

# INVESTOR OVERVIEW

May 2026

# USANA Health Sciences, Inc.

NYSE: USNA

AN OMNICHANNEL HEALTH & WELLNESS COMPANY

## USANA

Premium nutritional supplements distributed globally through the direct sales channel.

Direct Selling

## Hiya

Subscription-first children's vitamins and wellness products for modern families.

Direct-to-Consumer

## Rise Wellness

Clean-label protein and nutrition bars built for active, health-conscious consumers.

Retail

# Safe Harbor

*Forward-looking statements and non-GAAP financial measures.*

## Forward-Looking Statements

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This presentation contains forward-looking statements within the meaning of Section 27A of the Securities Act and Section 21E of the Securities Exchange Act. These forward-looking statements are based on current plans, expectations, estimates, forecasts, and projections as well as the beliefs and assumptions of management. Words such as “expect,” “enhance,” “drive,” “anticipate,” “intend,” “improve,” “promote,” “should,” “believe,” “continue,” “plan,” “goal,” “opportunity,” “estimate,” “predict,” “may,” “will,” “could,” and “would,” and variations of these terms or the negative of these terms and similar expressions are intended to identify these forward-looking statements. Such forward-looking statements include, but are not limited to, statements regarding growth for Hiya and Rise Wellness in 2026 and continued growth in the future; statements about the Company’s long-term growth; and the statements under the sub-heading “Fiscal Year 2026 Outlook.” Our actual results could differ materially from those projected in these forward-looking statements, which involve a number of risks and uncertainties, many of which involve factors or circumstances that are beyond our control, including: risks relating to global economic conditions generally, including continued inflationary pressure around the world and negative impact on our operating costs, consumer demand and consumer behavior in general; reliance upon our network of independent Brand Partners; risk that our Brand Partner compensation plan, or changes that we make to the compensation plan, will not produce desired results, benefit our business or, in some cases, could harm our business; risk associated with our launch of new products or reformulated existing products; risks related to Hiya’s ability to adapt to changes in the digital marketing environment to continue to generate customer acquisition, including changes in social media advertising algorithms; risks related to Rise Wellness’ dependence on product orders from certain key retailers – specifically, if future orders from those retailers do not meet our forecasts or such retailers discontinue purchasing and selling Rise Wellness products; risks related to governmental regulation of our products, manufacturing and direct selling business model in the United States, China and other key markets; potential negative effects of deteriorating foreign and/or trade relations between or among the United States, China and other key markets, including potential adverse impact from tariffs, trade policies or other international disputes by and among the United States, China, or other markets that are important to the Company; potential negative effects from geopolitical relations and conflicts around the world, including the Russia-Ukraine conflict and the conflict between the United States and Iran; compliance with data privacy and security laws and regulations in our markets around the world; potential negative effects of material breaches of our information technology systems to the extent we experience a material breach; material failures of our information technology systems; adverse publicity risks globally; risks associated with our operations in India and future international expansion and operations; uncertainty relating to the fluctuation in U.S. and other international currencies; the potential for a resurgence of COVID-19, or another pandemic, in any of our markets in the future and any related impact on consumer health, domestic and world economies, including any negative impact on discretionary spending, consumer demand, and consumer behavior in general; risk that Hiya and Rise Wellness disrupt the Company’s overall strategic plans and operations; the diversion of the attention of the management teams of USANA and Hiya from ongoing business operations; the ability to retain key personnel of Hiya and Rise Wellness; the ability to realize the benefits of the Hiya acquisition, including efficiencies and cost synergies; the ability to successfully integrate Hiya’s business with USANA’s business, at all or in a timely manner; and the amount of the costs, fees, expenses and charges related to the acquisition. The contents of this presentation should be considered in conjunction with the risk factors, warnings, and cautionary statements that are contained in our most recent filings with the Securities and Exchange Commission. The forward-looking statements in this presentation set forth our beliefs as of the date hereof. We do not undertake any obligation to update any forward-looking statement after the date hereof or to conform such statements to actual results or changes in the Company’s expectations, except as required by law.

## Non-GAAP Financial Measures

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This presentation contains the non-GAAP financial measures Adjusted EBITDA and Adjusted diluted EPS. Adjusted EBITDA is a non-GAAP financial measure of earnings before interest, taxes, depreciation, and amortization that also excludes certain adjustments as indicated below in the reconciliation from net earnings. Adjusted diluted EPS is a non-GAAP financial measure of diluted earnings per share that excludes certain adjustments as indicated below in the reconciliation from diluted EPS.

Adjusted EBITDA (non-GAAP) is net earnings (its most directly comparable GAAP financial measure) adjusted for interest expense, net, (benefit from) provision for income taxes, depreciation and amortization, non-cash share-based compensation, and transaction-related expenses and integration costs for the Hiya acquisition. Adjusted EBITDA attributable to USANA (non-GAAP) is Adjusted EBITDA (non-GAAP) further adjusted to exclude the Adjusted EBITDA attributable to non-controlling interest related to Hiya.

Adjusted diluted earnings per share (non-GAAP) is diluted earnings per share (its most directly comparable GAAP financial measure) adjusted for amortization of intangible assets, transaction-related expenses, and integration costs related to the Hiya acquisition.

Management believes that Adjusted EBITDA (non-GAAP), Adjusted EBITDA attributable to USANA (non-GAAP), and Adjusted diluted earnings per share (non-GAAP), along with GAAP measures used by management, most appropriately reflect how the Company measures the business internally.

The Company prepares its financial statements using U.S. generally accepted accounting principles (“GAAP”) and investors should not directly compare with or infer relationship from any of the Company’s operating results presented in accordance with GAAP to Adjusted EBITDA and Adjusted diluted earnings per share. Non-GAAP financial measures have limitations in their usefulness to investors because they have no standardized meaning prescribed by GAAP and are not prepared under any comprehensive set of accounting rules or principles. In addition, other companies, including companies in our industry, may calculate similarly titled non-GAAP financial measures differently or may use other measures to evaluate their performance, all of which could reduce the usefulness of non-GAAP financial information as a tool for comparison. As a result, the non-GAAP financial information is presented for supplemental informational purposes only and should not be considered in isolation from, or as a substitute for financial information presented in accordance with GAAP.

# Key Investment Highlights

## Core Business Returning to Growth

Execution of established commercial strategy across:

- Product
- Brand
- Income opportunity

## High-Growth Brand Portfolio

- Hiya DTC subscription expands addressable market and channel reach
- Protein Pop scaling nationwide via Target and Costco
- Rise Bar growing through Amazon, DTC, and club rotations

## Strong Financial Profile

- Efficient operating model
- Ability to generate meaningful cash flow

## Balance Sheet Strength

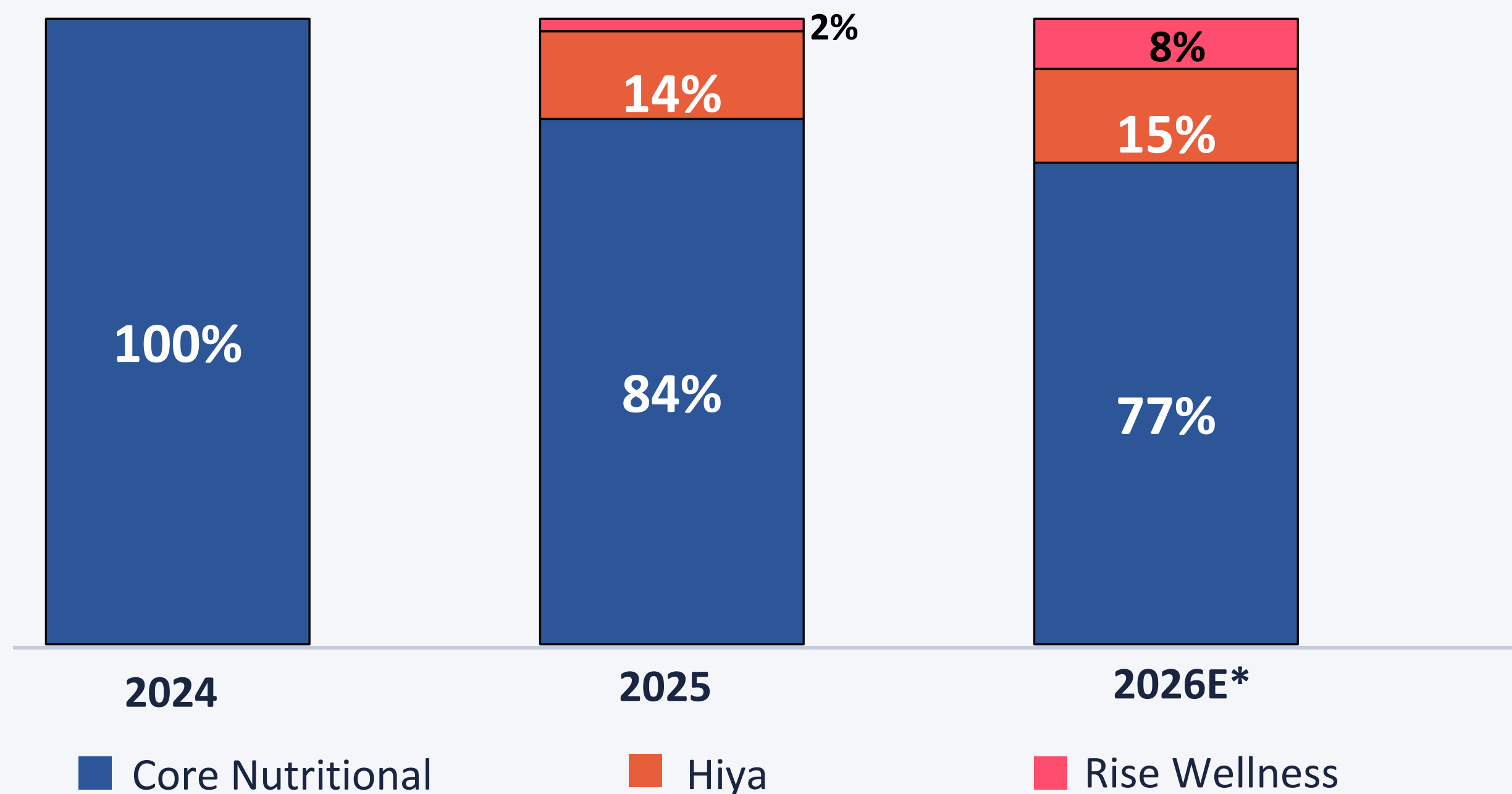
- Significant net-cash position provides strategic flexibility
- Supports disciplined capital allocation

## Leveraging Core Competencies

- Expertise in product development, manufacturing, operations, international expansion and financial management
- Generating synergies and operational efficiency across the omnichannel platform

# Transforming to a Diversified Omnichannel Health & Wellness Platform

## REVENUE MIX EVOLUTION



*\*Percentages reflect midpoint of FY 2026 guidance*

## Emerging Brands Driving 2026 Growth

### CONSOLIDATED REVENUE

\$925M (2025) → \$925M – \$1.0B

### ADJUSTED EBITDA

\$101M (2025) → \$101M – \$109M

### ADJUSTED EPS

\$1.93 (2025) → \$1.95 – \$2.29

Emerging brands are driving USANA's next phase of growth — diversifying the revenue base beyond direct selling.

### Core stabilizing

Core Nutritional business positioned to return to growth

### High-growth brands

Hiya & Rise expand revenue outside direct sales

### Omnichannel scale

23% revenue share expected in 2026

### Balance sheet flexibility

Strong net-cash position fuels strategic optionality

# Direct Selling Foundation + Emerging Omnichannel Brands

## Core Business Positioned to Stabilize

Execution of commercial strategy and strategic investments aimed at returning the segment to growth.

## Hiya & Rise Wellness Driving Acceleration

Acquired and emerging brands expanding USANA's presence in high-growth consumer wellness segments. Hiya and Rise expected to be the primary drivers of FY 2026 revenue growth.

## Expanding Omnichannel Platform

Revenue increasingly diversified beyond the core nutritional business. ~23% of FY2026 revenue expected from emerging omnichannel brands.

## Global Revenue Diversification

Hiya and Rise Wellness driving a more balanced geographic footprint.

# Omnichannel Wellness Brands Drive Strategic Diversification

## Historical Foundation

USANA built on a global direct selling network across 25 markets — premium nutritional science delivered through Brand Partners.

## Strategic Omnichannel Expansion

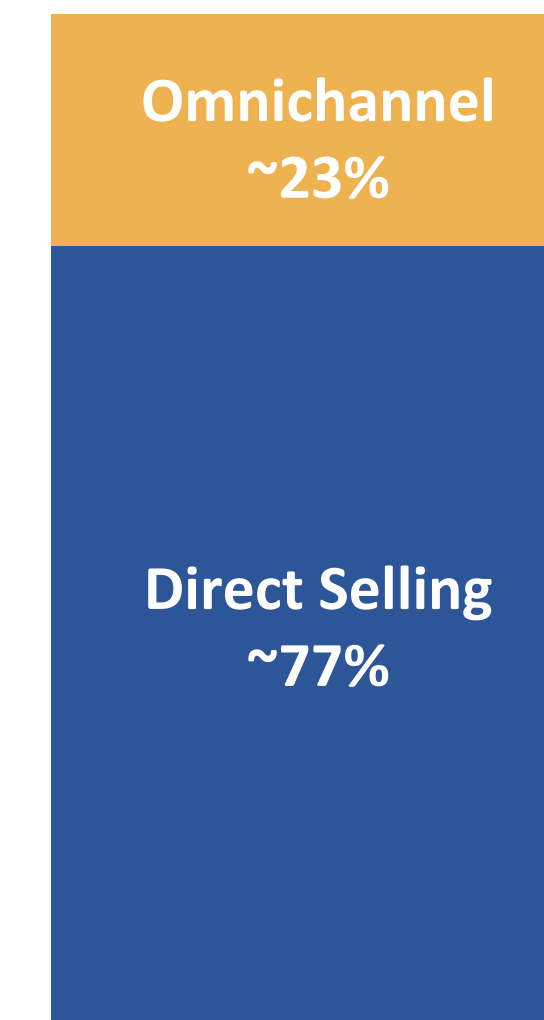
Hiya and Rise Wellness extend reach into direct-to-consumer, e-commerce, mass retail, and club channels.

## Broadening Customer Base

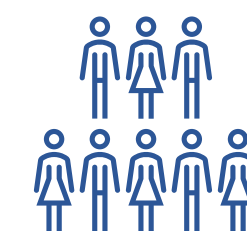
Emerging brands open access to families, younger consumers, and retail-first shoppers historically outside the direct selling model.

## Revenue Mix by Channel

2026E\* Revenue Mix



*\*Percentages reflect midpoint of FY 2026 guidance*



Direct Selling



DTC Subscription



Retail Distribution



E-Commerce

# Global Presence with Increasing Geographic Diversification

## Established Global Scale

25 international markets across North America, Asia Pacific, and Europe.

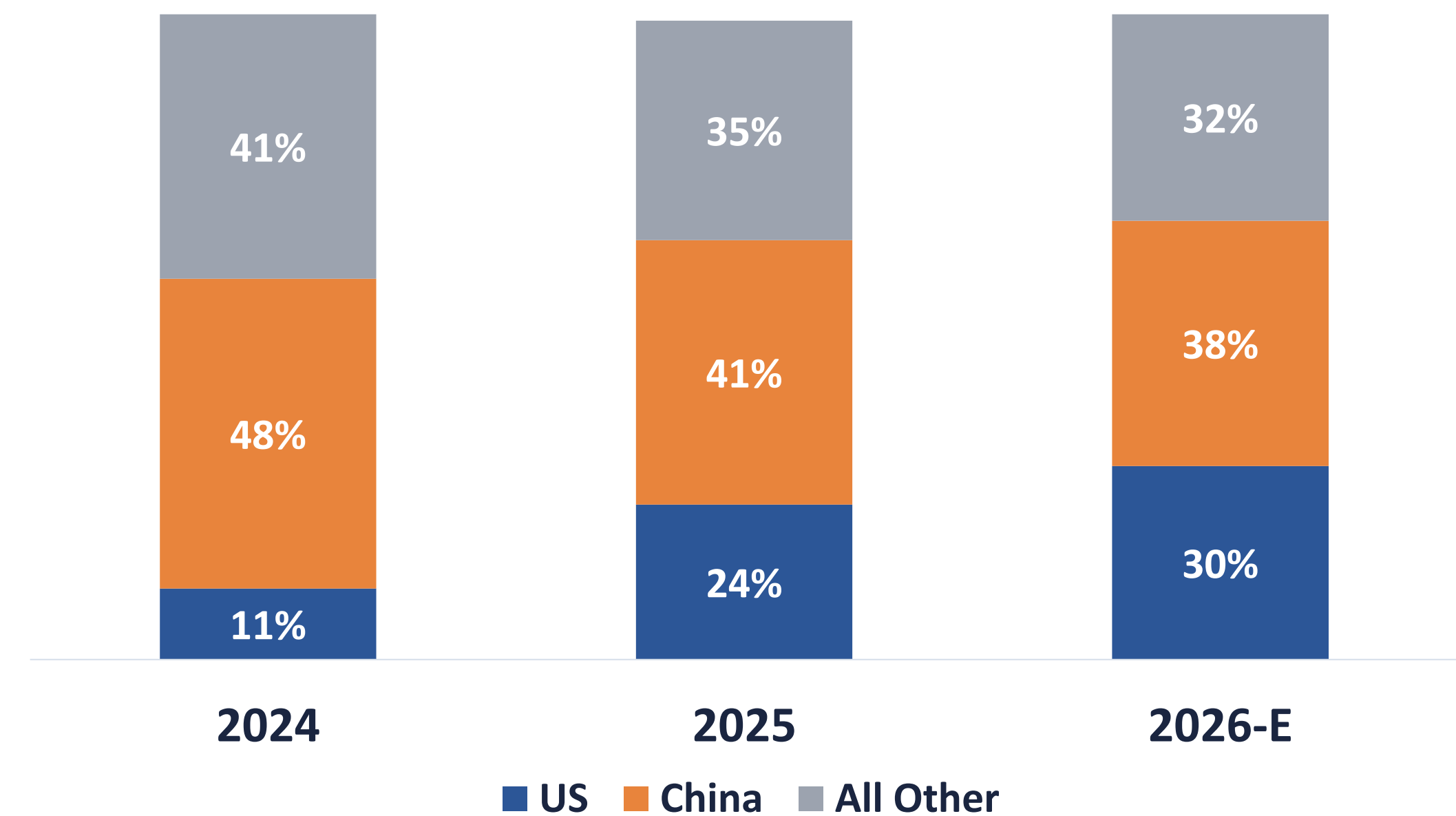
## Strategic Focus on Geographic Revenue Exposure

Increasing domestic revenue share provides meaningful opportunity for earnings expansion.

## Emerging Brands Expand Addressable Market

Synergistic opportunities for Hiya and Rise Wellness to increase USANA's share of the global health & wellness market.

## Revenue Mix by Geography



Source: Company filings. 2026-E reflects internal Company estimates

# Hiya and Rise Wellness Expand USANA's Growth Profile

Two emerging omnichannel brands diversifying the platform and accelerating growth in FY 2026

## New Brands

Targeting fast-growing consumer health and wellness categories.

## Omnichannel customer reach

Direct-to-consumer and omnichannel strategies expanding distribution and household penetration.

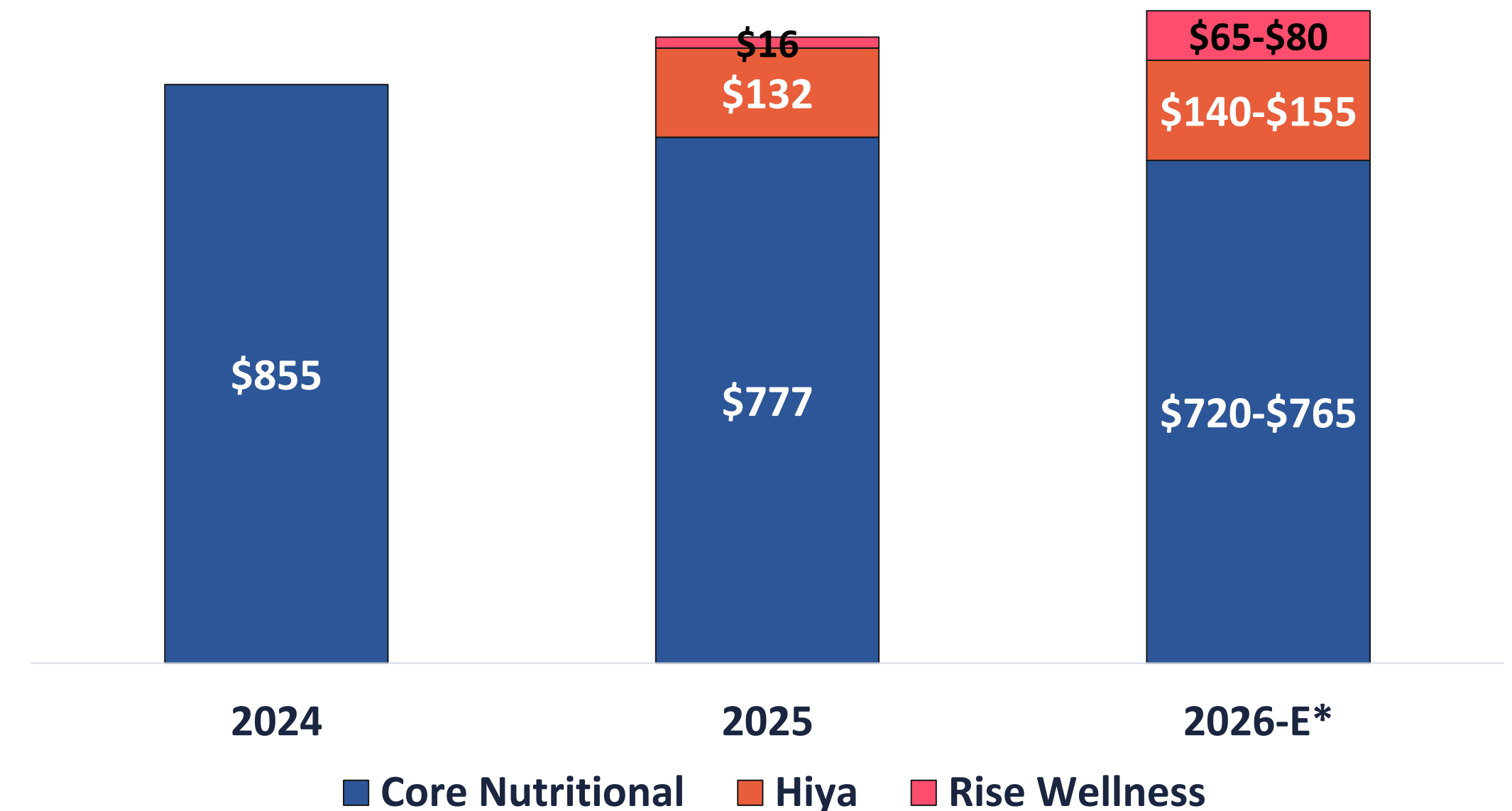
## Rise Wellness — fastest-growing segment

Rise Wellness expected to deliver the fastest segment growth in FY 2026.

## Hiya diversifying beyond DTC

Hiya continues scaling its children's nutrition platform.

## Revenue by Brand (\$M)

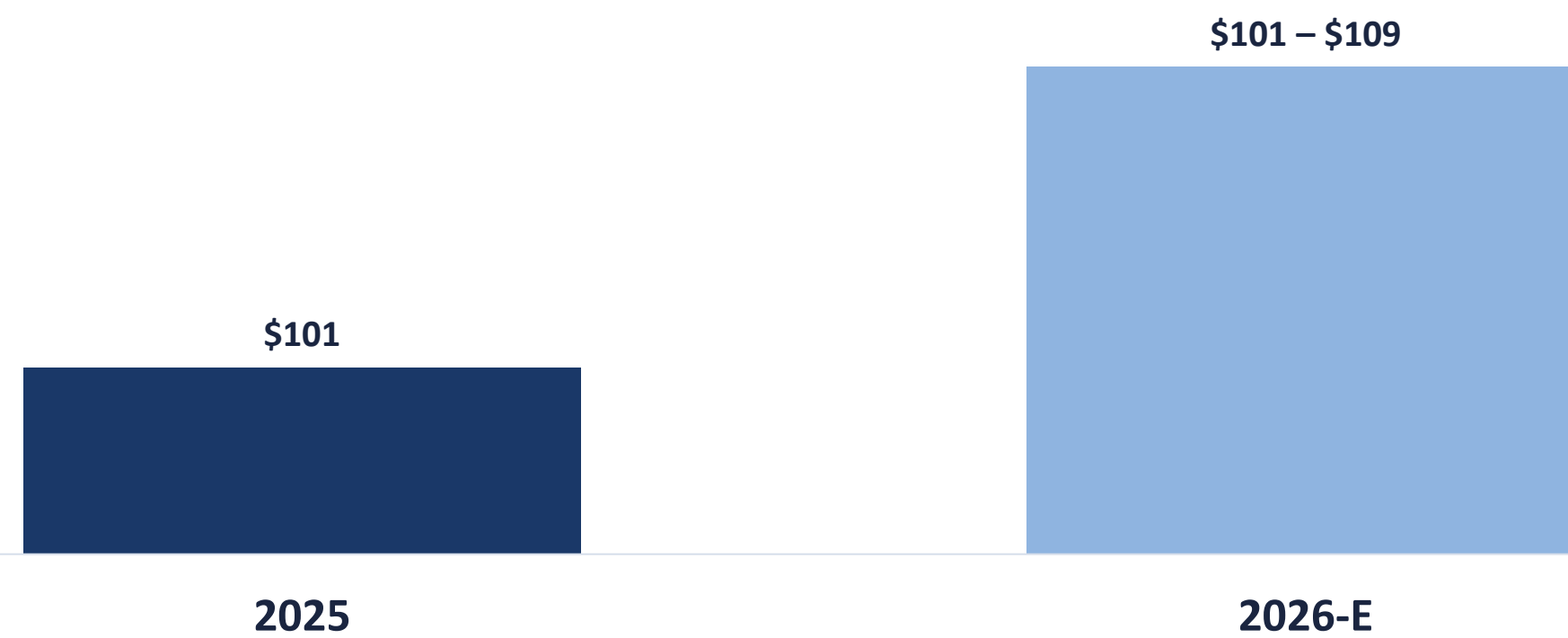


\*Reflects FY 2026 guidance range

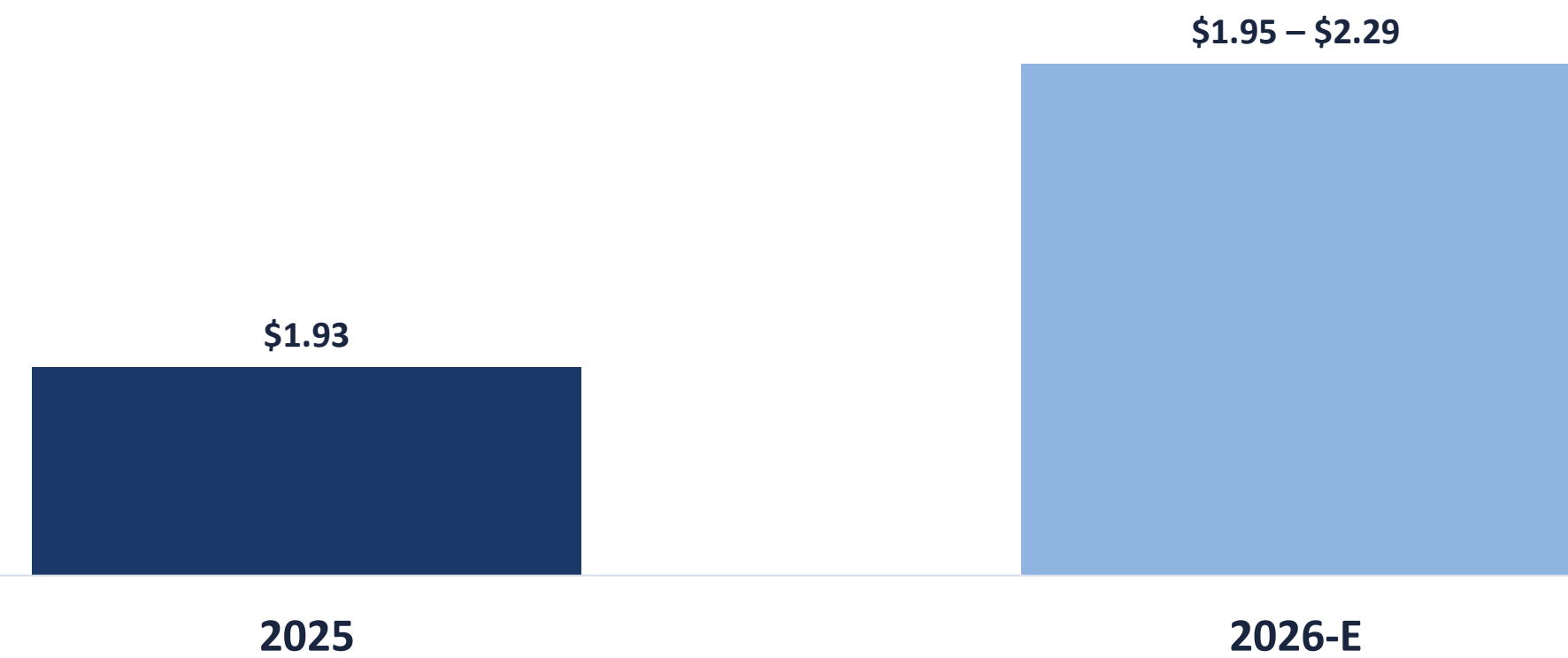
# Positioned for Earnings Growth in FY 2026

Driving growth through emerging brands, operational efficiency, and margin discipline

## Adjusted EBITDA (\$M)



## Adjusted Diluted EPS



### Emerging brands drive incremental revenue

- Hiya scaling into national U.S. retail, international markets, and Amazon
- Rise expanding distribution into mainstream channels

### Stable margins while investing in growth

- Operational efficiencies funding brand investment
- Disciplined cost structure preserved

### Profitable growth driven by execution

- Adj. EPS growth expected in FY 2026
- Balance sheet flexibility for capital returns

USANA.

## Core Nutritional Business

Cellular nutrition science, premium supplement portfolio, and the direct selling distribution platform that has powered USANA for 30+ years.



# Five-Pillar Approach to Profitable Growth

*Integrated playbook for compounding revenue, margin, and earnings power across the Core Nutritional business*

## Active Customer Growth

Expand the customer base through targeted acquisition and improved retention across all regions.

## Direct Selling Model

Empower a global Brand Partner network with tools, incentives, and digital enablement.

## Product Quality & Innovation

Science-led R&D and premium formulations that differentiate USANA in cellular nutrition.

## New Market Expansion & M&A

Disciplined geographic expansion and selective acquisitions that compound the platform.

## In-House Manufacturing

Vertically integrated production protecting quality, cost, and supply continuity.

# Active Customer Composition

Key leading indicator for sales momentum

**Brand Partners**



**Independent distributors** of USANA products who also purchase for personal use



**Preferred Customers\***



**Customers** who purchase USANA products strictly for personal use



**Active Customers**



**Brand Partners** and **Preferred Customers** who have purchased from USANA any time during the most recent three-month period

\*China utilizes a Preferred Customer program that has been implemented specifically for that market.

# Direct Selling Model: A Key Driver of Operating Leverage

*USANA distributes products internationally through a direct sales network of individual business owners (Brand Partners).*

## Operating leverage

Brand Partner incentives and commissions are aligned with sales performance, scaling cost with revenue.

## Low incremental cost

Relatively low cost to acquire each new Active Customer through the partner network.

## USANA Direct Selling Model

## Capital-light expansion

Ability to enter new international markets with moderate fixed investment.

## Cash generation

Strong, predictable cash conversion supports reinvestment and shareholder returns.

**Variable cost structure that scales with revenue and supports margin expansion**

# In-House Manufacturing: A Key Differentiator

*Vertical integration drives quality, agility, and margin protection.*

# 67%

**of Core Nutritional products manufactured in-house**

- Increased operational and financial flexibility
- Flexibility in supply chain management
- Margin protection through input cost control



## Pharmaceutical-grade GMP manufacturing

Facility designed to pharmaceutical standards and compliant with Good Manufacturing Practices (GMP) and applicable manufacturing regulations.

**Vertical integration is a structural advantage few peers can replicate.**

# High-Quality, Science-Based Products

## FORMULATION

### Latest scientific research

Product formulations developed on the basis of current peer-reviewed research and clinical evidence.

## R&D INFRASTRUCTURE

### Scientific innovation

On-site R&D labs and dedicated facilities staffed by scientists across formulation, quality, and analytical disciplines.

## INGREDIENTS

### Bioavailability-first

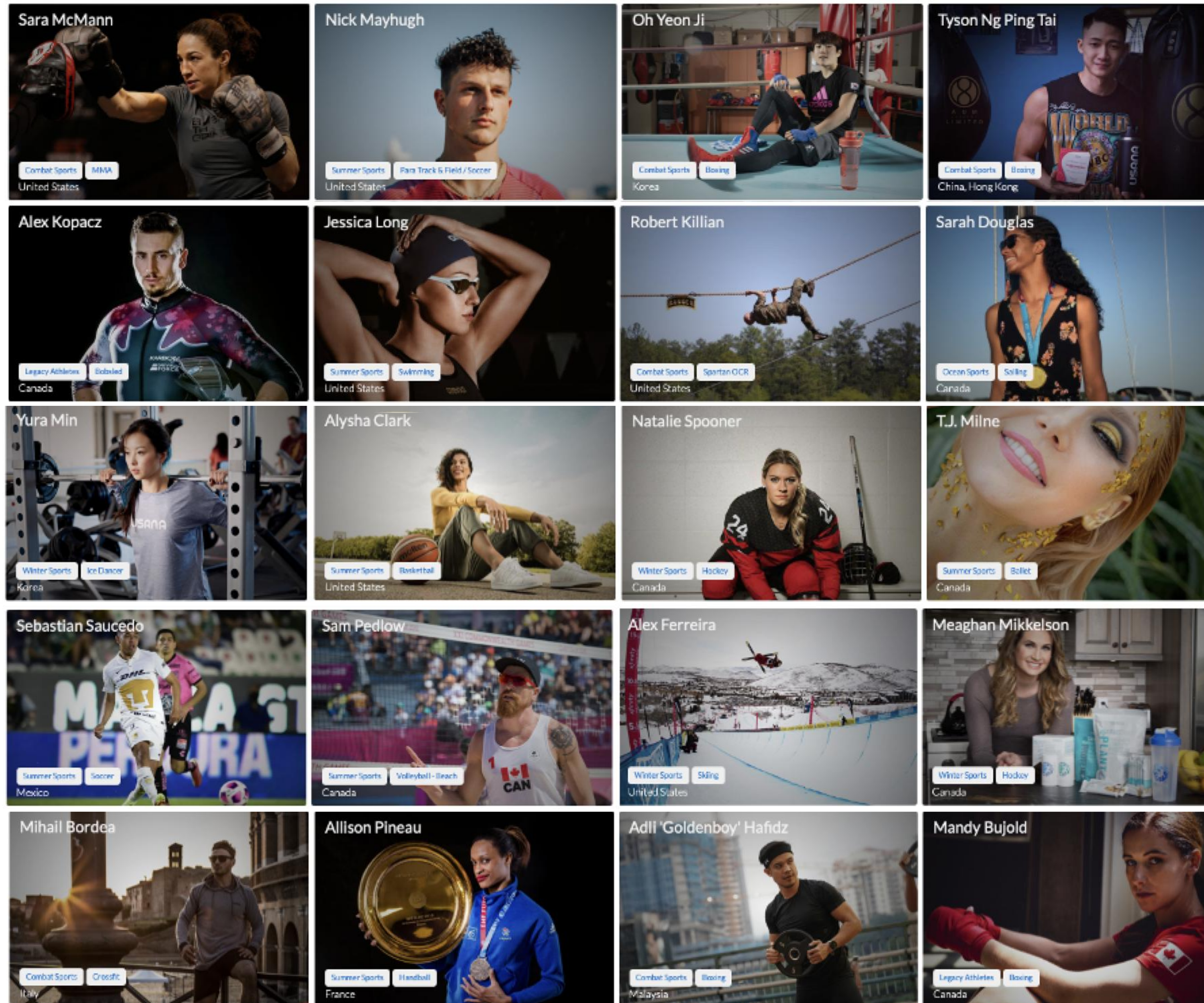
Highest-quality raw ingredients sourced for optimal bioavailability — ensuring the body absorbs what the label claims.

## Science is USANA's moat

Vertical integration of formulation, R&D, and manufacturing produces products competitors cannot easily replicate — supporting premium pricing and customer loyalty.

# Trusted by Professional and Olympic Athletes

Cellular Nutrition partner to elite sports organizations and athletes around the world



# Core Nutritional Strategic Initiatives

## Reinvigorate the Sales Force

*Enhanced Brand Partner compensation plan*

- Strengthen the appeal and competitiveness of the USANA business opportunity
- Improve productivity and retention of the global sales force
- Drive incentive promotions tailored to regional market mix

## Accelerate Product Innovation

*Robust pipeline of new and upgraded formulations*

- Faster, more agile new product development and launch timelines
- Upgraded formulations launching across all markets in 2026

## Modernize Technology

*Best-in-class third-party platforms*

- Transform how customers and Brand Partners engage with the USANA brand
- Repurpose existing tech spend alongside ~\$1.0M incremental investment in 2026
- Drive future cost efficiencies across IT infrastructure

Three strategic priorities to reposition the Core Nutritional business for long-term growth

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# Hiya

Clean-label, sugar-free daily vitamins and nutrition for kids — delivered through a digital-first subscription model.



# Hiya Is a Compelling Strategic Fit

01

## Fast-growing leader in children's health & wellness

Emerging brand in a structurally underpenetrated category.

02

## Channel expansion into DTC wellness

Adds a proven direct-to-consumer subscription model alongside USANA's Core Nutritional business.

03

## Strengthens financial profile

Higher growth + subscription economics improve revenue and margin mix.

04

## Synergies accelerate growth & profitability

Leveraging shared science, sourcing, and infrastructure.

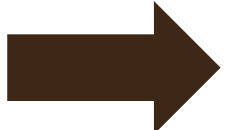
05

## Expands U.S. footprint

Materially increases USANA's U.S. revenue base.

# Hiya Accelerates USANA's Vision

Aligned company visions



Creating the Healthiest Family on Earth

High-quality, premium products



Commitment to innovative, premium nutrition & wellness

Health-focused customer base



Increases consolidated customer base

Children's wellness category



Immediate impact in the children's nutrition market

# Hiya is Reimagining Children's Health & Wellness

**FOUNDED 2020**

**Better-for-you for the next generation**

Hiya's next-generation products deliver clean, honest ingredients that discerning parents demand — combined with great taste and high engagement that kids love.

*"Kidsperience" — making healthy habits fun and interactive for kids.*



**Hiya’s “Kidsperience” removes the traditional barriers to better nutrition by making healthy habits fun and interactive for kids.**

# Diversified Marketing

Influencers

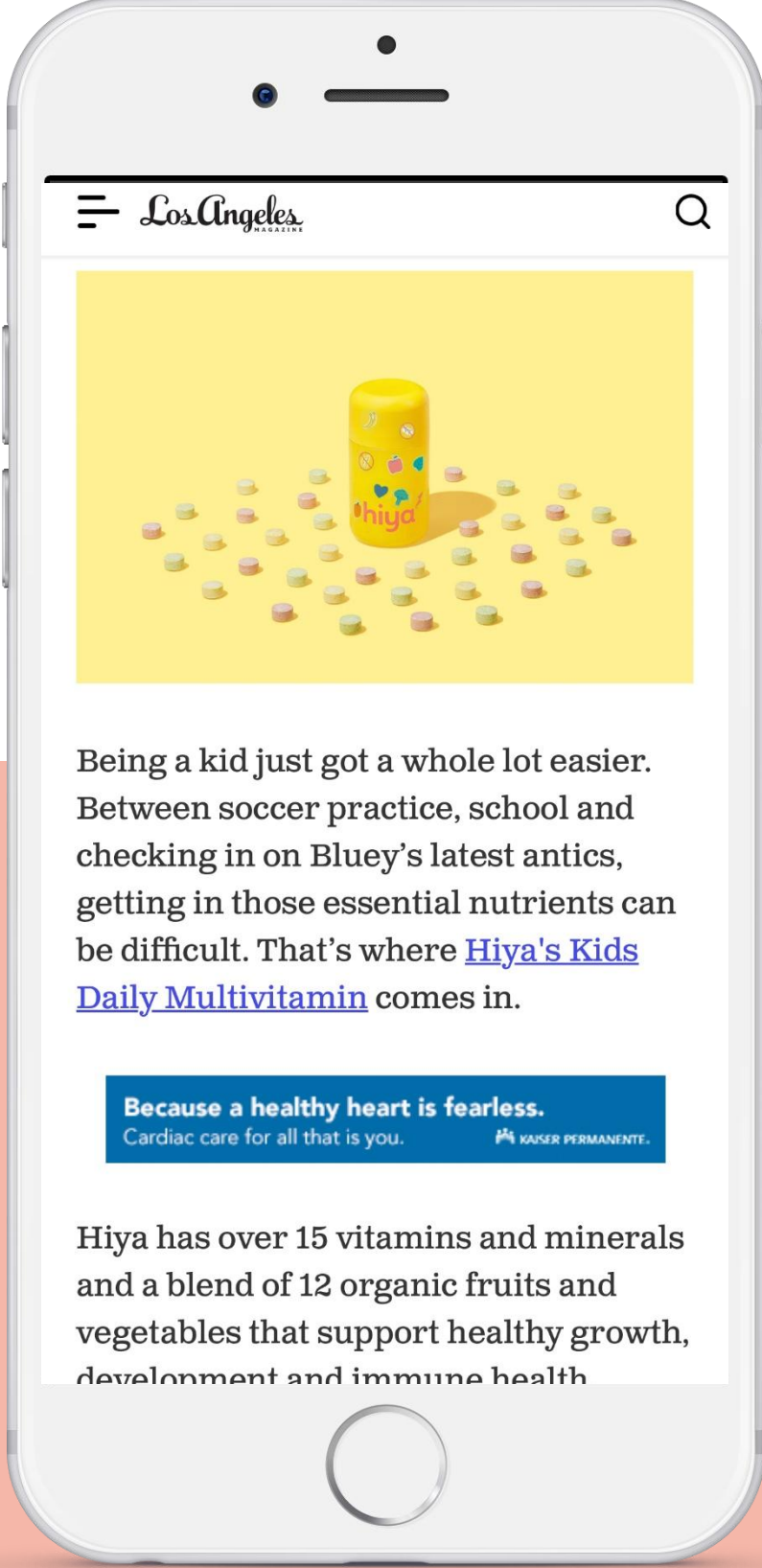
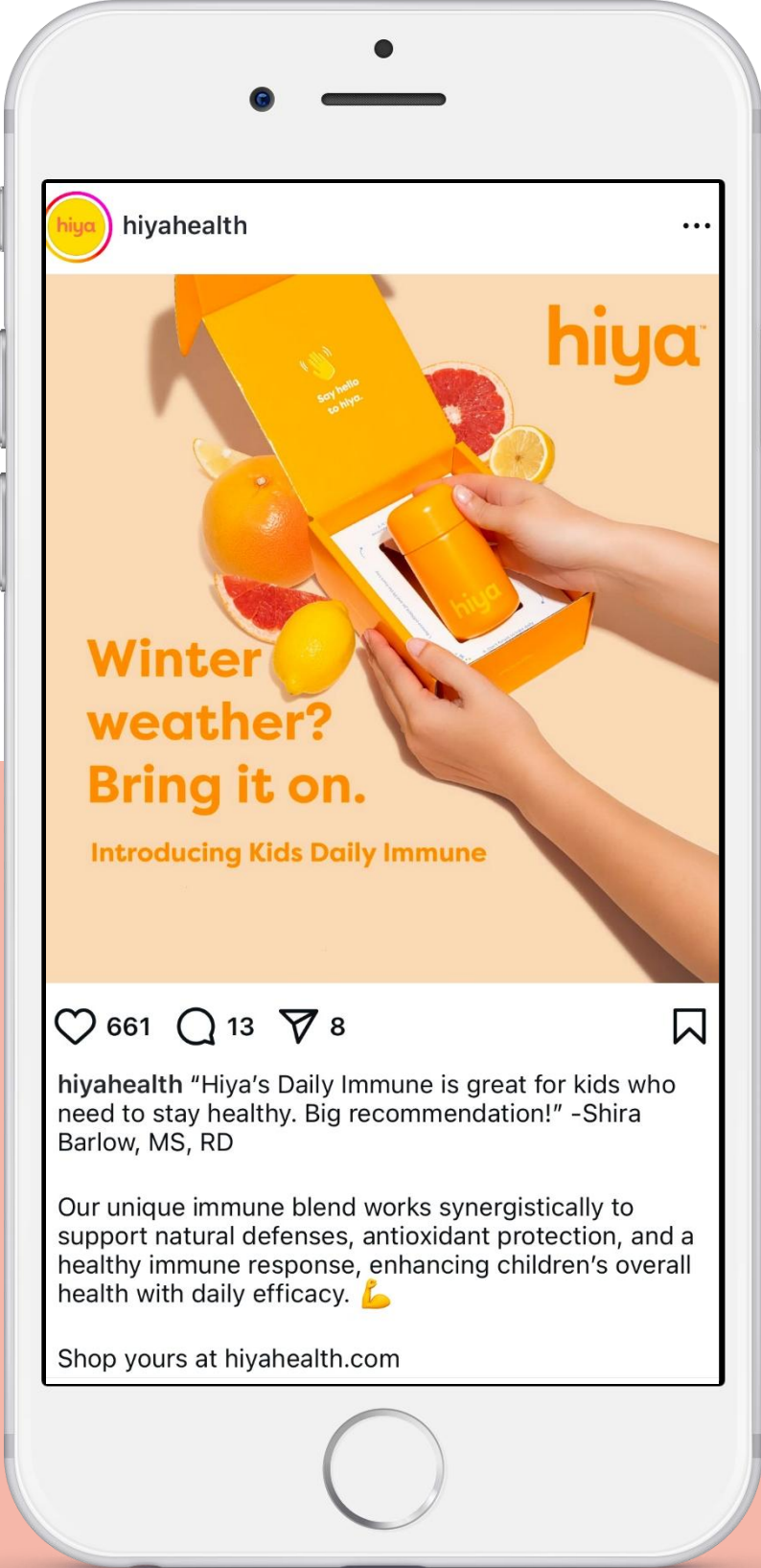
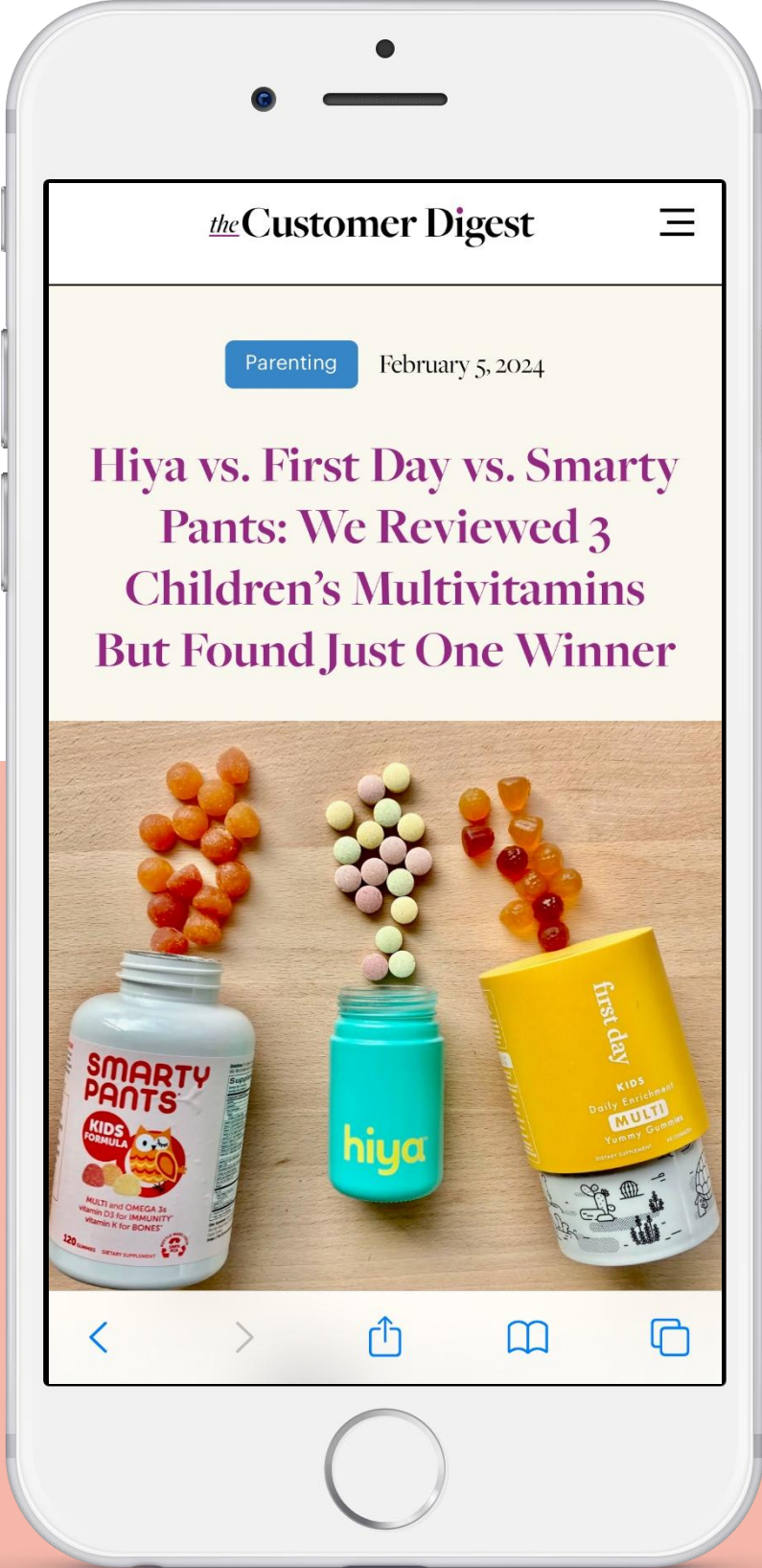
Collaborations

Podcasts

Instagram

Google

Facebook



TikTok

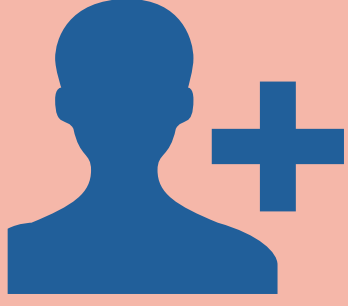
Meta

Advertorial

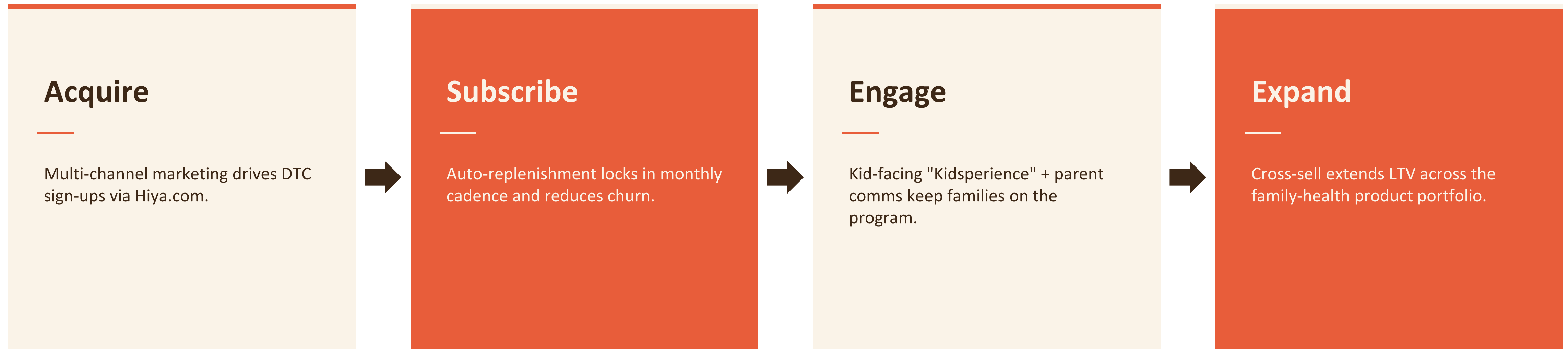
Branded Ads

Direct Mail

Display Ads



# The Hiya Subscription Model



**Recurring revenue. Compounding LTV. Predictable cash flow.**

Auto-replenishment and product expansion turn a single sign-up into a long-tail revenue stream — an economic advantage that direct selling peers do not have.

# Hiya Growth Initiatives



## Product Portfolio

Provide the ultimate "Kidsperience" through new product launches and brand collaborations.



## Distribution

Increase availability through additional online marketplaces and select retail partners.



## Geography

Leverage USANA's international expertise to expand into new geographic markets.

**USANA's international scale + Hiya's brand momentum = competitive differentiation**

# Rise Wellness

Clean, simple, better-for-you protein products built for the modern consumer — scaled through national retail and club channels.



# Two Fast-Growing Health & Wellness Brands

*Built for the modern consumer — clean labels, multiple formats, multi-channel distribution.*

**PROTEIN POP™**

**RISE®**

## High-Performance Nutrition

- High protein, clean label
- Convenient daily nutrition
- Refreshing and enjoyable to consume
- Engineered for active lifestyles

## Product Ecosystem

- Multiple formats — drinks, powders, bars
- Multiple consumption occasions
- Pipeline ready for line extensions

## Go-to-Market Strategy

- Major national retailers, including Target
- National launch with Costco
- Direct-to-consumer / e-commerce
- Omnichannel by design

# Complementary Protein Solutions Across Occasions

## PROTEIN POP™



### On-the-go performance nutrition

- 22–30g protein
- Zero sugar
- Clean ingredients
- Built for active lifestyles

### Distribution Expansion

Retail → Club ↑ Rapid Expansion

## RISE®



### Clean, simple ingredients

### Supports daily performance nutrition

- E-commerce
- DTC
- Retail
- Club



# Scaling Distribution & Product Portfolio to Accelerate Growth

## Product

- New flavors
- New formats and innovation — bars, powders, RTD

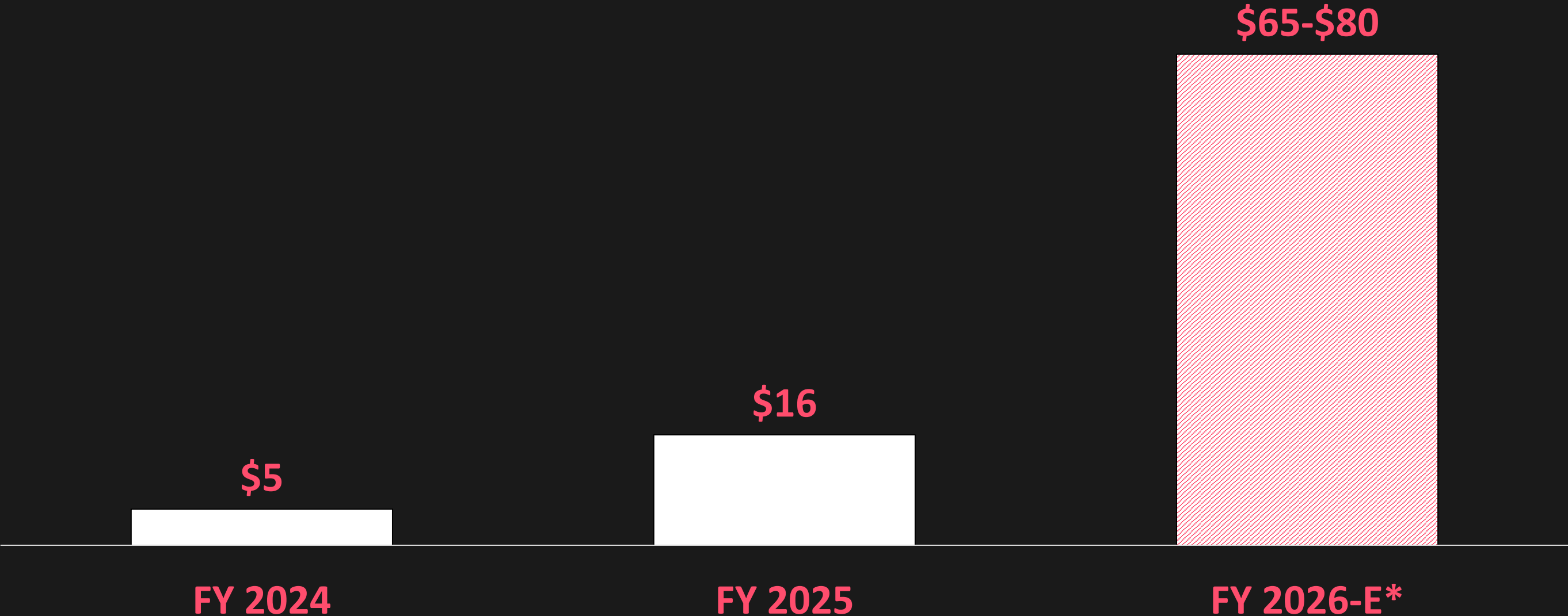
## Distribution

- Expand with national retailers
- Omnichannel growth: DTC + retail + club

## Geography

- New national retail doors
- Leverage USANA International expertise

## Rise Wellness Annual Revenue (\$M)



*\*Reflects FY 2026 guidance*

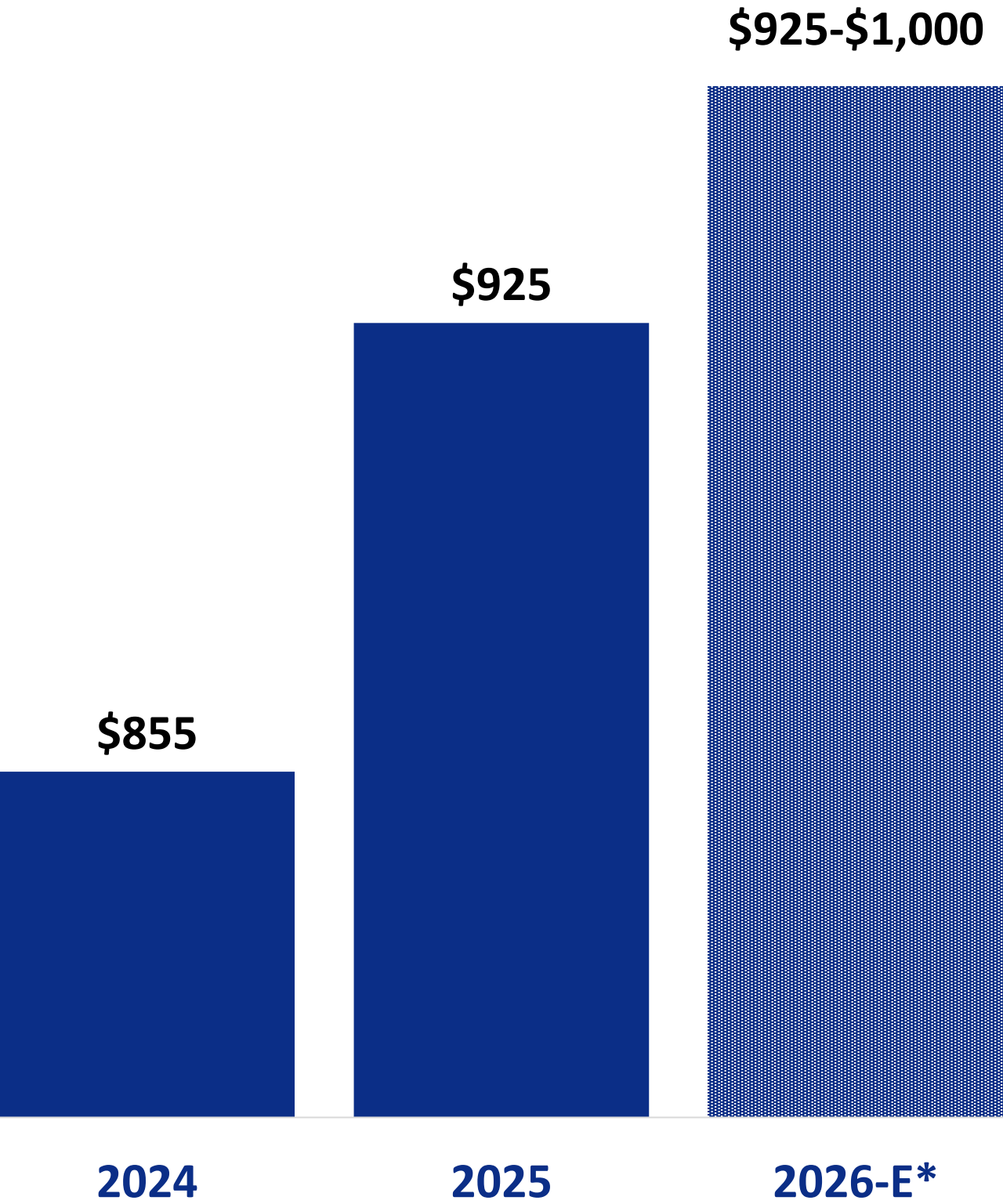
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# Financial Highlights

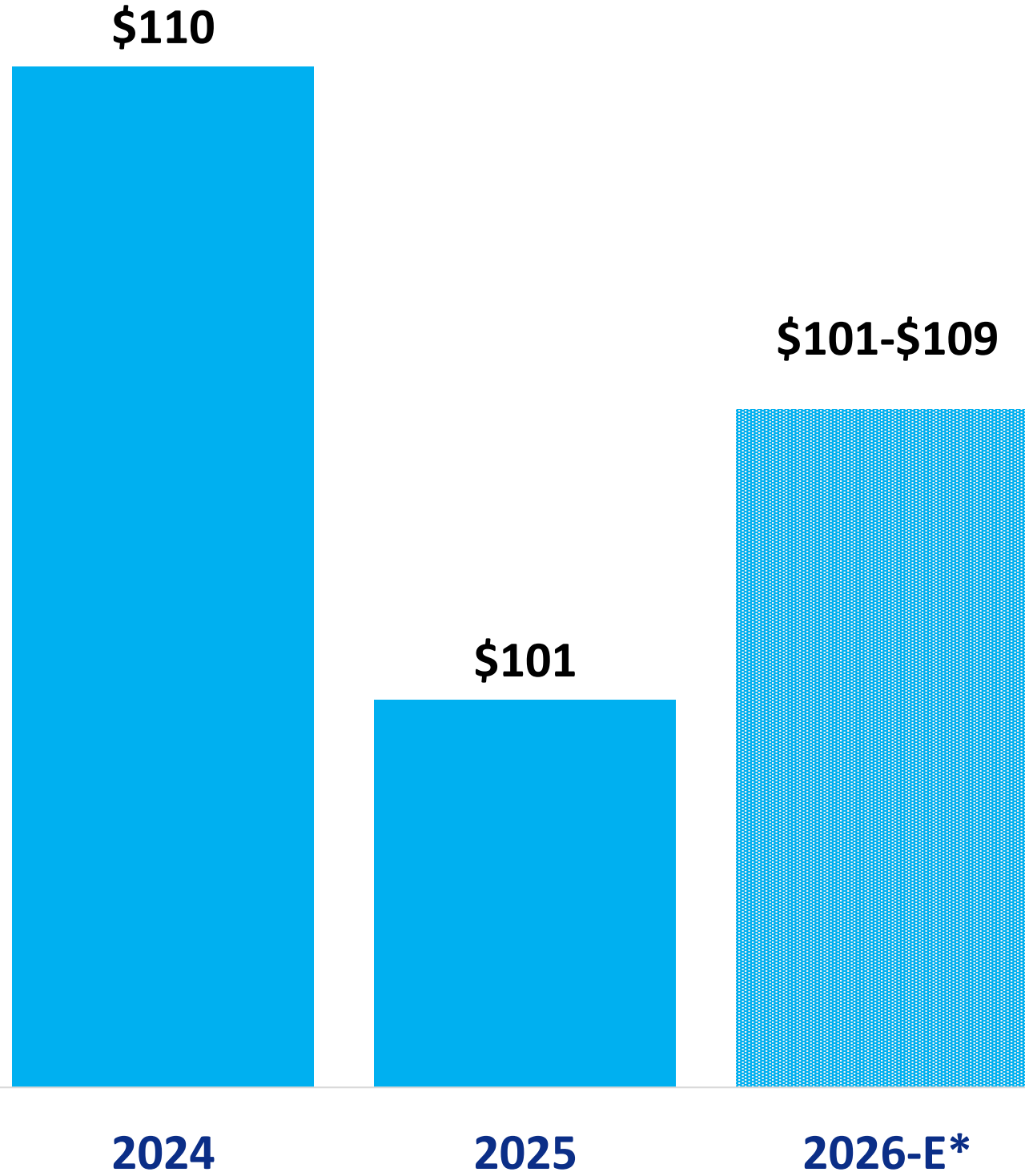


# Projecting Growth in Fiscal 2026

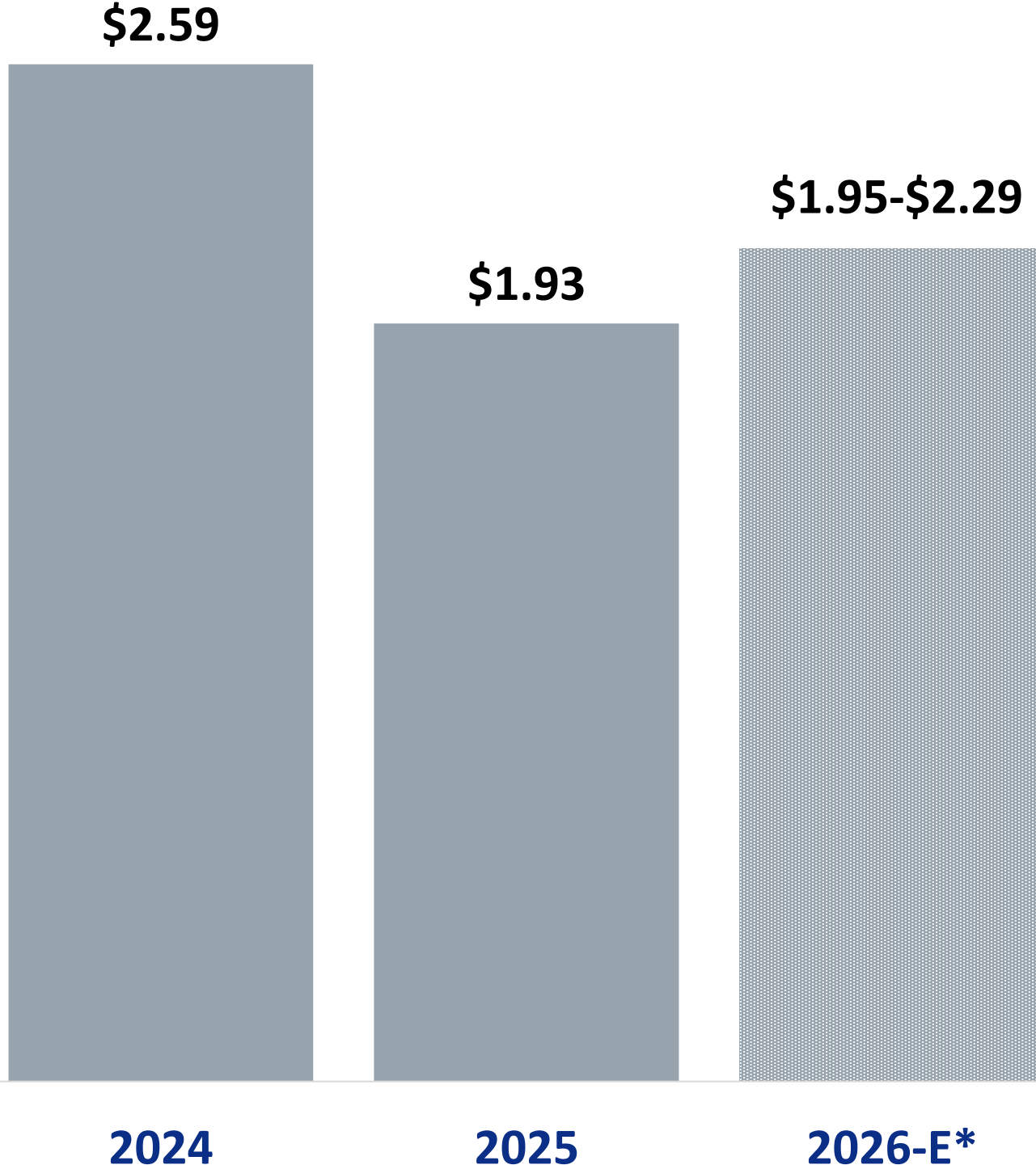
### Consolidated Net Sales (\$M)



### Adjusted EBITDA (\$M)



### Adjusted Diluted EPS



\*Fiscal 2026 guidance range

## Strong Balance Sheet

As of April 4, 2026

<b>Assets</b>	
Cash & Equivalents	\$162.8
Total Inventories	\$99.4
PP&E (Net)	\$94.6
Goodwill	\$138.1
<b>Total Assets</b>	<b>\$739.0</b>

\$ millions

<b>Liabilities &amp; Equity</b>	
Accounts Payable	\$16.2
Line of Credit	\$14.0
Other Current Liabilities	\$87.0
Stockholders' Equity	\$543.6
<b>Total Liabilities &amp; Equity</b>	<b>\$739.0</b>

# Capital Allocation Priorities

## Internal investment

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Organic growth — product, R&D, infrastructure, and partner support that compounds.

## Acquisitions

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Disciplined M&A in adjacent wellness categories (e.g., Hiya and Rise) that extend reach and accelerate growth.

## Share repurchases

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Return excess capital to shareholders when valuation creates accretive opportunities.



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# Appendix



## Fiscal Year 2026 Guidance

Issued as of 5/5/2026.

	Range
Core Nutritional business net sales	\$720 to \$765 million*
Hiya net sales	\$140 to \$155 million
Rise Wellness net sales	\$65 to \$80 million
<b>Consolidated net sales</b>	<b>\$925 million to \$1.0 billion</b>
<b>Net earnings</b>	<b>\$20 to \$27 million</b>
<b>Diluted EPS</b>	<b>\$1.11 to \$1.45</b>
<b>Adjusted Diluted EPS</b>	<b>\$1.95 to \$2.29</b>
<b>Adjusted EBITDA</b>	<b>\$101 to \$109 million</b>

\*Reflects an expected favorable currency exchange rate impact of approximately \$19 million, or 3% on net sales and one less week of operations compared to fiscal year 2025 which was a 53-week year.

# Income Statement

Consolidated Statements of Operations (unaudited) — in thousands, except per-share data.

	Three months ended	
	April 4, 2026	March 29, 2025
Net sales	\$ 250,218	\$ 249,539
Cost of sales	59,436	52,445
Gross profit	190,782	197,094
Operating expenses:		
Brand Partner incentives	88,654	89,985
Selling, general and administrative	88,254	91,438
Total operating expenses	176,908	181,423
Earnings from operations	13,874	15,671
Other income (expense):		
Interest income	437	723
Interest expense	(240)	(411)
Other, net	1,394	756
Other income (expense), net	1,591	1,068
Earnings before income taxes	15,465	16,739
Income taxes	8,506	7,449
Net earnings	6,959	9,290
Less: Net (loss) earnings attributable to redeemable noncontrolling interest	(556)	(112)
Net earnings attributable to USANA	\$ 7,515	\$ 9,402
Earnings per common share attributable to USANA		
Basic	\$ 0.41	\$ 0.49
Diluted	\$ 0.41	\$ 0.49
Weighted average common shares outstanding		
Basic	18,398	19,049
Diluted	18,411	19,085

# Balance Sheet

Consolidated Balance Sheets (unaudited) — in thousands.

	As of April 4, 2026	As of January 3, 2026
<b>ASSETS</b>		
Current assets		
Cash and cash equivalents	\$ 162,751	\$ 158,380
Trade accounts receivable (net of allowance of \$141 and \$137, respectively)	9,657	4,285
Inventories	96,358	102,608
Prepaid expenses and other current assets	25,467	23,132
<b>Total current assets</b>	<b>294,233</b>	<b>288,405</b>
Property and equipment, net	94,625	94,383
Goodwill	138,127	137,962
Intangible assets, net	128,901	133,151
Deferred tax assets	25,159	27,209
Other assets*	57,921	61,805
<b>Total assets</b>	<b>\$ 738,966</b>	<b>\$ 742,915</b>
<b>LIABILITIES, REDEEMABLE NONCONTROLLING INTEREST, AND STOCKHOLDERS' EQUITY</b>		
Current liabilities		
Accounts payable	\$ 16,230	\$ 17,263
Line of credit	14,000	14,000
Other current liabilities	87,009	97,302
<b>Total current liabilities</b>	<b>117,239</b>	<b>128,565</b>
Deferred tax liabilities	5,057	4,892
Other long-term liabilities	21,884	23,186
Redeemable noncontrolling interest	51,236	53,168
Total stockholders' equity attributable to USANA	543,550	533,104
<b>Total liabilities, redeemable noncontrolling interest, and stockholders' equity</b>	<b>\$ 738,966</b>	<b>\$ 742,915</b>

\*Includes noncurrent inventories of \$3,029 and \$4,799 as of 04-Apr-26 and 03-Jan-26, respectively. Total inventories were \$99,387 and \$107,407 as of 04-Apr-26 and 03-Jan-26, respectively.

# Key Financial Metrics

Sales, Brand Partners, and Preferred Customers by region (unaudited).

## USANA Health Sciences, Inc. Sales by Region (in thousands)

	Quarter ended				Change from prior year	Percent change	Currency impact on sales	Percent change excluding currency impact
	April 4, 2026		March 29, 2025					
<b>Core Nutritional:</b>								
<b>Asia Pacific</b>								
Greater China	\$ 123,334	49.3 %	\$ 118,746	47.6 %	\$ 4,588	3.9%	\$ 4,986	(0.3%)
Southeast Asia Pacific	30,663	12.3 %	35,720	14.3 %	(5,057)	(14.2%)	1,942	(19.6%)
North Asia	15,352	6.1 %	18,941	7.6 %	(3,589)	(18.9%)	(160)	(18.1%)
Asia Pacific total	169,349	67.7 %	173,407	69.5 %	(4,058)	(2.3%)	6,768	(6.2%)
Americas and Europe	35,050	14.0 %	37,417	15.0 %	(2,367)	(6.3%)	1,323	(9.9%)
Core Nutritional total	204,399	81.7 %	210,824	84.5 %	(6,425)	(3.0%)	8,091	(6.9%)
Hiya	32,150	12.8 %	37,089	14.9 %	(4,939)	(13.3%)	—	(13.3%)
Rise	13,669	5.5 %	1,626	0.6 %	12,043	740.7%	—	740.7%
Consolidated total	\$ 250,218	100.0 %	\$ 249,539	100.0 %	\$ 679	0.3%	\$ 8,091	(3.0%)

### Core Nutritional Active Brand Partners by Region (1)

	As of April 4, 2026		As of March 29, 2025	
	<b>Asia Pacific</b>			
Greater China	62,000	37.1 %	65,000	35.3 %
Southeast Asia Pacific	43,000	25.7 %	48,000	26.1 %
North Asia	25,000	15.0 %	33,000	17.9 %
Asia Pacific Total	130,000	77.8 %	146,000	79.3 %
<b>Americas and Europe</b>				
	37,000	22.2 %	38,000	20.7 %
	167,000	100.0 %	184,000	100.0 %

### Core Nutritional Active Preferred Customers by Region (2)

	As of April 4, 2026		As of March 29, 2025	
	<b>Asia Pacific</b>			
Greater China	173,000	73.0 %	189,000	68.7 %
Southeast Asia Pacific	16,000	6.7 %	27,000	9.8 %
North Asia	7,000	3.0 %	12,000	4.4 %
Asia Pacific Total	196,000	82.7 %	228,000	82.9 %
<b>Americas and Europe</b>				
	41,000	17.3 %	47,000	17.1 %
	237,000	100.0 %	275,000	100.0 %

(1) Brand Partners are independent distributors of our products who also purchase our products for their personal use. We only count as active those Brand Partners who have purchased from us any time during the most recent three-month period, either for personal use or resale.

(2) Preferred Customers purchase our products strictly for their personal use and are not permitted to resell or to distribute the products. We only count as active those Preferred Customers who have purchased from us any time during the most recent three-month period. China utilizes a Preferred Customer program that has been implemented specifically for that market.

## Operating Results as a Percentage of Net Sales

Income statement detail expressed as % of net sales (unaudited).

	Quarter ended							
	April 4, 2026				March 29, 2025			
	Core Nutritional	Hiya	Rise	Consolidated	Core Nutritional	Hiya	Rise	Consolidated
Net sales	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Cost of sales	18.0%	31.1%	92.9%	23.8%	17.7%	38.0%	65.1%	21.0%
Gross profit	82.0%	68.9%	7.1%	76.2%	82.3%	62.0%	34.9%	79.0%
Operating expenses:								
Brand Partner incentives	43.4%	—%	—	35.4%	42.7%	—%	—%	36.1%
Selling, general and administrative	29.7%	77.0%	20.0%	35.3%	31.6%	63.4%	79.2%	36.6%
Total operating expenses	73.1%	77.0%	20.0%	70.7%	74.3%	63.4%	79.2%	72.7%
Earnings (loss) from operations	8.9%	(8.1)%	(12.9)%	5.5%	8.0%	(1.4)%	(44.3)%	6.3%
Amortization of acquired intangible assets	—%	13.9%	1.5%	1.9%	—%	12.0%	13.0%	1.9%

## Diluted EPS Reconciliation

GAAP Diluted EPS to Adjusted Diluted EPS — in thousands, except per-share data (unaudited).

	Quarter ended	
	April 04, 2026	March 29, 2025
Net earnings attributable to USANA (GAAP)	\$ 7,515	\$ 9,402
<b>Earnings per common share - Diluted (GAAP)</b>	<b>\$ 0.41</b>	<b>\$ 0.49</b>
Weighted Average common shares outstanding - Diluted	18,411	19,085
Adjustment to net earnings:		
Transaction, integration and transition costs - Hiya	\$ 239	\$ 577
Inventory step-up - Hiya	—	582
Amortization of intangible assets - Hiya	4,455	4,455
Adjustments to net earnings attributable to noncontrolling interest	(942)	(1,066)
Income tax effect of adjustments to net earnings	—	(4)
Adjusted net earnings attributable to USANA	\$ 11,267	\$ 13,946
<b>Adjusted earnings per common share - Diluted</b>	<b>\$ 0.61</b>	<b>\$ 0.73</b>
Weighted average common shares outstanding - Diluted	18,411	19,085

## Adjusted EBITDA Reconciliation

Net (Loss) Earnings (GAAP) to Adjusted EBITDA (non-GAAP) — in thousands (unaudited).

	Quarter ended	
	April 4, 2026	March 29, 2025
<b>Net earnings attributable to USANA (GAAP)</b>	\$ 7,515	\$ 9,402
Net (loss) earnings attributable to noncontrolling interest	(556)	(112)
<b>Net earnings</b>	<b>\$ 6,959</b>	<b>\$ 9,290</b>
<b>Adjustments:</b>		
Income taxes	\$ 8,506	\$ 7,449
Interest (income) expense	(197)	(312)
Depreciation and amortization	5,334	5,790
Amortization of intangible assets - Hiya	4,455	4,455
<b>Earnings before interest, taxes, depreciation, and amortization (EBITDA)</b>	<b>\$ 25,057</b>	<b>\$ 26,672</b>
<b>Add EBITDA adjustments:</b>		
Non-cash share-based compensation	3,454	2,880
Transaction, integration and transition costs - Hiya	239	577
Inventory step-up - Hiya	—	582
<b>Adjusted EBITDA</b>	<b>28,750</b>	<b>30,711</b>
Less: Adjusted EBITDA attributable to noncontrolling interest	(387)	(954)
<b>Adjusted EBITDA attributable to USANA</b>	<b>\$ 28,363</b>	<b>\$ 29,757</b>