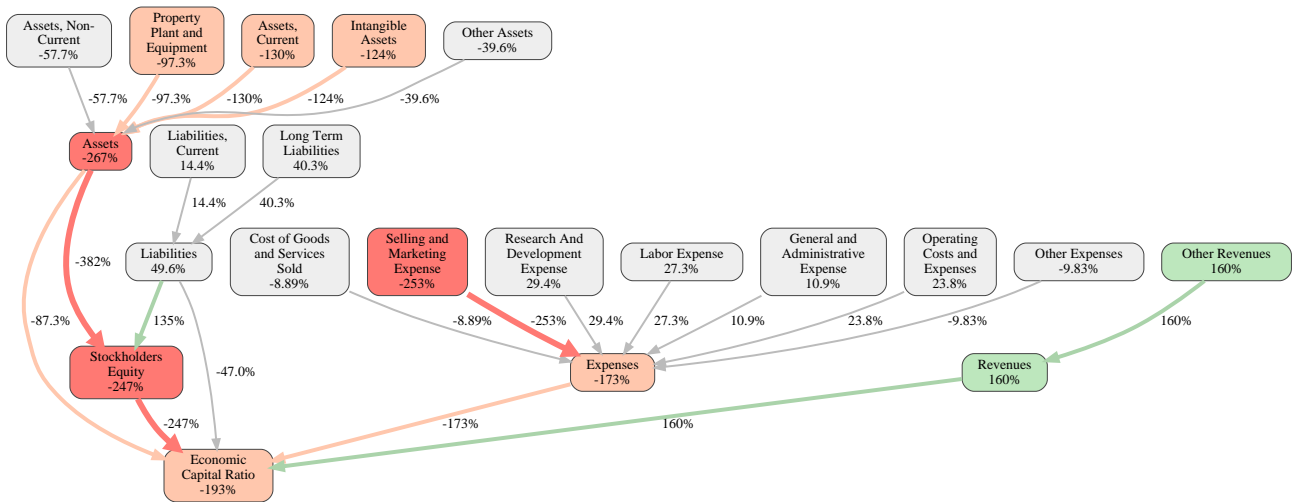




HEALTH SERVICES 2020

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 160% points. The greatest weakness of LifeMD Inc. is the variable Selling and Marketing Expense, reducing the Economic Capital Ratio by 253% points.

The company's Economic Capital Ratio, given in the ranking table, is -165%, being 193% points below the market average of 29%.

Input Variable	Value in 1000 USD
Assets, Current	2,747
Assets, Non-Current	699
Cost of Goods and Services Sold	3,271
Depreciation, Depletion, Amortization	0
General and Administrative Expense	2,399
Goodwill Impairment Loss	0
Intangible Assets	0
Labor Expense	0
Liabilities, Current	3,975
Long Term Liabilities	0
Operating Costs and Expenses	0
Other Assets	0
Other Compr. Net Income	0
Other Expenses	2,157
Other Liabilities	600
Other Net Income	0
Other Revenues	12,469
Property Plant and Equipment	0
Research And Development Expense	0
Selling and Marketing Expense	8,171

Output Variable	Value in 1000 USD
Assets	3,446
Liabilities	4,575
Expenses	15,997
Revenues	12,469
Stockholders Equity	-1,129
Net Income	-3,528
Comprehensive Net Income	-3,528
Economic Capital Ratio	-165%