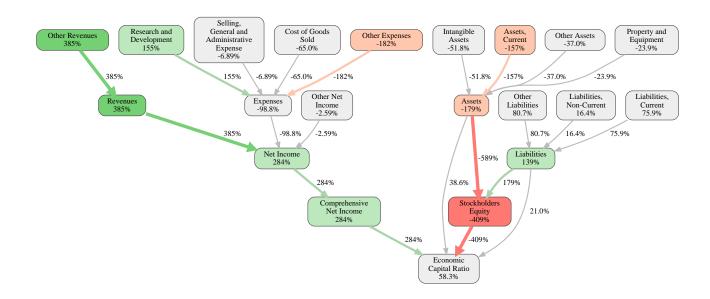


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The relative strengths and weaknesses of Lifevantage Corp are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Lifevantage Corp compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 385% points. The greatest weakness of Lifevantage Corp is the variable Other Expenses, reducing the Economic Capital Ratio by 182% points.

The company's Economic Capital Ratio, given in the ranking table, is 61%, being 58% points above the market average of 2.9%.

Input Variable	Value in 1000 USD
Assets, Current	42,409
Cost of Goods Sold	33,932
Intangible Assets	1,744
Liabilities, Current	28,550
Liabilities, Non-Current	9,578
Other Assets	2,650
Other Compr. Net Income	294
Other Expenses	105,785
Other Liabilities	0
Other Net Income	-4,730
Other Revenues	206,540
Property and Equipment	3,456
Research and Development	0
Selling, General and Administrative Expense	56,074

Output Variable	Value in 1000 USD
Assets	50,259
Liabilities	38,128
Expenses	195,791
Revenues	206,540
Stockholders Equity	12,131
Net Income	6,019
Comprehensive Net Income	6,166
Economic Capital Ratio	61%

