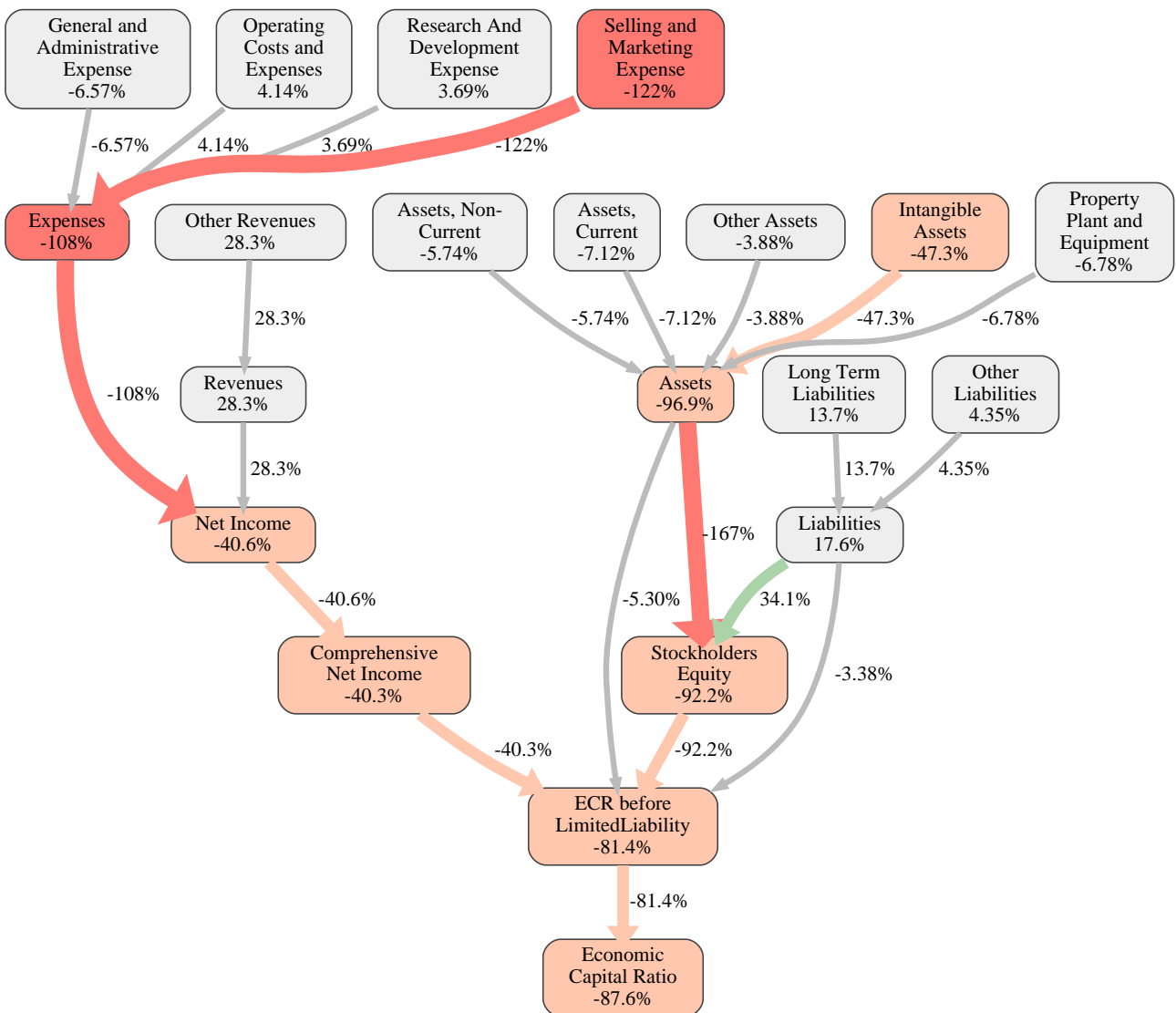




RealRate

HEALTH SERVICES 2022

Lifemd Inc
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HEALTH SERVICES 2022

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The relative strengths and weaknesses of Lifemd 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 Lifemd Inc compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 28% points. The greatest weakness of Lifemd Inc is the variable Selling and Marketing Expense, reducing the Economic Capital Ratio by 122% points.

The company's Economic Capital Ratio, given in the ranking table, is 80%, being 88% points below the market average of 168%.

Input Variable	Value in 1000 USD	Output Variable	Value in 1000 USD
Assets, Current	44,921	Assets	49,923
Assets, Non-Current	5,002	Liabilities	24,104
Cost of Goods and Services Sold	17,995	Expenses	150,204
Depreciation, Depletion, Amortization	0	Revenues	92,876
General and Administrative Expense	39,570	Stockholders Equity	25,819
Goodwill Impairment Loss	0	Net Income	-61,324
Intangible Assets	0	Comprehensive Net Income	-61,324
Labor Expense	0	BaseVar	160,552
Liabilities, Current	22,826	ECR before LimitedLiability	-65%
Long Term Liabilities	1,179	Economic Capital Ratio	80%
Operating Costs and Expenses	0		
Other Assets	-234		
Other Compr. Net Income	0		
Other Expenses	10,097		
Other Liabilities	100		
Other Net Income	-3,996		
Other Revenues	92,876		
Property Plant and Equipment	234		
Research And Development Expense	0		
Selling and Marketing Expense	82,542		