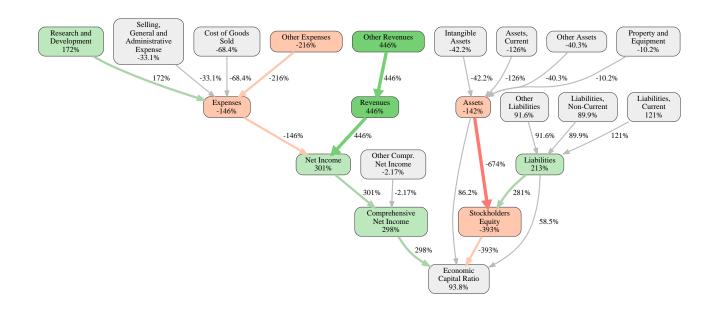


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The relative strengths and weaknesses of Lifevantage Corp are analyzed with respect to the market average, including all of its competitors. We analyzed all variables having an effect on the Economic Capital Ratio.

The greatest strength of Lifevantage Corp compared to the market average is the variable Other Revenues, increasing the Economic Capital Ratio by 446% points. The greatest weakness of Lifevantage Corp is the variable Other Expenses, reducing the Economic Capital Ratio by 216% points.

The company's Economic Capital Ratio, given in the ranking table, is 130%, being 94% points above the market average of 36%.

Input Variable	Value in 1000 USD
Assets, Current	43,188
Cost of Goods Sold	37,973
Intangible Assets	983
Liabilities, Current	26,195
Liabilities, Non-Current	1,879
Other Assets	3,971
Other Compr. Net Income	48
Other Expenses	110,421
Other Liabilities	0
Other Net Income	-584
Other Revenues	225,958
Property and Equipment	7,131
Research and Development	0
Selling, General and Administrative Expense	69,551

Output Variable	Value in 1000 USD
Assets	55,273
Liabilities	28,074
Expenses	217,945
Revenues	225,958
Stockholders Equity	27,199
Net Income	7,429
Comprehensive Net Income	7,453
Economic Capital Ratio	130%

