

# Be Elite!

## Leader Elite Incentive

### Europe & Africa version

**Enjoy the climb to be Elite!** The Leader Elite Incentive (“Incentive”) is the second integrated reward in the Be Elite! roadmap (along with our Power of One Incentive<sup>1</sup> and Platinum Elite Program<sup>2</sup>). The Leader Elite Incentive is intended to promote long-term, sustainable Brand Affiliate growth through sales to consumers by rewarding Brand Affiliates for achieving important business performance milestones. The following regions will participate in the Leader Elite Incentive: Southeast Asia, Europe and Africa (excluding Ukraine), and Latin America. This Incentive is based on Customer sales and does not pay for recruiting Brand Affiliates.

The Incentive will run from 12:00 am CEST on July 1, 2024, through 11:59 pm CET on December 31, 2024 (the “Incentive Period”).

**WHAT YOU DO: DEVELOP THREE FIRST-TIME PASSED LOIS, DEVELOP ONE FIRST-TIME G1 BRAND REPRESENTATIVE, AND GROW YOUR ORGANIZATIONAL SALES VOLUME (“OSV”) BY 5,000+ QUARTER OVER QUARTER – PLEASE SEE FURTHER DETAILS BELOW**

**WHAT YOU EARN: \$500 USD (FOR LOCAL CURRENCY EQUIVALENT SEE EXHIBIT A) FOR EVERY 5,000 QUARTER-OVER-QUARTER ORGANIZATIONAL SALES VOLUME (OSV) GROWTH YOU ACHIEVE**

#### How to Qualify

To be eligible to qualify under this Incentive for a given quarter, you must achieve the following requirements during the Incentive Period:

1. Be paid as Gold Partner or above at least one month in the current quarter. If you qualified as a Team Elite in 2023 or qualify as a Team Elite in 2024<sup>3</sup>, you may participate in the Platinum Elite program but not in this Incentive for the current quarter.
2. Develop three First-Time Passed LOIs, defined below, in the current quarter who each have a minimum of two Sharing Blocks, in their LOI Month, defined below
3. Develop one First-Time G1 Brand Representative, defined below, in the current quarter who maintains their first full calendar month, as detailed below, as a paid Brand Representative with at least four (4) Building Blocks coming from their Consumer Group (so at least 2,000 Sales Volume or SV without counting Flex Blocks).
4. Achieve at least 5,000 quarter-over-quarter Organizational Sales Volume, as defined below, growth.

#### Important Details and Definitions

1. A First-Time Passed LOI is a Brand Affiliate in your Consumer Group who, for the first time since joining Nu Skin, submits their Letter of Intent (“LOI”) and satisfies at least their first month’s Qualification Requirements. The LOI Month is the calendar month during which a Brand Affiliate submits their LOI with Nu Skin and also has a minimum of two Sharing Blocks.
2. A First-Time G1 Brand Representative is a Brand Affiliate in your Consumer Group who qualifies as a Brand Representative for their first time since joining Nu Skin and is on your G1. Credit will be given to the quarter in which the Brand Representative Promotion Date occurs (e.g., a new Brand Representative with a Brand Representative Promotion Date of September 1 would count in Q3).
3. First full calendar month as a paid Brand Representative is the calendar month of the Brand Representative Promotion Date. In case the Brand Representative Promotion Date falls on 8, 15 or 22 of any calendar month within the Incentive Period, the first full calendar month is considered to be the next calendar month of their Brand Representative Promotion Date.
4. For the purposes of this Incentive, a Brand Representative’s Organizational Sales Volume is the sum of the monthly Sales Volume from their Consumer Group, the Consumer Groups of their G1–G6 Brand Representatives, the G6 of their Business Builder Position, and the G6 of their Team Elite Business Builder Position, for each month in the quarter. Quarterly Organizational Sales Volume is calculated by summing the Organizational Sales Volume for the three calendar months of a given quarter for each quarter in 2024. Quarter-over-quarter Organizational Sales Volume growth is calculated by

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<sup>1</sup> For all details on the Power of One Incentive please refer to the Terms and conditions available in My Workspace on nuskin.com.

<sup>2</sup> For all details on 2024 Platinum Elite Program please refer to the 2024 Platinum Elite Rules available in My Workspace on nuskin.com.

<sup>3</sup> For all details on the 2024 Team Elite Program please refer to the 2024 Team Elite Rules available in My Workspace on nuskin.com.

comparing the Quarterly Organizational Sales Volume of the current quarter to the Quarterly Organizational Sales Volume of the prior quarter. This means Q3 will be compared with Q2 and Q4 with Q3.

5. This Incentive does not alter the Sales Performance Plan in your market.
6. This Incentive will be paid approximately five weeks following the completion of the quarter, with the monthly commission payment (e.g., a Bonus earned during the Q3 sales period will be paid at the beginning of November if all payment criteria are met).
7. The final quarter to earn this Incentive will be Q4 2024, paid in February 2025.
8. A Brand Affiliate Account can earn up to \$5,000 USD (for local currency equivalents see Exhibit A below) per quarter.

#### ADDITIONAL INCENTIVE TERMS AND CONDITIONS

You acknowledge and agree that your participation in this Incentive constitutes your full and unconditional agreement to and acceptance of all Incentive rules and requirements, including these terms and conditions:

1. Only Nu Skin Brand Affiliates in good standing in participating Velocity or Velocity EX markets may participate in this Incentive. If you violate the terms and conditions of your Brand Affiliate Agreement, the Policies and Procedures, Sales Performance Plan, or this Incentive (collectively the "Agreements"), you may be deemed ineligible, and the Company may, at its sole discretion, withhold rewards under this Incentive, take any actions provided under the Agreements, and seek to recover any costs incurred by the Company as a result of any manipulation, including withholding future sales compensation.
2. Eligibility for rewards under this Incentive is based on meeting the requirements of this Incentive and all requirements of the Agreements, including retail sales. There are no bonuses paid for recruiting. You do not receive any compensation for sponsoring other Brand Affiliates. You acknowledge and agree that retail sales are an important component of the Sales Performance Plan. As a Brand Affiliate, you have no inventory requirements. You are prohibited from ordering more than a reasonable amount of inventory. By placing an order, you certify that you have sold or consumed at least 80 percent of your total inventory from previous orders.
3. The Company reserves the right to audit and assess the validity of your performance under this Incentive, including by subjecting dropship orders to customer verification. Any account that was established in violation of the Agreement, including any account that was established to manipulate this Incentive or the Sales Performance Plan, will be considered invalid and may result in disciplinary action.
4. You may not buy or encourage other Brand Affiliates to buy Products to qualify for rewards under this Incentive. This Incentive is designed to reward participants for building healthy Consumer Groups and helping other participants build healthy Consumer Groups. The Company reserves the right to refuse to pay any rewards under this Incentive if it determines that the Brand Affiliate encouraged other participants to purchase inventory to meet qualification requirements rather than assisting them to build a group of consumers.
5. Any account mergers that take place during the Incentive period may impact eligibility to earn rewards under this Incentive.
6. The return of Nu Skin Products by you, your Customers, or others in your Consumer Group or Team may affect your eligibility to receive rewards earned through the Incentive. If Incentive rewards have already been paid based on returned Nu Skin Products, Nu Skin may recoup the rewards as set forth in the Policies and Procedures.
7. The Company reserves the right to modify or terminate this Incentive at any time, at the Company's sole discretion. In the event of termination, only awards earned through the date of termination of this Incentive will be paid.
8. This Incentive is not applicable to our Brand Affiliates in Vietnam or Ukraine.
9. Mainland China operates under a separate and distinct business model and will not participate in this Incentive.
10. The meaning of capitalized terms not defined in this Incentive may be found in the Agreements. For the purposes of this Incentive, "Company" refers to Nu Skin International, Inc. and its affiliates.
11. The value of any reward may be reported for tax purposes as required by law. Brand Affiliates are solely responsible for reporting and paying any and all applicable taxes related to this Incentive.
12. The Incentive and these terms and conditions will be governed by, construed in accordance with, and interpreted pursuant to the substantive laws of the State of Utah, USA. The agreed exclusive venue for the arbitration of any dispute is in Salt Lake County, State of Utah. Any disputes relating to this Incentive and these terms and conditions, shall be resolved through the dispute resolution process described in the Nu Skin Policies and Procedures which includes final and binding arbitration requirements set forth in Chapter 7. The arbitration will be heard by a single arbitrator and shall take place in Salt Lake City, Utah, USA. The arbitrator shall be selected by the parties to the dispute, and the arbitration will be conducted in accordance with the AAA Commercial Arbitration Rules. The process will be conducted in English, but at the request and expense of the requesting Brand Affiliate, documents and testimonies will be translated into the requesting Brand Affiliate's preferred language. The decision and award of the arbitrator shall be final and binding and may be entered by any state or federal court located in Salt Lake County, State of Utah, having jurisdiction. You and Nu Skin consent to the personal jurisdiction of any state or federal court located in Salt Lake County, State of Utah, to adjudicate such matters relating to the arbitration and waive any objection to improper venue. The arbitrator, and not any federal, state, or local court or agency, shall have exclusive authority to resolve any dispute related to the interpretation, applicability, enforceability, or formation of the Arbitration Agreement, including, but not limited to, any claim that all or any part of the Arbitration Agreement is void or voidable.
13. By participating, Brand Affiliates release and hold harmless Nu Skin Enterprises, Inc., its subsidiaries, affiliates, directors, officers, employees, representatives, and agents from any and all liability for any injuries, loss, or damage of any kind arising from or in connection with the promotion or the receipt or use of any reward.

14. The original English version of these terms and conditions has been translated into other languages. In the event of any inconsistency or discrepancy between the English version and any other language version of these terms and conditions, the English version shall prevail.
15. The Company's delay or failure to exercise or enforce any right or provision under these terms and conditions shall not constitute a waiver of such right or provision.
16. If any part of these terms and conditions is held to be unlawful, void, or unenforceable, that part shall be deemed severed and shall not affect the validity and enforceability of the remaining provisions.

Generating sales 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. A complete summary of earnings at each level in the Sales Performance Plan for your region/market can be found at [www.nuskin.com](http://www.nuskin.com).

### Exhibit A – Local currency equivalents

Market	Currency Amount	Currency Unit
<b>USD amount</b>	500	USD
<b>Europe &amp; Africa</b>		
Austria	465	EURO
Belgium	465	EURO
Germany	465	EURO
Spain	465	EURO
Finland	465	EURO
France	465	EURO
Ireland	465	EURO
Italy	465	EURO
Luxembourg	465	EURO
Netherlands	465	EURO
Portugal	465	EURO
Slovakia	465	EURO
Hungary	180,000	FORINT
Switzerland	450	FRANCS
Iceland	70,000	IS KRONA
Czech Republic	11,700	Koruna
Sweden	5,400	KRONA
Denmark	3,450	KRONE
Romania	2,300	LEI
Norway	5,400	NO KRONE
United Kingdom	400	POUND
South Africa	9,400	RAND
Poland	2,000	ZLOTY