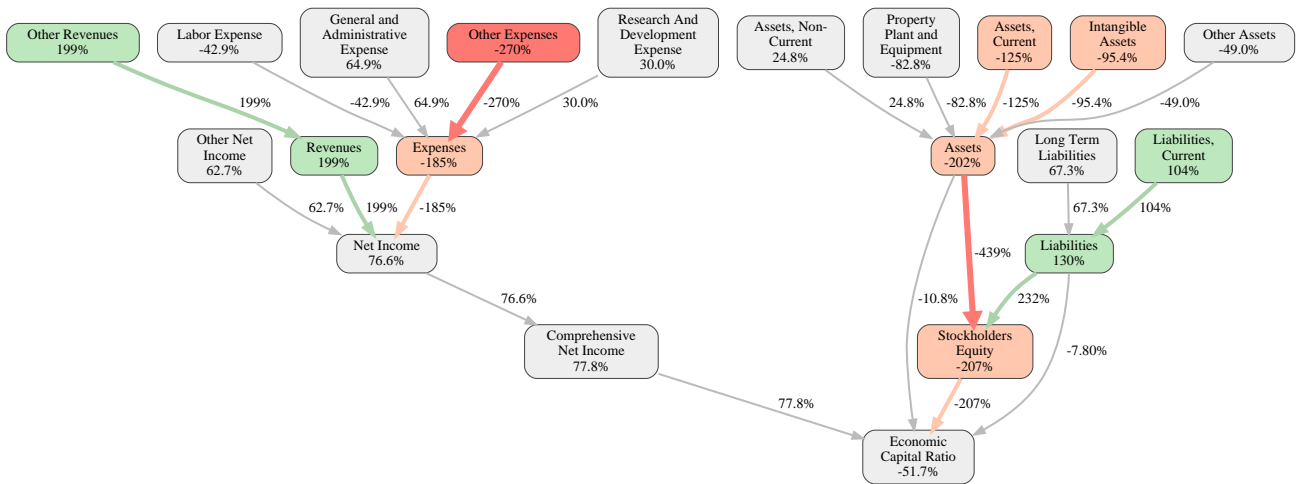




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HEALTH SERVICES 2019

LifeMD Inc.
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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 199% points. The greatest weakness of LifeMD Inc. is the variable Other Expenses, reducing the Economic Capital Ratio by 270% points.

The company's Economic Capital Ratio, given in the ranking table, is -19%, being 52% points below the market average of 32%.

| Input Variable | Value in 1000 USD |
|---------------------------------------|-------------------|
| Assets, Current | 1,605 |
| Assets, Non-Current | 1,011 |
| Cost of Goods and Services Sold | 1,969 |
| Depreciation, Depletion, Amortization | 0 |
| General and Administrative Expense | 1,099 |
| Goodwill Impairment Loss | 0 |
| Intangible Assets | 0 |
| Labor Expense | 1,410 |
| Liabilities, Current | 1,192 |
| Long Term Liabilities | 0 |
| Operating Costs and Expenses | 0 |
| Other Assets | 0 |
| Other Compr. Net Income | 0 |
| Other Expenses | 6,132 |
| Other Liabilities | 604 |
| Other Net Income | 926 |
| Other Revenues | 8,324 |
| Property Plant and Equipment | 0 |
| Research And Development Expense | 0 |
| Selling and Marketing Expense | 0 |

| Output Variable | Value in 1000 USD |
|--------------------------|-------------------|
| Assets | 2,616 |
| Liabilities | 1,796 |
| Expenses | 10,610 |
| Revenues | 8,324 |
| Stockholders Equity | 820 |
| Net Income | -1,360 |
| Comprehensive Net Income | -1,360 |
| Economic Capital Ratio | -19% |