



COMPANY OVERVIEW

Natural Health Trends Corporation (NASDAQ: NHTC) is an international direct-selling and e-commerce company that markets premium quality personal care, wellness and “quality of life” products under the NHT Global brand. The Company is headquartered in Los Angeles, California and operates subsidiaries throughout Asia, North America, and Europe.

EQUITY SNAPSHOT

NASDAQ Ticker:
NHTC

Share price:
\$26.89

52-week range:
\$20.59 – \$39.84

Shares
outstanding:
11,343,456

Market
Capitalization:
\$305 M

Enterprise Value:
\$179 M

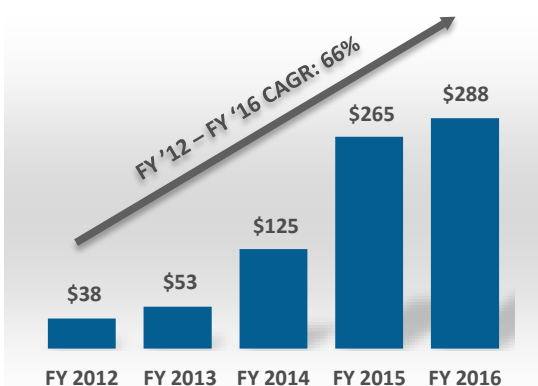
ADTV (3 mos.):
74,332



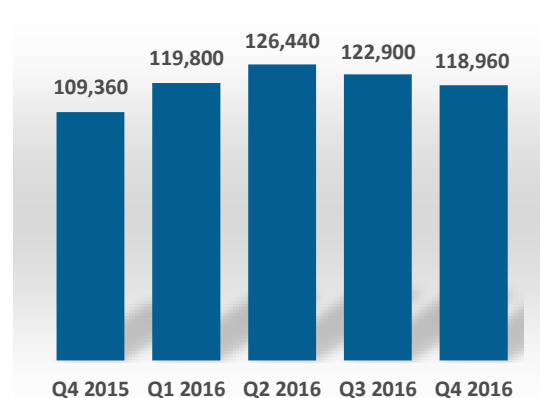
INVESTMENT HIGHLIGHTS

- ✓ Highly scalable business model with significant growth potential and robust active member base
- ✓ Longer-term expansion opportunities into Southeast Asia and the Americas
- ✓ Healthy balance sheet and consistent cash flow generation
 - Announced two \$0.35 per share special dividends and increased regular quarterly dividend 9 times in the past 11 quarters

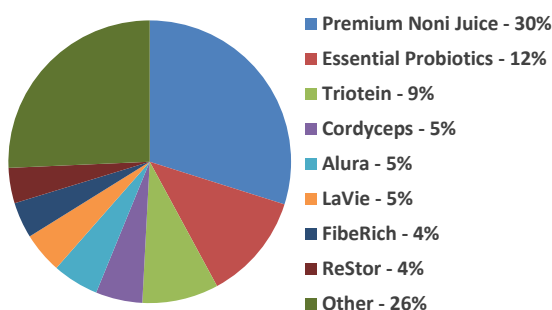
ANNUAL NET SALES (\$ M)



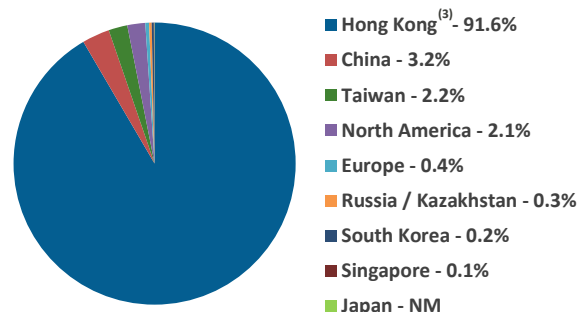
ACTIVE MEMBERS (1)



GROSS ORDERS BY PRODUCT (2)



NET SALES BY REGION (2)



NOTE: EQUITY MARKET DATA AS OF FEBRUARY 7, 2017.

(1) DEFINED AS THOSE THAT HAVE PLACED AT LEAST ONE PRODUCT ORDER WITH THE COMPANY DURING THE PRECEDING TWELVE MONTH PERIOD.

(2) AS OF THE YEAR ENDED DECEMBER 31, 2016.

(3) SUBSTANTIALLY ALL OF THE COMPANY'S HONG KONG REVENUES ARE DERIVED FROM THE SALE OF PRODUCTS THAT ARE DELIVERED TO MEMBERS IN CHINA.

	Three Months Ended December 31,		Year-over-Year (%) Change	Year Ended December 31,		Year-over-Year (%) Change
	2016	2015		2016	2015	
Net Sales	\$ 62.3	\$ 73.7	(15%)	\$ 287.7	\$ 264.9	9%
Cost of Sales	\$ 11.9	\$ 15.1	(21%)	\$ 54.9	\$ 54.1	1%
Gross Profit	\$ 50.4	\$ 58.6	(14%)	\$ 232.8	\$ 210.8	10%
Gross Profit Margin	80.8%	79.5%		80.9%	79.6%	
Operating Income	\$ 20.0	\$ 13.9	44%	\$ 64.1	\$ 47.9	34%
Net Income	\$ 19.0	\$ 13.7	39%	\$ 55.1	\$ 47.2	17%
Diluted Earnings per Share	\$ 1.70	\$ 1.13	50%	\$ 4.83	\$ 3.82	26%
Cash Dividends per Common Share	\$ 0.43	\$ 0.05	760%	\$ 0.61	\$ 0.14	336%

Note: USD in millions, except for per share data.

BALANCE SHEET & CASH FLOW ⁽³⁾

▪ Cash & Cash Equivalents:	\$125.9 M
▪ Total Debt:	\$0.0 M
▪ Cash Flow from Operations (YTD):	\$53.2 M
▪ Capital Expenditures (YTD):	\$0.9 M
▪ Share Repurchases (YTD):	\$23.7 M
▪ Dividends Paid (YTD):	\$6.9 M

(3) AS OF DECEMBER 31, 2016.

KEY PRODUCT CATEGORIES

1) WELLNESS



2) LIFESTYLE



3) HERBAL



4) BEAUTY



5) HOME

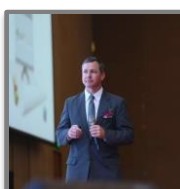


EXPERIENCED MANAGEMENT TEAM



Chris Sharng – President

Mr. Sharng previously served as Executive Vice President and CFO of NHTC from August 2004 to February 2007, and during that time he also performed functions of the principal executive officer. Prior to NHTC, Mr. Sharng held management positions at NorthPole Limited as CFO, Ultrak Inc. as Senior Vice President and CFO, and Mattel, Inc. as Vice President of International Finance. Mr. Sharng holds an MBA from Columbia University and received his bachelor's degree from National Taiwan University.



Scott Davidson – Senior VP and CFO

Mr. Davidson previously served as NHTC's Chief Accounting Officer from September 2004 to February 2007. Before joining NHTC, Mr. Davidson was Manager of Financial Reporting for IP Communications, Inc. from February 2000 to February 2001; Corporate Controller for telecommunications company Celion Networks, Inc. from March 2001 to September 2004; and Audit Manager for Arthur Andersen, LLP December 1994 through January 2000. Mr. Davidson has a master's degree in professional accounting from the University of Texas at Austin and a bachelor's degree from Texas A&M University at Commerce.