

Nu Skin Sales Performance Plan

FAQs – Europe & Africa Region

EFFECTIVE 1 MARCH 2025 EUROPE AND AFRICA

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 Europe and Africa was \$73. On average, approximately 15.2% of Europe and Africa Active Brand Affiliates earned sales compensation in a given month. Please visit nuskin.com for a summary of sales compensation paid at all levels within the Velocity by 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 Europe and Africa, the typical Building Bonus paid monthly to all Brand Representatives was \$222 and it was \$405 for Brand Representatives who completed 2,000+ Group Sales Volume in a month. Approximately 4.5% 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 Europe and Africa, the typical Leading Bonus paid monthly to all Brand Representatives was \$392 and it was \$628 for Brand Representatives who completed 3,000+ Group Sales Volume in a month.

Overview

1. Why are we implementing the new Nu Skin Sales Performance Plan?

We are enhancing our existing plan to better harness evolving global and macroeconomic trends, unlock early earnings to attract a growing market of opportunity seekers, unleash the full power of our Brand Affiliates, and further align our business with our vision—to become the world’s leading integrated beauty and wellness company.

2. What are the key benefits of the new Nu Skin Sales Performance Plan?

The biggest benefits of the new plan are 1) providing fast, compelling earnings to our Brand Affiliates for selling products to their loyal Customers; 2) providing fast, compelling earnings for developing other Brand Affiliates who cultivate their own Customers; and 3) adding greater simplicity for business builders to start developing their sales team. Doing so will help lay the path for both new and existing Brand Affiliates to grow and thrive and make Nu Skin truly competitive in the social commerce and gig economy.

3. When is my market/region changing from Velocity Sales Performance Plan to the new Sales Performance Plan?

March 1, 2025

4. What has changed in the new Sales Performance Plan?

Nu Skin’s new Sales Performance Plan maintains and leverages the foundational structure of Velocity but adds enhancements to drive long-term, sustainable growth, such as a stronger emphasis on selling products to Direct Customers, which can yield increased early earnings.

Selling Bonus

1. What happened to the Sharing Bonus?

The Sharing Bonus has been replaced with an enhanced Selling Bonus.

2. What is the Selling Bonus?

We've built on what we learned with our previous Sharing Bonus and introduced an exciting new scaled aspect to the Selling Bonus. Every time you sell a product to a Direct Customer, you will earn an immediate 4% Selling Bonus. But as you sell more products each month and achieve Direct Customer Sales Volume targets, your Selling Bonus percentage increases up to 20% for the entire month.

3. Why is Selling Bonus no longer being paid on Brand Affiliate purchases?

Nu Skin has always been a business about selling incredible products to our amazing Customers. This latest change is just one more step for us to make our opportunity better reflect that healthy focus. However, we also know that helping others start their own businesses can be another key part of your journey. That's why we created our new Affiliate Referring Bonus. With this new bonus, when you sell products to your Direct Customers, you may also qualify to earn a bonus based on your Personally Registered Affiliates Sales to their Direct Customers.

4. Do I earn anything on purchases made by my Brand Affiliates?

Yes. You can continue to earn Building Bonuses on your Brand Affiliates' purchases. Brand Affiliate purchases continue to be part of your Group Sales Volume and thus help you qualify for Building and Leading Bonuses as well.

5. Do Sharing Blocks work the same way under the new Sales Performance Plan?

No. The concept of Sharing Blocks and all blocks in general have been removed from the new Sales Performance Plan for the purposes of simplification. Instead, Bonus qualification is simply based on Direct Customer Sales Volume and/or Group Sales Volume.

6. Is my Selling Bonus still calculated daily?

Yes! You will see a daily 4% Selling Bonus in your Nu Skin Bonus Account whenever your Direct Customers purchase products from Nu Skin. In addition, you'll also see a weekly Selling Bonus that will reflect any additional Selling Bonus percentage you qualify for based on your total monthly sales to your Direct Customers.

7. If my Personally Registered Brand Affiliate leaves Nu Skin, do their Direct Customers become my Direct Customers?

Yes. Direct Customers includes any Customers who are reassigned to you when a Brand Affiliate leaves Nu Skin.

Affiliate Referring Bonus

1. Why did you create a new Affiliate Referring Bonus?

The Affiliate Referring Bonus motivates Brand Affiliates to grow Direct Customer sales and help another Brand Affiliates do the same. As you grow your own Direct Customer Sales Volume, you qualify to be paid at a higher rate on the purchases made by your Personally Registered Brand Affiliates' Direct Customers. All Brand Affiliates can earn Affiliate Referring Bonuses, irrespective of your Title or the Titles of your Personally Registered Brand Affiliates.

2. Do I need to become a Brand Representative to earn an Affiliate Referring Bonus?

No. The primary requirements to earn an Affiliate Referring Bonus are (1) achieve at least 250 Direct Customer Sales Volume in a month and (2) have at least one Personally Registered Brand Affiliate who has Direct Customer sales. The more sales you make to Direct Customers, the higher your earnings rate will be on your Personally Registered Affiliate Sales.

3. Why is my Affiliate Referring Bonus based on my Direct Customer Sales Volume while I'm paid on my Personally Registered Affiliate Sales?

We've designed the Affiliate Referring Bonus to be a stepping stone between Brand Affiliates who are just starting out selling products and those who develop into leaders who also focus on building their business. Allowing you to qualify using your Direct Customer sales, while paying you on your Personally Registered Affiliate Sales reinforces the importance of Direct Customer sales while also showing you how helping others succeed pays off.

4. If my Personally Registered Brand Affiliate becomes a Brand Representative, do I stop earning an Affiliate Referring Bonus on their Direct Customer sales?

No. Affiliate Referring Bonuses are paid irrespective of your Title or the Titles of your Personally Registered Brand Affiliates. So even if your Personally Registered Brand Affiliate becomes a Team Elite, you will still earn an Affiliate Referring Bonus on their Direct Customer sales, so long as you qualify by achieving at least 250 of your own Direct Customer Sales Volume that month.

5. If my Personally Registered Brand Affiliate leaves Nu Skin, will I still receive an Affiliate Referring Bonus on purchases by their Direct Customers?

No. If your Personally Registered Brand Affiliate leaves Nu Skin, their Direct Customers will become your Direct Customers, so their purchases would count toward your Selling Bonus and Direct Customer Sales Volume instead.

6. If my Personally Registered Brand Affiliate leaves Nu Skin, will their Personally Registered Brand Affiliates become my Personally Registered Brand Affiliates?

No. Their Personally Registered Brand Affiliates would still be part of your Group but would not be considered your Personally Registered Brand Affiliates or count toward your Affiliate Referring Bonus.

Building Bonus

1. How does the Building Bonus change with the new Sales Performance Plan?

The Building Bonus framework has also been significantly simplified in the new Sales Performance Plan. You still earn a percentage of your Group's Commissionable Sales Value based on your Group Sales Volume. However, you can now earn either a 5% or 10% effective rate on your total Group's Commissionable Sales Value for the month depending on your Group Sales Volume.

2. Why have you changed the percentages of the Building Bonus?

By reorganizing the Building Bonus structure, we're able to help early business builders access more earnings potential through the combination of the new Affiliate Referring Bonus and the Building Bonus.

3. How does Group Sales Volume work?

Group Sales Volume is all Sales Volume generated by your Group. Your Group consists of (1) you, (2) any of your Members, Retail Customers, and Brand Affiliates, and (3) any of your Brand Affiliates' Members, Retail Customers, and Brand Affiliates, and so on, down to but not

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including the next Brand Representative below you. Your Group will include the Groups of your Brand Affiliates who are in Brand Representative Qualification. A Brand Affiliate who completes Brand Representative Qualification will leave your Group and they and their Group will become part of your Team.

Leading Bonus

1. How does the new Sales Performance Plan change the Leading Bonus?

The biggest changes to the Leading Bonus relate to qualifying for Titles. With the new Sales Performance Plan, Titles are based on developing Leadership Teams. Your first two Leadership Teams can have any amount of Leadership Team Sales Volume, while your subsequent Leadership Teams have gradually increasing Leadership Team Sales Volume requirements. These gradual increases help ensure that your sales organization is growing in healthy, sustainable ways. In addition to this, all Leading Bonuses pay 5% of your Team's Commissionable Sales Value (we no longer calculate Leading Bonus in multiple ways e.g., 2.5%, Double G1), and to receive a Leading Bonus you must achieve at least 3,000 Group Sales Volume that month.

2. Why are Leadership Teams so important to qualifying for the Leading Bonus?

Leadership Teams help promote healthier, more sustainable growth. As you grow, it's important that you also help your Brand Representatives grow so that you can all succeed together.

3. Why did you remove the 2.5% and Double G1 (10%) options for the Leading Bonus?

The Selling, Affiliate Referring, and Building Bonuses work together to help leaders build the strong, Customer-focused businesses that these other calculations were meant to promote. There are multiple reasons for this change.

4. Can I have a Leadership Team (G1 Brand Representative) and not be a Gold Partner?

No. So long as you qualify as a Brand Representative and have at least one Leadership Team, you will be a Gold Partner, regardless of the Leadership Team Sales Volume that Leadership Team achieves.

5. How does Sales Volume from my Team work?

Your Team consists of all Generations of Brand Representatives and their Groups as determined by your Title. Any Sales Volume accumulated by these accounts will count toward your Team's Sales Volume. Your Team does not include you or your Group.

Qualification and Maintenance

1. Can I remain a Brand Affiliate if I have no Direct Customer sales?

No. To remain a Brand Affiliate, you must have 50 Direct Customer Sales Volume within the most recent six months. If you fail to meet the 50 Direct Customer Sales Volume requirement for four consecutive months, you'll receive warnings via email, V&G, and Stela. If you fail to meet this requirement for six consecutive months, you will lose your status as a Brand Affiliate. Individual Brand Affiliate Accounts will be converted to a Member and Business Entity Brand Affiliate Accounts will be terminated. That means that your Sales Network will move to the Brand Affiliate directly above you. Participants in a Business Entity Brand Affiliate Account that is terminated can keep the ability to purchase Products at Member Price by creating a new Member account. To become a Brand Affiliate again, you can sign up again and submit a new Brand Affiliate Agreement.

2. How has Brand Representative Qualification changed with the new Sales Performance Plan?

Brand Representative Qualification has been simplified to allow more flexibility for those who want to take this next step in their Nu Skin business. With the new Sales Performance Plan, Brand Representative Qualification now requires completing 2,000 Group Sales Volume (including 500 of your own Direct Customer Sales Volume) during the Brand Representative Qualification Period. You can complete Brand Representative Qualification as fast as you like (in as little as one week or as long as two months), but if you choose to qualify over a two-month period, you must achieve at least 1,000 Group Sales Volume (including 250 of your own Direct Customer Sales Volume) each month.

3. Why does Brand Representative Qualification now have per-month requirements rather than a cumulative requirement?

This change better prepares leaders for Brand Representative Maintenance and therefore future success.

4. Why has Brand Representative Maintenance changed with the new Sales Performance Plan?

The new Direct Customer Sales Volume requirement is meant to emphasize the importance of developing a strong Customer base which, in turn, leads to greater retention and sales development over time.

5. How do Flex Blocks change with the new Sales Performance Plan?

As with all blocks, Flex Blocks are going away with the new Sales Performance Plan. Instead, Brand Representatives will receive Flex Points. Like Flex Blocks, Flex Points are a Group Sales Volume substitute that are used to Maintain your status as a Brand Representative if you do not complete at least 2,000 Group Sales Volume in a month. However, unlike Flex Blocks, Flex Points are used by point, not by block, so they have greater potential utility than Flex Blocks. Other than this, Flex Points function essentially the same as Flex Blocks. For more details please see Section 3.3 of the Sales Performance Plan.

6. How does Restart change with the new Sales Performance Plan?

Restart under the new Sales Performance Plan reflects our new Brand Representative Qualification rules and philosophy. As such, you must now complete Restart within three months from the time you revert to Brand Affiliate status, compared to six months under the Velocity plan. You will also need to achieve 2,000 Group Sales Volume (including 500 of your own Direct Customer Sales Volume) during the Restart Brand Representative Qualification Period, compared to 4,000 Group Sales Volume (8 Building Blocks) (including 2,000 Sales Volume from Product sales to your Personally Registered Customers, your Personally Registered Brand Affiliates (2 Sharing Blocks)) under Velocity. You can still complete Brand Representative Qualification as fast as you like (in as little as one week or as long as two months), but if you choose to qualify over a two-month period, you must achieve at least 1,000 Group Sales Volume (including 250 of your own Direct Customer Sales Volume) each month.

Business Builder Positions

1. Have Business Builder Positions (BBP) and Presidential Director Business Builder Positions (Presidential Director BBP) changed with the new Sales Performance Plan?

Yes. The requirements for these positions have changed. Please see Addendum D of the Sales Performance Plan for full details.

Transition

1. What do I need to do differently to fully benefit from the new Sales Performance Plan?

Direct Customer sales are the first key to unlocking the full benefits of the new Sales Performance Plan. Your sales to Direct Customers determine the percentage of Selling Bonus and Affiliate Referring Bonus you are eligible to receive. Likewise, Direct Customer sales are part of the requirement to become and maintain as a Brand Representative.

The second key to unlocking the benefits of the new Sales Performance Plan is to develop other Brand Affiliates who cultivate their own Direct Customer sales. The Direct Customer sales of your Personally Registered Brand Affiliates become the basis for your Affiliate Referring Bonus earnings.

This focus on developing your own Direct Customer sales and helping other Brand Affiliates do the same ultimately contributes to your Group Sales Volume and Building Bonus potential. This in turn also becomes a pattern for Brand Representatives you develop and enhances your Leadership Team Sales Volume and Leading Bonus potential.

2. I'm a Ruby Partner under Velocity rules. How will I maintain my current Title?

If you are a Ruby Partner the month before the launch of the new Sales Performance Plan, your Title in the first two months after launch (including the launch month) can be maintained by meeting the Velocity Title requirements. Starting the third month after launch, to maintain your Ruby Partner Title you will need to achieve three Leadership Teams, one of which must have at least 5,000 Leadership Team Sales Volume.

3. How are you managing commissions between the new Sales Performance Plan and Velocity markets? How will this affect my international business?

As a key principle, the Sales Performance Plan in effect in a Brand Affiliate's home market will govern how Bonuses are earned:

a. Selling Bonus

- If you're located in a market that has launched the new Sales Performance Plan, all Member and Retail Customer orders (irrespective of what market these orders originate in) will count toward the calculation of your Selling Bonus. If you're located in a Velocity market, all orders will count toward the calculation of your Sharing Bonus.
- Direct Customer Sales Volume from Velocity markets will count toward Selling Bonuses using the new Sales Performance Plan scale to Brand Affiliates in the new Sales Performance Plan markets.
- Personally Registered Brand Affiliate purchases in markets that have launched the new Sales Performance Plan will count toward the standard fixed Sharing Bonus amount assigned to each product to Brand Affiliates in Velocity markets.
- No Brand Affiliate purchases will generate Selling Bonuses in the new Sales Performance Plan markets.

b. Affiliate Referring Bonus

- Personally Registered Affiliate Sales from Brand Affiliates in Velocity markets will pay Affiliate Referring Bonuses to Brand Affiliates in the new Sales Performance Plan markets.
- Brand Affiliates in Velocity markets will not earn Affiliate Referring Bonuses.

c. Building Bonuses will be calculated according to your home market's Building Bonus requirements and scale regardless of where the sales volume originates.

d. Leading Bonuses will be calculated according to your home market's Leading Bonus requirements and scale regardless of where the sales volume originates.

4. What will happen to my existing Flex Blocks?

All existing Flex Blocks will be converted to 500 Flex Points each.

5. How do Product returns impact me in the new Sales Performance Plan?

Product returns under the new Sales Performance Plan may have a greater negative impact on your Sales Volume as well as commissions paid. Please see the Sales Performance Plan Addendum B for full details and examples.

6. What Restart requirements will I be held to if I lost my Brand Representative status prior to launch of the new Sales Performance Plan.

Any account that began the process of Brand Representative Qualification prior to the launch of the new Sales Performance Plan will be able to finish under the old Qualification criteria or the new criteria, whichever is fastest to achieve.

As a transitional consideration, any account that is in Qualification prior to the start date of the new Sales Performance Plan that has Restart available and successfully passes Qualification within the restart window will have the Flex Blocks they had accrued prior to being paid as a demoting Brand Representative restored and converted to Flex Points at a rate of 500 Flex Points for every Flex Block. They will also be allocated an additional 1,000 Flex Points in their first month and 500 in their second month following the advancement back to Brand Representative status.