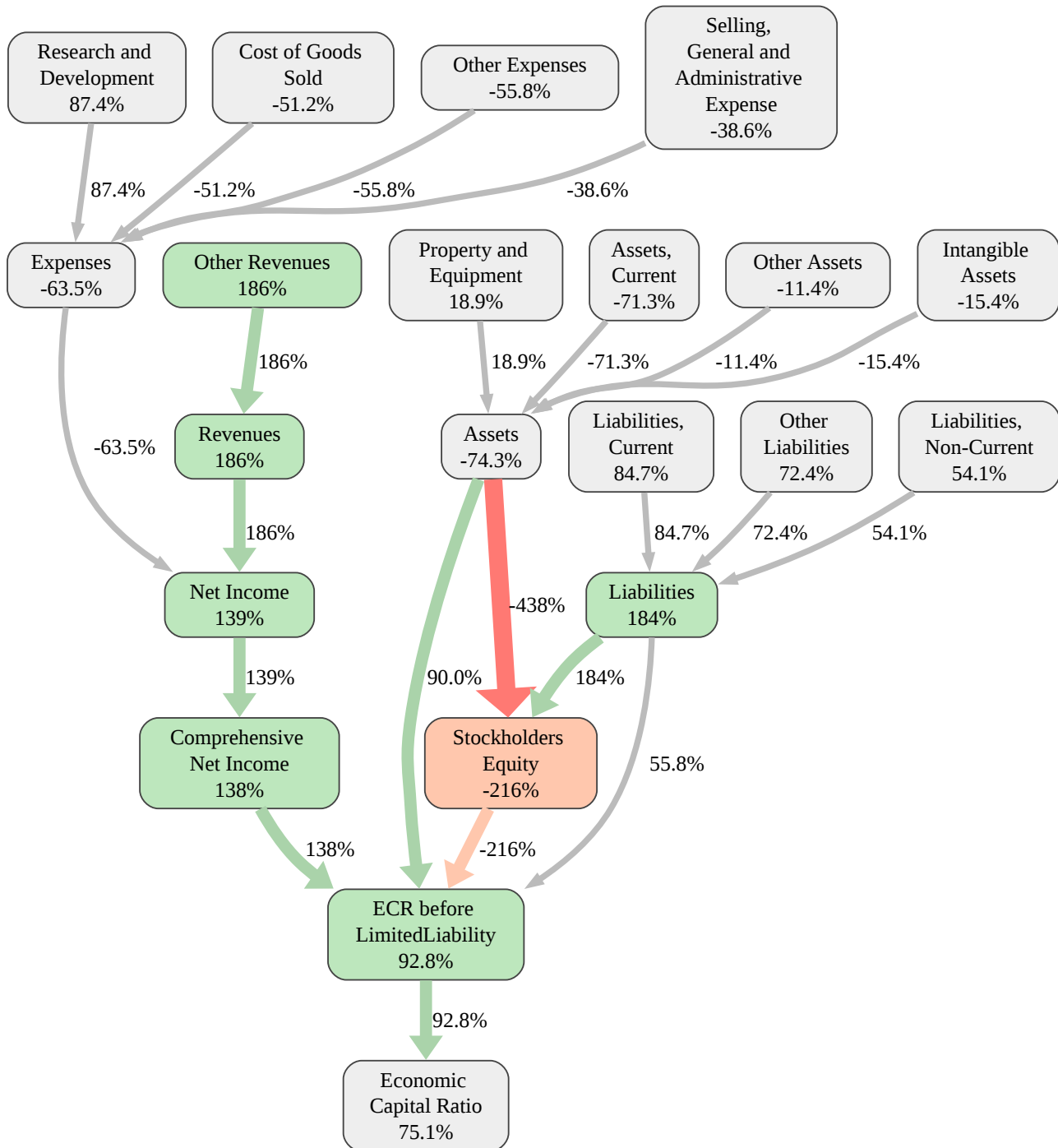




The relative strengths and weaknesses of Reliv International INC are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Reliv International INC compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 186% points. The greatest weakness of Reliv International INC is the variable Stockholders Equity, reducing the Economic Capital Ratio by 216% points.

The company's Economic Capital Ratio, given in the ranking table, is 325%, being 75% points above the market average of 250%.

Input Variable	Value in 1000 USD
Assets, Current	8,086
Cost of Goods Sold	9,710
Intangible Assets	1,948
Liabilities, Current	3,915
Liabilities, Non-Current	446
Other Assets	1,621
Other Compr. Net Income	-124
Other Expenses	11,943
Other Liabilities	0
Other Net Income	155
Other Revenues	36,116
Property and Equipment	4,699
Research and Development	0
Selling, General and Administrative Expense	16,521

Output Variable	Value in 1000 USD
Assets	16,354
Liabilities	4,361
Expenses	38,174
Revenues	36,116
Stockholders Equity	11,993
Net Income	-1,903
Comprehensive Net Income	-1,966
BaseVar	47,642
ECR before LimitedLiability	233%
Economic Capital Ratio	325%