County Jiale Kindergarten                    | 43                     |
| Wang County Chenguang Kindergarten                    | 10                     |
| Wangcang County Hegong No. 1 Kindergarten             | 54                     |
| Wangcang County Hegong No. 2 Kindergarten             | 72                     |
| Wangcang County Baizhang Primary School               | 355                    |
| Wangcang County Donghe Primary School                 | 355                    |
| Wangcang County Mumen Primary School                  | 222                    |
| Wangcang County Special Poor Families                 | 209                    |
| Chaotian District Chaotian Primary School             | 660                    |
| Jiange County Tushan Primary School                   | 500                    |
| Jiange County Xiasicaizhi Kindergarten                | 30                     |
| Jiange County Chuangxin Double Languages Kindergarten | 86                     |
| Jiange County Yingcai Kindergarten                    | 440                    |
| Jiange County Xiasi Primary School                    | 100                    |
| Jiange County Tushantaihe Village                     | 500                    |
| <b>Total</b>  | <b>3636</b>            |



**Wang Mitian**

Male, 3 years old, Jiange County Yingcai Kindergarten Class 2.

"He was short and skinny, often falling ill. The hospital examination results said that 'He suffered from malnutrition and his growth was slow'. Now taking VitaMeal has become the happiest thing in his life."



**Pu Lihong**

Female, 4-years old, Jiange County Yingcai Kindergarten.

"She lived in the rural mountainous region. Her parents have worked in other places for a long time. In the last few years, her grandfather could only offer her basic food and clothing, because of poverty. She had no way to acquire nutritious food. Last year's health examination showed that 'her growth is slow and she suffers from anemia'. After taking VitaMeal for some time, she was full of spirit and became lovely and active. The color of her face became radiant."



The children of Jiange County Xiasi Caizhi Kindergarten eating VitaMeal.

## Quarterly Distribution Report



We appreciate the generosity of our distributors and customers whose donations, in conjunction with the company's matching donations, make these programs possible. **April through June** VitaMeal Donations were delivered to Feed the Children and other authorized charities for distribution to those who need it most. Although the following were the intended destinations for the April through June donations, please note that the charities may change destinations due to logistical issues or based on the needs of recipients. These numbers include company matching donations.

| <u>Destination</u> | <b>Total # of Meals</b><br>(30 Child Meals per Bag) |
|--------------------|---|
| Malawi, Africa     | 5,238,390   |
| China              | 800,160   |
| Philippines        | 720,000   |
| South America      | 180,000   |
| Afghanistan        | 18,000  |
| Other              | 36,540  |
| <b>Total</b>       | <b>6,993,090</b>                                    |

Nourish the Children is an initiative created and supported by the Nu Skin corporation, a for-profit company, that facilitates donations of purchased VitaMeal to non-profit partners such as Feed the Children. Charity partners distribute VitaMeal to deserving children without charge or fees.