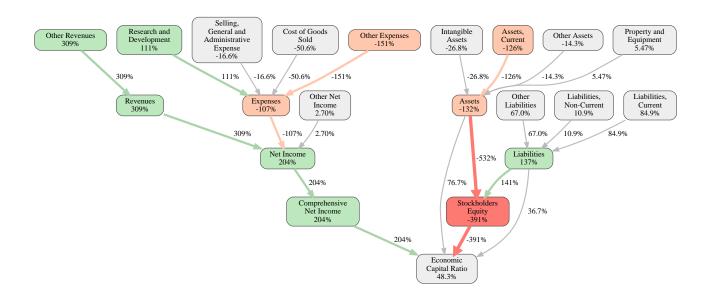


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The relative strengths and weaknesses of Lifevantage Corp are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Lifevantage Corp compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 309% points. The greatest weakness of Lifevantage Corp is the variable Other Expenses, reducing the Economic Capital Ratio by 151% points.

The company's Economic Capital Ratio, given in the ranking table, is 126%, being 48% points above the market average of 78%.

Input Variable	Value in 1000 USD
Assets, Current	48,054
Cost of Goods Sold	38,187
Intangible Assets	719
Liabilities, Current	25,199
Liabilities, Non-Current	16,726
Other Assets	18,836
Other Compr. Net Income	-40
Other Expenses	107,879
Other Liabilities	0
Other Net Income	-383
Other Revenues	220,181
Property and Equipment	11,123
Research and Development	0
Selling, General and Administrative Expense	60,838

Output Variable	Value in 1000 USD
Assets	78,732
Liabilities	41,925
Expenses	206,904
Revenues	220,181
Stockholders Equity	36,807
Net Income	12,894
Comprehensive Net Income	12,874
Economic Capital Ratio	126%

