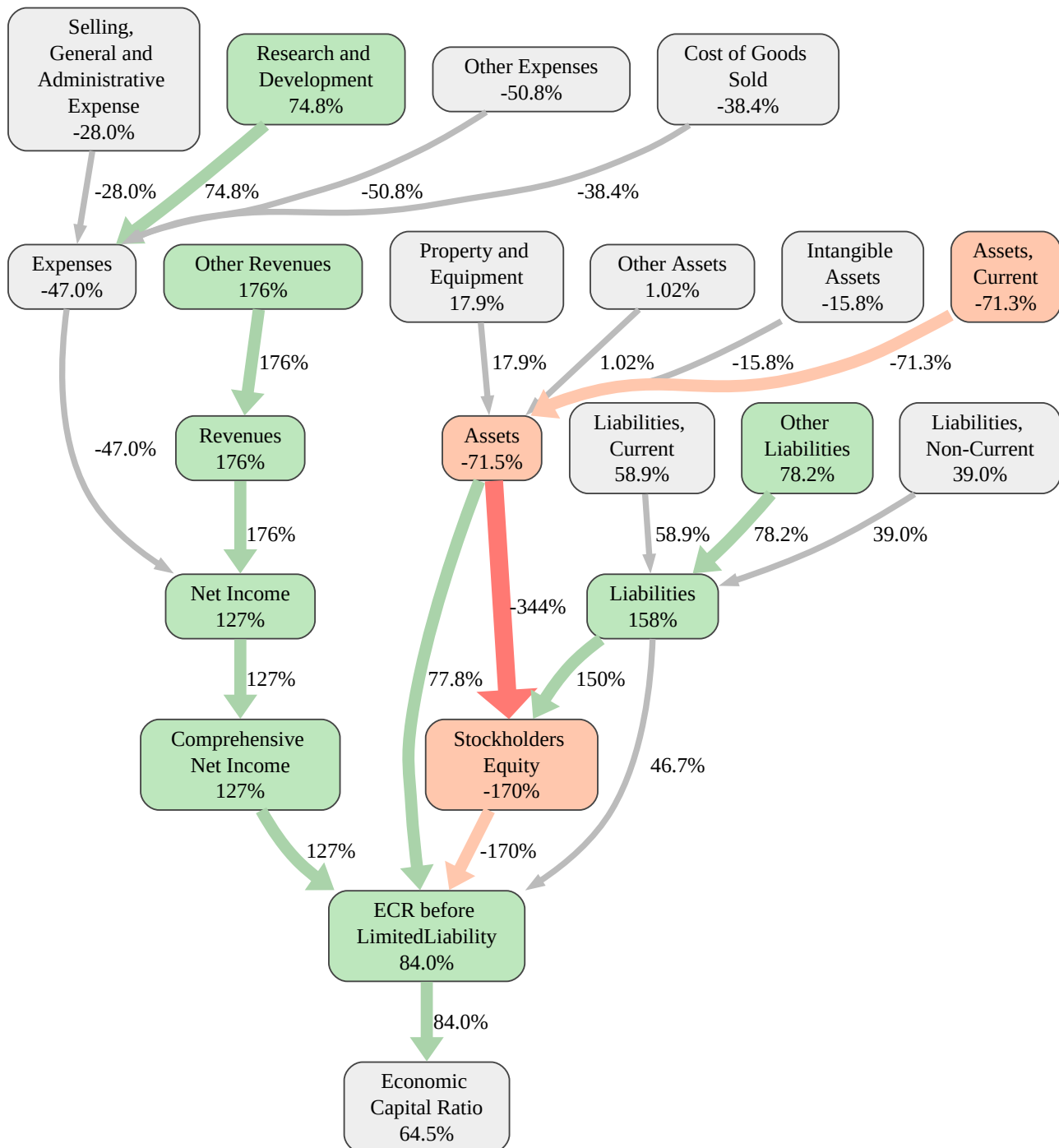




The relative strengths and weaknesses of Reliv International INC are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Reliv International INC compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 176% points. The greatest weakness of Reliv International INC is the variable Stockholders Equity, reducing the Economic Capital Ratio by 170% points.

The company's Economic Capital Ratio, given in the ranking table, is 316%, being 65% points above the market average of 252%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	8,396	Assets	21,076
Cost of Goods Sold	9,401	Liabilities	6,711
Intangible Assets	2,174	Expenses	42,626
Liabilities, Current	6,258	Revenues	41,789
Liabilities, Non-Current	453	Stockholders Equity	14,365
Other Assets	4,829	Net Income	-697
Other Compr. Net Income	114	Comprehensive Net Income	-640
Other Expenses	15,340	BaseVar	56,228
Other Liabilities	0	ECR before LimitedLiability	221%
Other Net Income	141	Economic Capital Ratio	316%
Other Revenues	41,789		
Property and Equipment	5,677		
Research and Development	0		
Selling, General and Administrative Expense	17,885		