

## 2025 CANADA BRAND AFFILIATE SALES COMPENSATION SUMMARY

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

The purpose of this document is to provide accurate and straightforward information regarding sales compensation paid to Brand Affiliates by the Company. The table below sets forth detailed information concerning sales compensation paid to Brand Affiliates registered in Canada in 2025<sup>1</sup>.

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

### 2025 Brand Affiliate Compensation in CANADA (all amounts in USD)

Title	Monthly Average Sales Compensation, before expenses <sup>2</sup>	Average Percentage of Active Brand Affiliates	Average Percentage of Brand Representative and above
Brand Affiliate (Non-Brand Representative)	\$ 52	18.43%	n/a
Qualifying Executive	\$ 203	0.72%	n/a
Brand Representative	\$ 607	3.22%	54.92%
Gold Partner	\$ 997	1.11%	18.98%
Lapis Partner	\$ 1,554	0.78%	13.22%
Ruby Partner	\$ 2,568	0.40%	6.78%
Emerald Director	\$ 4,714	0.24%	4.07%
Diamond Director	\$ 12,480	0.08%	1.36%
Blue Diamond Director	\$ 29,320	0.04%	0.68%

The average number of active Brand Affiliates<sup>3</sup> each month in Canada was 5,026. On a monthly basis, an average of approximately 1,257 Brand Affiliates, or 25.0% of the active Brand Affiliates in Canada earned a sales compensation payment.

<sup>1</sup> The table only includes Brand Affiliates who qualify to receive sales compensation. Brand Affiliates who only purchase products for personal use do not qualify to receive sales compensation and hence, they are not included in the table.

<sup>2</sup> Note that these figures do not represent a Brand Affiliate’s profit, as they do not consider expenses incurred by a Brand Affiliate in the promotion of his/her business and they do not include retail markup income. Common expenses may include, but are not limited to, travel, office supplies, license fees, insurance premiums, and legal or accounting fees.

<sup>3</sup> An “active” Brand Affiliate is defined as any Brand Affiliate who either made a personal purchase, sponsored another account, or received a Sharing Bonus, Selling Bonus, or Retailing Bonus during the most recent three-month period.