business presentation
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Thank you for your time today.

I would like to share with you some information about a business I am building that is enabling me to achieve many of my personal and professional goals. And I invite you consider this business as you plan your future.
• My desire is to “enable you and your family to enjoy a rich, fulfilling, secure life—a life characterized by what I would call “true prosperity.”
OUR GOAL
To enable you and your families to enjoy a RICH, FULFILLING, SECURE LIFE

A life of TRUE PROSPERITY
ANCHOR POINTS FOR PROSPERITY

- I want to help you:
  - Create the quality of life you desire for yourself and your loved ones
  - Work toward long-term economic security; and
  - Live a life of influence by making a difference in people’s lives and by lifting up those in need
WE ENABLE PEOPLE TO

• Create a desired **QUALITY OF LIFE**
• Achieve long-term **ECONOMIC SECURITY**
• Live a **LIFE OF INFLUENCE**
ECONOMIC REALITIES

• You don’t have to spend very much time reading the news to realize that we’re all living through turbulent times in the global economy.
• Economic reality has created a sobering problem for people around the globe.
• This challenge exists for just about everyone—even for those who may have great jobs.
• One way or another, we all face a big problem—it’s a math problem.
ECONOMIC REALITIES

Advertisers pull together to face the recession

Agencies are starting to recognise that partnership marketing is one answer to the credit crunch. Matt Williams investigates.

Lights go out across Britain as recession hits home

Electricity demand falls as economy slows at fastest rate since 1980

11 money-making ideas for 2011

What could trip up the market?

Middle-class tax time bomb

Chancellor makes millions of workers turning £40,000 or more worse off

End to foreclosures sought

Chancellor makes millions of workers turning £40,000 or more worse off

Economy takes a slide

60,000 jobs lost in a single day

Layoffs cut deep into econ
LET’S DO THE MATH (SCENARIO #1)

• Take a look at a hypothetical financial profile for someone who is 50 years of age.
• Let’s say that this person would like to target $5,000 in monthly retirement income.
• And let’s assume some of the other aspects of this situation:
  – They have about $150,000 of savings
  – They want to work for 15 years more years
  – They want to have the financial resources to live for at least 20 years after retirement
• Let’s also assume the following economic factors:
  – a 3% inflation rate
  – 5% after tax return on investment (which is an optimistic rate of return)
• And let’s also assume that this person wants to leave $150,000 behind to make a difference in the lives of his children or heirs.
• Given these factors, how much money does this person need to be saving on a monthly basis?
• In this case, the person would need to be saving $2,180/month—in after tax dollars.
• If this person is anywhere close to an average income level, it is very unlikely that he will be able to save that kind of money every month.
<table>
<thead>
<tr>
<th>Step</th>
<th>Description</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Targeted <strong>MONTHLY INCOME</strong> during retirement</td>
<td>$5,000</td>
</tr>
<tr>
<td>2</td>
<td>My current <strong>ASSETS</strong> (not including home)</td>
<td>$150,000</td>
</tr>
<tr>
<td>3</td>
<td><strong>YEARS</strong> you want to <strong>WORK</strong></td>
<td>15</td>
</tr>
<tr>
<td>4</td>
<td>Estimated <strong>LIFESPAN</strong> after retirement</td>
<td>20</td>
</tr>
<tr>
<td>5</td>
<td><strong>INFLATION %</strong></td>
<td>3%</td>
</tr>
<tr>
<td>6</td>
<td>After Tax <strong>RETURN ON INVESTMENT</strong></td>
<td>5%</td>
</tr>
<tr>
<td>7</td>
<td><strong>LEGACY TARGET</strong> (amount left to children)</td>
<td>$150,000</td>
</tr>
<tr>
<td></td>
<td><strong>MONTHLY SAVINGS</strong> necessary to achieve target</td>
<td><strong>$2,180</strong></td>
</tr>
</tbody>
</table>
LET’S DO THE MATH (SCENARIO #2)

• Let’s change a couple of these assumptions.
• Assume the target for retirement income is $10,000 a month.
• And although we have absolutely no control over the inflation rate, let’s move this factor to just 4%.
• Let’s also be more realistic and say that after tax return on investment is 2%, which for the past decade plus has been about all one could get.
• When you do the math with this reality, the amount of required savings jumps up to $6,807 a month—of SAVINGS.
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ECONOMIC REALITY

• Here is the harsh reality the world faces:
  IT IS VERY DIFFICULT TO SAVE OUR WAY TO FINANCIAL PROSPERITY.
• This is particularly evident when you consider that we have absolutely no control over inflation, return on investment or the tax rate.
• While it’s important that we save money, economic reality demonstrates that we should not fool ourselves into thinking that savings alone will be enough.
IN TODAY’S ECONOMY

It is very DIFFICULT

TO SAVE our way to

financial prosperity!
OSTRICH WITH HEAD IN SAND

- Most people don’t even realize their plight. And those who do find this reality rather stressful.
- In response to stress, folklore says that ostriches stick their heads in the sand.
MAN WITH HEAD IN THE SAND

• We tend to follow the example of the ostrich.
• That’s why some have even labeled us, the “Ostrich Generation.”
• Because it’s too stressful to face the economic realities of life, we stick our heads in the sand and hope that when we surface the stress will have magically gone away.
THE “OSTRICH GENERATION”
• So, instead of hiding our heads in the sand, let’s face reality.
• I’d like to share an app with you that allows you to go through your own reality check to see how you’re doing.
• By inputting just a few pieces of personal data, you can quickly evaluate your current and long-term financial situation.
While there is more to life than the size of your bank account, the reality is that the financial aspects of life can cause more stress than virtually anything else.

That’s why we’ve created this PERSONAL PROSPERITY calculator, to help you have a clearer picture of what you’ll need to do to get where you want to be.

Let’s get started!
• Take a look at another scenario:
• If your targeted income is $5,000/month, and you are able to achieve a 1.5% return on investment after tax and inflation, how much would need to have saved?
• You need to save nearly $5 million! How realistic is that?
VALUE OF AN INCOME PRODUCING BUSINESS

To generate $5,000 of monthly income
At 1.25% return

REQUIRES $4.8 MILLION OF SAVINGS!
ASSET CALCULATOR

• Here is another app that quickly demonstrates the value of a business that could generate a target level of income for you.
• These days, the value of a business that generates even $5,000 a month is enormous.
EARNINGS DISCLAIMER:
Not all distributors make money. No one can be guaranteed success as a distributor. For information on the average commissions paid to US distributors and the percentage of distributors earning a commission check please click here: http://www.nuskin.com/content/dam/global/library/pdf/diselarnings.pdf
ACHEIVING PROSPERITY

• Here is the point:
A proven way to achieve prosperity is to build a business asset that will provide you with long-term cash flow.
A proven way to **ACHIEVE PROSPERITY**

Is to **BUILD A BUSINESS ASSET** that will provide **CASH FLOW** for you and your heirs on a **LONG-TERM BASIS**
• Let’s take a closer look at what it takes to start and maintain a traditional business
• There are certain risks involved:
  – It usually takes a significant level of capital—often you put at risk everything you own.
  – A business owner is responsible for all of aspects of a business: product development, protecting intellectual property, marketing, sales, inventory, accounts receivable, and the list goes on.
• And there is the risk that a new business venture will yield a low to moderate level of financial return. Essentially, you put everything you own at risk to buy yourself a low paying job.
• Traditional business models create a negative reward gap.
TRADITIONAL BUSINESS MODELS

RISK
- Significant capital
- Intellectual property
- Product distribution
- Inventory mgmt
- Accounts receivable
- Managing employees
- Personal guarantees
- Lack of long-term benefits

NEGATIVE REWARD GAP

REWARD
- May often yield a low to moderate level of financial return
THE SOLUTION... THE SOCIAL BUSINESS

• Over the past few decades, a new business model is emerging.
• The social business model leverages today’s technologies and demographic trends to create real value for those looking to create long-term prosperity.
• With a social business model, a corporate sponsor incurs most of the risk and operational burdens so that you can focus on one thing: helping others be successful.
THE SOLUTION...
A new business paradigm

THE SOCIAL BUSINESS MODEL
THE SOCIAL BUSINESS MODEL

• When it comes to risk, the social business model may require a more modest level of financial resources.
• But even with much less financial risk, there is substantial income potential.
• And best of all, you have the peace of mind of knowing that you own a business that has the potential of generating long term rewards from which you cannot be fired.
• The result is a positive reward gap for the social business model.
THE SOCIAL BUSINESS MODEL

POSITIVE REWARD GAP

- Substantial income potential
- Home-based business
- Global opportunity
- Lifestyle freedom
- PEACE OF MIND

RISK

- More modest expenditure of resources

REWARD
THE ULTIMATE SOCIAL BUSINESS IN THE MEDIA

• This has led many in the media to call what we do “The Ultimate Social Business Model.”
THE ULTIMATE SOCIAL BUSINESS MODEL

Why Now Is Prime Time for Direct Selling

From March 2009 to May 2011, the top 7 publicly traded direct selling companies averaged a 268 percent increase in stock price.

In 2010, direct selling companies generated over $125 billion in revenue in 150 countries through more than 75 million men and women who are changing lives serving others. This is the story of direct selling.

INSIDE: DSN Global 100 Listing of the Top Direct Selling Companies in the World

Highlighted in a special insert of the WALL STREET JOURNAL

June 24, 2011
THE ULTIMATE SOCIAL BUSINESS MODEL

• The social business model is generating tremendous success around the world.
  - 88 million people around the globe are involved.
  - Every day about 50,000 people start a new social business
  - From 2009 to 2010, social enterprises grew by 12% and the number of people involved grew by 19%—all this in one of the worst of all economic times!
THE ULTIMATE SOCIAL BUSINESS MODEL

- 88 million people around the world are involved in social enterprise, generating more than $132 billion in sales
- Every day, over 50,000 people begin a social business globally
- From 2009 to 2010, revenue grew 12% and number of people involved grew 19%

*Based on Global Direct Selling Statistics report from the WFDSA*
• And within this business model, there is one company that stands out and has become the cream of the crop. . . NU SKIN ENTERPRISES.
NU SKIN
THE DIFFERENCE. DEMONSTRATED.™
YOUR BILLION-DOLLAR START UP

• Nu Skin is a company with a 27 year track record of success.
• In the worst of all recent economic environments, Nu Skin has posted record revenue levels for the past several years.
• Nu Skin enables you to successfully tap into more than 50 international markets, including the dynamic growth taking place in emerging markets like China, Southeast Asia, South America, and Eastern Europe.
NU SKIN: YOUR BILLION-DOLLAR STARTUP

- 27 years of success
- Global opportunity
- Record revenue $1.7 Billion (2011)
- NYSE: NUS
- Forbes.com’s 100 most trustworthy companies
$1.25 BILLION INVESTED

• With Nu Skin, you have an enterprise that is committed to investing in your future.
• In fact, the day you start your Nu Skin business, you become the CEO of your own business that is associated with a company that has already invested over $1.25 billion of capital to assist you in YOUR start-up.
OVER $1.25 BILLION INVESTED TO ASSIST YOUR BUSINESS
The Stage Is Set

- The investment Nu Skin is making is targeted at one of the most vibrant consumer product opportunity ever—anti-aging.
- Anti-aging is one the biggest megatrends ever—growing at an explosive pace and creating what is projected to be a trillion-dollar global market by 2025.
THE STAGE IS SET

By 2025, the anti-aging market is projected to grow 4X by 2025 to reach:

$1 TRILLION
THE GLOBAL MOVEMENT MARKET FACTS

• The anti-aging phenomenon is not unique to one country. The market for anti-aging products is exploding around the world.

• By 2015 alone, the anti-aging industry will grow by:
  - 76% in the United States
  - 73% in Europe
  - 72% in Japan
  - 82% in the Asia/Pacific region
A GLOBAL MOVEMENT

By 2015 alone, the anti-aging industry will grow by:

- 76% in the U.S.
- 73% in Europe
- 72% in Japan
- 82% in Asia/Pacific
But because it is such a large and rapidly growing market, there is a lot of attention focused on it.

Man has spent thousands of years and billions of dollars searching for “The Fountain of Youth.”
People have spent **THOUSANDS** of years and **BILLIONS** of dollars searching for the **FOUNTAIN OF YOUTH**.
CONSUMER CONFUSION

• The result is consumer confusion.
• With a mountain of products to choose from and so much noise in the market place, people face a real dilemma.
• Where do they turn for products that deliver real anti-aging benefits?
CREATING CONSUMER CONFUSION

About where to turn for real anti-aging solutions
• Nu Skin scientists have discovered that the fountain of youth is not in some far-off place, it’s actually been inside of us the entire time—in our GENES, influencing the way we age in every way.
Turns out, the answer has been inside us the entire time.
• Nu Skin’s approach is to attack aging at the source—at the genetic level.
• This breakthrough, genetic approach leverages 30 years of proprietary research.
• And features exclusive and patented science.
• This gives Nu Skin exclusive scientific understanding to identify, target and reset specific groups of genes that are responsible for key aging processes.
• The result is a super class of anti-aging products we call ageLOC.
A SUPER-CLASS of ANTI-AGING PRODUCTS
IDENTIFY, TARGET & RESET YOUTH GENE CLUSTERS
EXCLUSIVE & PATENTED SCIENCE
30 YEARS of PROPRIETARY RESEARCH
BREAKTHROUGH GENETIC APPROACH to ANTI-AGING SCIENCE
LIVE YOUNGER LONGER

• And what does this mean for us?
• The search is over. With ageLOC, we now have the key to living younger, longer.
AGELOC: your key to LIVING YOUNGER, LONGER
LOOK YOUNGER AND FEEL YOUNG

• If you truly want to fight the battle against aging—it must be fought on two fronts, on the inside and the outside.

• Nu Skin is one of the few companies that has the scientific know-how to develop a full line of nutrition and skin care products that use genetic science to help people look and feel young.
LOOK YOUNGER

FEEL YOUNGER
• People are starting to take notice of Nu Skin’s ageLOC approach to anti-aging
• In fact, one investor used this phrase to describe Nu Skin, saying that “Nu Skin has found a successful niche and is coming out with new products each year. This is the ‘Apple’ of the anti-aging companies.”
“Nu Skin has found a successful niche and is coming out with new products each year. This is the ‘Apple’ of the anti-aging companies.”

2 Dividends to Keep, 1 to Leave Behind
July 26, 2011, MotleyFool.com
APPLE CASE STUDY

• Apple is one of the world's most powerful and beloved brands.
• Why? Because they do something better than any other company. They INNOVATE.
• Apple has changed the technology landscape by creating one revolutionary product after another. This is innovation done right.
CASE STUDY: INNOVATION DONE RIGHT

1998  1999  2001  2007  2010
THE NU SKIN WAY

- Nu Skin does the same thing.
- Nu Skin’s success is built on continually providing life-changing products.
- Nu Skin is not a ‘me too’ company. Long-term success cannot be achieved with “me too” products.
THE AGELOC PRODUCT FAMILY

• Real scientific innovation goes into every ageLOC product.
• The two newest members of the family are: R2 and the Body Galvanic Spa.
• R2 renews cellular energy during the day while detoxifying and purifying cells at night. The Body Galvanic Spa firms and tightens the appearance of skin.
JOBS AND INNOVATOR’S DNA

• The late Steve Jobs ensured that the innovator’s DNA was embedded in Apple.
• He was truly one of a kind.
"INNOVATION distinguishes between a leader and a follower."

Steve Jobs
Founder, Apple Inc.
Blake Roney and Innovator’s DNA

• But at Nu Skin we also have a founder who is blessed with the innovator’s DNA.
• Nu Skin’s goal has always been to be 10 steps ahead of the competition. This commitment enables Nu Skin to continually innovate to renew our opportunity.
“Our founding was based on INNOVATION. We’ve always wanted to be 10 steps ahead of everyone else.”

Blake M. Roney
Founder, Nu Skin Enterprises
INNOVATION CENTER

• This commitment to ongoing innovation is evident in Nu Skin’s $85 million investment in its new Innovation Center at its U.S. corporate headquarters.
• The new state-of-the-art facility will deepen the company’s innovative culture, housing its world-class scientists and technology, enabling Nu Skin to continue doing.
GREATER CHINA HEADQUARTERS

• The company has also made many investments in infrastructure in offices around the world and recently announced a new headquarters, manufacturing and distribution facility outside of Shanghai, China to support this rapidly growing market.
GREATER CHINA HEADQUARTERS
NU SKIN 2.0

• In 2008, the company announced a bold vision for the future, calling it Nu Skin 2.0.
• The Nu Skin vision is to become the world’s leading direct selling company by generating more income for its distributors than any other company.
• This means that the company is focused on reaching $5 billion in annual revenue so that it can pay out $2 billion in commissions to its distributors each year.
$5 BILLION
REVENUE

$2 BILLION
COMMISSIONS
DISTURBATOR COMMISSIONS

• In the past two years, Nu Skin has made great progress towards realizing this vision.
• In fact, we are ahead of schedule.
• In 2011 Nu Skin will pay out about $730 million in commissions.
≈ $730 MILLION
RECORD DISTRIBUTOR COMMISSIONS PAID IN 2011
$8 BILLION IN COMMISSIONS

• This year, the company will also surpass $8 billion in the total commissions it has paid out to its distributors.
More than $8 BILLION in DISTRIBUTOR COMMISSIONS
MILLION-DOLLAR LIFETIME EARNER

• Going even further, every 5 days Nu Skin is minting a new million-dollar lifetime earner.

(OPTIONAL: COULD HIGHLIGHT A STORY OF A LOCAL MDC HERE)
A NEW MILLION-DOLLAR LIFETIME EARNER EVERY 5 DAYS

Not all distributors make money. No one can be guaranteed success as a distributor. For information on the average commissions paid to US distributors and the percentage of distributors earning a commission check please go to http://www.nuskin.com/content/dam/global/library/pdf/distearnings.pdf
TIME TO A BILLION IN COMMISSIONS

• The company took 13 years to reach $1 billion in total commissions paid.
• Today Nu Skin pays another billion of commissions every 16 months.
• And by the time the company hits its Nu Skin 2.0 target, it will be paying out $1 billion in commissions every 6 months!
TIME TO $1 BILLION IN COMMISSIONS

AT NU SKIN 2.0
6 MONTHS

TODAY
16 MONTHS

FIRST $1 BILLION PAID
13 YEARS
NU SKIN SUMMARY

• All of the factors that line up to create very exciting times for Nu Skin Enterprises.
  – A burgeoning anti-aging market and next-generation social business model, 
    demonstrate that *business trends are definitely in our favor*.
  – We have more than a *billion dollars invested to assist you in your start up business*.
  – Nu Skin has developed an exclusive, genetics-based super class of anti-aging 
    products that enables people to live younger, longer.
  – Nu Skin is firmly committed to continually investing in the future to continually 
    advance and renew your opportunity.
  – And finally, Nu Skin’s *wealth engine has been proven to generate personal prosperity*. 
• Business trends creating a **GLOBAL MOVEMENT**
• Over a **BILLION-DOLLARS** invested in **YOUR BUSINESS**
• Exclusive products to **LIVE YOUNGER, LONGER**
• **INNOVATOR’S DNA**
• A proven **WEALTH ENGINE**
TIMING QUESTION

• In the battle to create a life of true prosperity,
• The time is always right at Nu Skin Enterprises.
• The real question is: when will the timing be right for you?
THE TIMING IS ALWAYS RIGHT
FOR NU SKIN
WHEN WILL THE TIMING BE RIGHT
FOR YOU?