

2012 GLOBAL DISTRIBUTOR COMPENSATION SUMMARY

Nu Skin Enterprises, Inc. (together with its affiliates, the “Company”) is a global direct selling company that currently operates in over 50 countries and markets its products through a network of Independent Distributors.

The purpose of this document is to provide accurate and straightforward information regarding bonus commissions paid to Distributors by the Company. The table below sets forth detailed information concerning compensation paid to Distributors in 2012.

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

2012 Distributor Compensation

Distributor Title	Monthly Average Commission Income at Each Level (in US\$)	Annualised Commissions ¹ (in US\$)	Average Percentage of Active Distributors	Average Percentage of Executive and above level Distributors
Active Distributor Earning a Cheque (Non-Executive)	36	432	5.73%	N/A
Qualifying Executive	117	1,404	1.78%	N/A
Executive	576	6,912	2.73%	54.58%
Gold Executive	986	11,832	0.95%	18.99%
Lapis Executive	1,589	19,068	0.68%	13.54%
Ruby Executive	2,741	32,892	0.34%	6.74%
Emerald Executive	5,004	60,048	0.13%	2.57%
Diamond Executive	10,089	121,068	0.10%	1.92%
Blue Diamond Executive	38,094	457,128	0.08%	1.66%

The average number of active Distributors² each month globally was 664,068. On a monthly basis, an average of approximately 85,057 Distributors, or 12.8% of the active Distributors globally earned a commission payment.³

¹ 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 they do not include retail markup income. The annualized average Distributor commissions set forth in this column are simply the average monthly commissions multiplied by 12.

² An “active” Distributor is defined as any Distributor who made a personal purchase during the most recent three-month period in question.

³ This summary does not include Distributors who purchase products for personal use only but do not qualify to receive commissions and does not include any data from mainland China in terms of actives or average incomes.