

# Star Program

## Europe and Africa version

Get ready to shine in 2025 with the Star Program! This exciting opportunity recognizes your commitment to driving sustainable growth. Whether you're focused on direct customer sales or building your business, the Star Program celebrates your achievements at every step. It's your chance to stand out, make an impact, and elevate your business to new heights. Let's make 2025 your brightest year yet—are you ready to become a Star?

The Star Program begins at 12:00 am CET on March 1, 2025.

### WHAT YOU DO: **ACHIEVE STAR AFFILIATE, STAR BRAND REPRESENTATIVE, AND STAR LEADER RECOGNITION STATUS.**

#### HOW TO QUALIFY

To be eligible for **Star Program recognition**, you must be a Brand Affiliate in good standing and achieve the following requirements:

##### Star Affiliate

- Achieve at least 500 Direct Customer Sales Volume (DC-SV) in a calendar month.

##### Star Brand Representative

- Achieve Star Affiliate status in a calendar month.
- Be a Brand Representative with 2,000 Group Sales Volume (GSV) in the same calendar month.
- Develop, register, or maintain at least three Personally Registered Star Affiliates in the same calendar month.

##### Star Leader

- Achieve Star Brand Representative status in a calendar month.
- Develop or maintain at least three G1 Star Brand Representatives in the same calendar month.

##### Star Points

As a Star Brand Representative, earn 1 point for each G1, G2, or G3 Star Brand Representative you have in a calendar month. You can accumulate Star Points over multiple months for certain programs and/or incentives.

#### Important Details and Definitions

1. **Direct Customer Sales Volume (DC-SV):** The sum of all Product Sales Volume from purchases by your Direct Customers. A Brand Affiliate is not a Direct Customer.
2. **Personally Register:** The act of registering a Person with Nu Skin. For example, when you sign up a Brand Affiliate, Member, or Retail Customer with Nu Skin, they become your Personally Registered Brand Affiliate, Personally Registered Member, or Personally Registered Retail Customer, respectively.
3. **Group Sales Volume (GSV):** The sum of Sales Volume from all Product purchases within your Group.
4. **Generations** are the Brand Representative levels in your Team. Every Brand Representative you directly lead and who is the first Brand Representative below you in your Team is your G1 Brand Representative. Those Brand Representatives who are on the next level below them are your G2 Brand Representatives, and so forth.
5. The Star Program does not alter the Sales Performance Plan in your market.

#### PROGRAM TERMS AND CONDITIONS

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

1. Only Nu Skin Brand Affiliates in good standing in participating Velocity, Velocity EX, or Nu Skin Sales Performance Plan markets may participate in this Program. If you violate the terms and conditions of your Brand Affiliate Agreement, the Policies and Procedures, Sales Performance Plan, or this Program (collectively the "Agreements"), you may be deemed ineligible, and the Company may, at its sole discretion, withhold rewards or recognition under this Program, 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 any rewards offered or recognition granted under or associated with this Program is based on meeting the requirements of this Star Program 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, subject to applicable local laws, retail sales can be 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 Program, including by subjecting dropship orders, if available, to customer verification. Any account that was established in violation of the Agreements, including any Account that was established to manipulate this Program 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 or recognition under this Program. This Program is designed to recognize and reward participants for building healthy Groups and helping other participants build healthy Groups. The Company reserves the right to refuse to pay any rewards associated with this Program 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 Program period may impact eligibility to achieve recognition status under this Program or earn rewards associated with this Program.
6. The return of Products by you, your Customers, or others in your Group or Team may affect your eligibility to maintain a status achieved under this Program or receive rewards associated with this Program. If Program related 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 Program at any time, at the Company's sole discretion. In the event of termination, only awards earned through the date of termination of this Program or associated incentive will be paid.
8. This Program is not applicable to our Brand Affiliates in Vietnam.
9. This Program is not available in India.
10. Mainland China operates under a separate and distinct business model and will not participate in this Program.
11. The meaning of capitalized terms not defined in this Program may be found in the Agreements. For the purposes of this Program, "Company" refers to Nu Skin International, Inc. and its affiliates.
12. 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.
13. The Program 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 Program 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.
14. 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.
15. 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.
16. The Company's delay or failure to exercise or enforce any right or provision under these Terms shall not constitute a waiver of such right or provision.
17. If any part of these Terms 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 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](https://nuskin.com) for a summary of sales compensation paid at all levels within the Nu Skin Sales Performance Plan and for a definition of "Active Brand Affiliates".