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Natural Health Trends Announces Third Quarter 2018 Preliminary Revenue Estimate

LOS ANGELES, Oct. 11, 2018 (GLOBE NEWSWIRE) -- Natural Health Trends Corp. (NASDAQ: NHTC), a leading direct-selling and e-commerce company that markets premium quality personal care, wellness, and “quality of life” products under the NHT Global brand, today announced its preliminary revenue estimate for the third quarter of 2018.

The Company estimates total revenue for the third quarter ended September 30, 2018 to be \$47.0 million, representing an increase of 17% compared to \$40.1 million in the third quarter of 2017. The Company further estimates that its deferred revenue at September 30, 2018 was \$4.5 million, compared to \$3.8 million at June 30, 2018. At September 30, 2017, deferred revenue was \$3.6 million, compared to \$4.0 million at June 30, 2017.

“Despite the increasingly challenging global trade environment, our revenue in the third quarter increased year-over-year as a result of our effective marketing programs and was further fueled by our Ambassador Academy in Hong Kong,” commented Chris Sharng, President of Natural Health Trends Corp.

The Company expects to issue its complete third quarter 2018 financial results in late October. The revenue estimate is preliminary and has not yet been reviewed by the Company’s independent accountants. Significant updates and revisions may be required before the release of the Company’s third quarter 2018 financial results. In addition, the Company’s financial results will include other factors necessary to calculate additional financial metrics, including gross profit and net income.

About Natural Health Trends Corp.

Natural Health Trends Corp. (NASDAQ: NHTC) is an international direct-selling and e-commerce company operating through its subsidiaries throughout Asia, the Americas, and Europe. The Company markets premium quality personal care products under the NHT Global brand. Additional information can be found on the company’s website at www.naturalhealthtrendsCorp.com.

Forward-Looking Statements

Safe Harbor Statement under the Private Securities Litigation Reform Act of 1995 -- Forward-looking statements in this press release do not constitute guarantees of future performance. Such forward-looking statements are subject to risks and uncertainties that could cause the Company's actual results to differ materially from those anticipated. Such risks and uncertainties include the risks and uncertainties detailed under the caption "Risk Factors" in Natural Health Trends Corp.'s Annual Report on Form 10-K filed on March 27, 2018 with the Securities and Exchange Commission. The Company assumes no obligation to update any forward-looking information contained in this press release or with respect to the announcements described herein.

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Source: Natural Health Trends Corp.