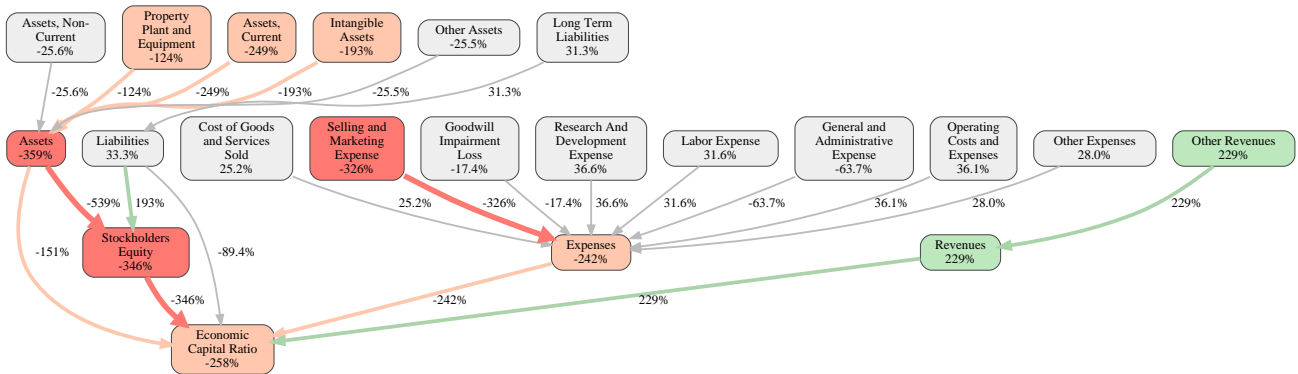




HEALTH SERVICES 2023

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 229% points. The greatest weakness of LifeMD Inc. is the variable Selling and Marketing Expense, reducing the Economic Capital Ratio by 326% points.

The company's Economic Capital Ratio, given in the ranking table, is -246%, being 258% points below the market average of 12%.

Input Variable	Value in 1000 USD
Assets, Current	11,311
Assets, Non-Current	14,354
Cost of Goods and Services Sold	18,668
Depreciation, Depletion, Amortization	0
General and Administrative Expense	46,961
Goodwill Impairment Loss	8,863
Intangible Assets	0
Labor Expense	0
Liabilities, Current	31,374
Long Term Liabilities	574
Operating Costs and Expenses	0
Other Assets	-476
Other Compr. Net Income	0
Other Expenses	11,257
Other Liabilities	1,023
Other Net Income	63
Other Revenues	119,034
Property Plant and Equipment	476
Research And Development Expense	0
Selling and Marketing Expense	78,369

Output Variable	Value in 1000 USD
Assets	25,666
Liabilities	32,971
Expenses	164,118
Revenues	119,034
Stockholders Equity	-7,306
Net Income	-45,021
Comprehensive Net Income	-45,021
Economic Capital Ratio	-246%