



FORWARD LOOKING STATEMENTS

Safe Harbor Statement

This presentation contains forward-looking statements made pursuant to the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. Words and expressions reflecting optimism, satisfaction or disappointment with current prospects, as well as words such as "believe," "hopes," "intends," "estimates," "expects," "projects," "plans," "look forward to," "anticipates" and variations thereof, identify forward-looking statements, but their absence does not mean that a statement is not forward-looking. These forward-looking statements are not guarantees of performance and actual results could differ materially from those contained in such statements. These forward-looking statements are based on our current expectations and beliefs concerning future events affecting us and involve known and unknown risks and uncertainties that may cause our actual results or outcomes to be materially different from those anticipated and discussed herein. These risks and uncertainties are discussed in greater detail in our Annual Report on Form 10-K and Quarterly Report on Form 10-Q under the caption "Risk Factors" and in other documents filed by us from time to time with the Securities and Exchange Commission. We caution you not to place undue reliance on the forward-looking statements contained in this presentation. All forward-looking statements are based on information currently available to us as of today, and we undertake no obligation to revise or update these forward-looking statements to reflect events or circumstances after the date of this document, except as required by law.

Health Claims Disclaimer

Statements made in this presentation and appendices have not been evaluated by the Food and Drug Administration. LifeVantage products are not intended to treat, cure, prevent or mitigate any disease. The statements in this presentation are for investors' educational purposes only.





THE COMPANY: LifeVantage (NASDAQ: LFVN)

We believe the secret to unlocking your potential is found in your DNA. LifeVantage is dedicated to helping you master it.

We are a pioneer in Nutrigenomics - a new science dedicated to cracking the human aging code.

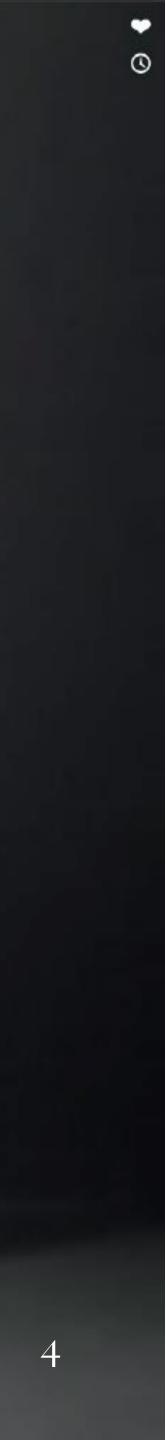
We agree with leading researchers that extending human life is inevitable, and we have already made strides to achieve it. However, we believe that in order to truly enjoy extreme longevity, we need to enhance both our physical and financial health. That is why we have combined our pioneering nutrigenomics efforts with a subscription-based entrepreneurial vehicle.

Our products are sold exclusively through that entrepreneurial vehicle - our network of independent distributors.

https://vimeo.com/329678223/9587c980d1







LIFEVANTAGE FACT SHEET

NASDAQ Ticker	LFVN	Share price ¹	\$7.49
Shares outstanding ¹	13.6 million	Float ¹	12.2 million
Market Capitalization ¹	\$102.0 million	Enterprise Value ¹	\$78.8 million
Average Daily Volume ¹	131,581	Fiscal 2021 Revenue	\$220.2 million
Cash at June 30, 2020	\$23.2 million	Fiscal 2021 Adjusted EBITDA ²	\$24.8 million
Debt at June 30, 2020	Debt free	Fiscal 2021 Adjusted EPS ²	\$1.00



INDUSTRY TRENDS



TRENDS

THE RISE OF THE HEALTH ACTIVATED INDIVIDUAL

- Rapid democratization of genomic and other personalized health data is giving rise to a new wave of health-conscious individuals
- More than ever, education and understanding of one's own health is becoming widespread
- Individuals will research, measure and manage their overall health much like their personal finances
- Millennials have become a major driving force, empowered by ready access to genomic testing, health tools and a social network environment filled with influencers, all with a desire to hack the code to a healthier lifestyle

Nutrigenomics

LifeVantage is a Nutrigenomics company, focused using nutrigenomics to optimize the human body for increased health.

- These trends have led to the emergence of nutrigenomics
 - The art of enhancing your biology using nature's built-in mechanisms to stack the cards in your favor and become the best version of yourself
 - Nutrigenomics is using science and personalized results to take control of and upgrade your body, your mind and your life
- Our mission is to "Optimize the Body" through the relentless pursuit of science-based nutrigenomic products with the intent of helping our customers live longer, healthier lives





NUTRIGENOMICS PRODUCTS

PATENTED

Several U.S. and international patents, including our initial patent "Compositions And Methods For Alleviating Inflammation And Oxidative Stress In A Mammal"

SCIENCE-BACKED

Protandim Studies conducted at the following institutions: The Ohio State University LSU University of Colorado Denver Virginia Commonwealth University Colorado State University Texas Tech University Auburn University

PEER-REVIEWED PUBLISHED RESEARCH

Research published in the following medical journals: Free Radical Biology & Medicine Enzyme Research Circulation American Journal of Physiology—Lung Cellular and Molecular Physiology









ORIGINAL BREAKTHROUGH

LifeVantage. NRF2 SYNERGIZER

30 CAPLETS DIETARY SUPPLEMENT

LifeVantage. **PROTANDIM® NRF2** SYNERGIZER[™]

BACKED BY 31 CLINICAL STUDIES AND COUNTING. INCLUDING:

In a study conducted by the National Institute of Aging and published in the journal "Aging Cell", Protandim[®] Nrf2 Synergizer[™] was "proven to significantly increase the lifespan of male mice, with a 7% increase in median survival. This is the only nutritional supplement tested that has been proven to increase the median survival in mice, thus delaying the aging process."

In a human clinical study published in "Free Radical Biology and Medicine", vol. 40, issue 2, Protandim[®] Nrf2 Synergizer[™] was also proven to reduce oxidative stress by an average of 40% in only 30 days.



LifeVantage. TRI-SYNERGIZER™ BEYOND NAD BREAKTH LifeVantage. ntage **PROTANDIM** TANDIM NAD SYNERGIZER™

ULES

LEMENT

LifeVantage

PROTAN

NRF2 SYNERGI

30 CAPLETS

DIETARY SUPPLEMENT

60 CAPSULES

DIETARY SUPPLEMENT

Mitochondrial theory of aging

PROTANDIM® NAD SYNERGIZER[™]

- Sirtuin theory of aging
- proteins and healthy longevity*

PROTANDIM[®]

THREE OF THE MOST PROMINENT THEORIES OF AGING

PROTANDIM[®] NRF2 SYNERGIZER[™]

Oxidative stress theory of aging

Created to activate the Nrf2 pathway, a pathway responsible for antioxidant production that supports antioxidant defenses and detoxification processes.*

PROTANDIM[®] NRF1 SYNERGIZER[™]

Created to activate the NRF1 pathway, a pathway responsible for mitochondrial health and deliver nutrients know to support mitochondrial*

Created to activate NAD and NAD-dependent pathways to activate sirtuin

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.







PROTANDIM TRI-SYNERGIZER

VITALITY STACK

OMEGA+

OMEGA



PHYSIQ WEIGHT MANAGEMENT



TRUESCIENCE SKIN CARE





PROBIO



AXIO



DAILY WELLNESS



TRUESCIENCE HAIR CARE



PETANDIM



TRUE SCIENCE PERSONAL CARE









HOW WE GO TO MARKET





INDUSTRY TRENDS

DIRECT SELLING IN THE U.S.

PEOPLE INVOLVED IN DIRECT SELLING

Direct Sellers

7.7 million direct sellers (a 13.2% increase over 2019) built a business full-time (30 or more hours/week) or part-time (fewer than 30 hours/week). These people sell products/services to consumers and may sponsor people to join their team.

Customers

More than 41.6 Million Customers This total figure represents a 12.7% increase over 2019. (And, this figure excludes those who have not signed an agreement with a direct selling company).



US RETAIL SALES

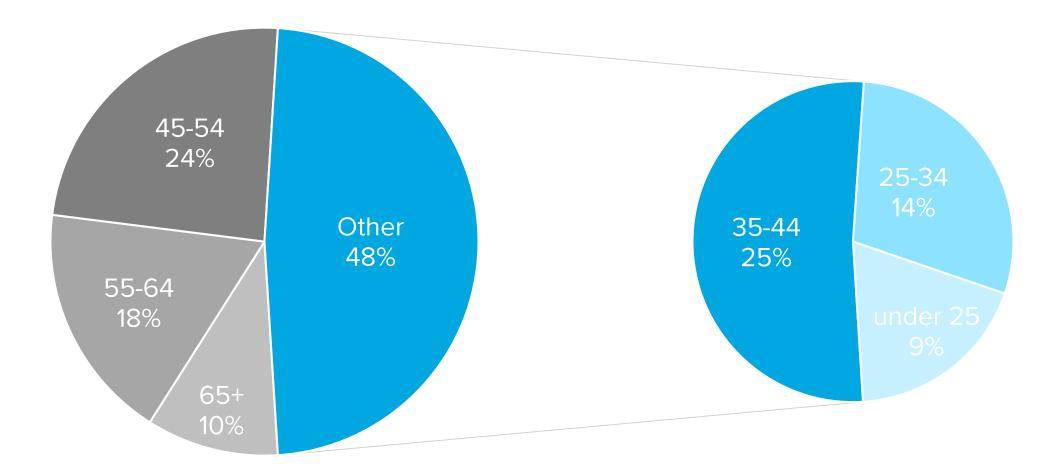


Source: 2020 Direct Selling Association Data

Definitions:

Discount buyers are eligible to purchase, sell, & sponsor, but are product lovers, only purchasing products /services they personally enjoy and use at a discount. Preferred customers have signed a preferred customer agreement with a direct selling company where they may be eligible to pay wholesales prices. They are not eligible to sell products/services to others, and they are not eligible to earn.

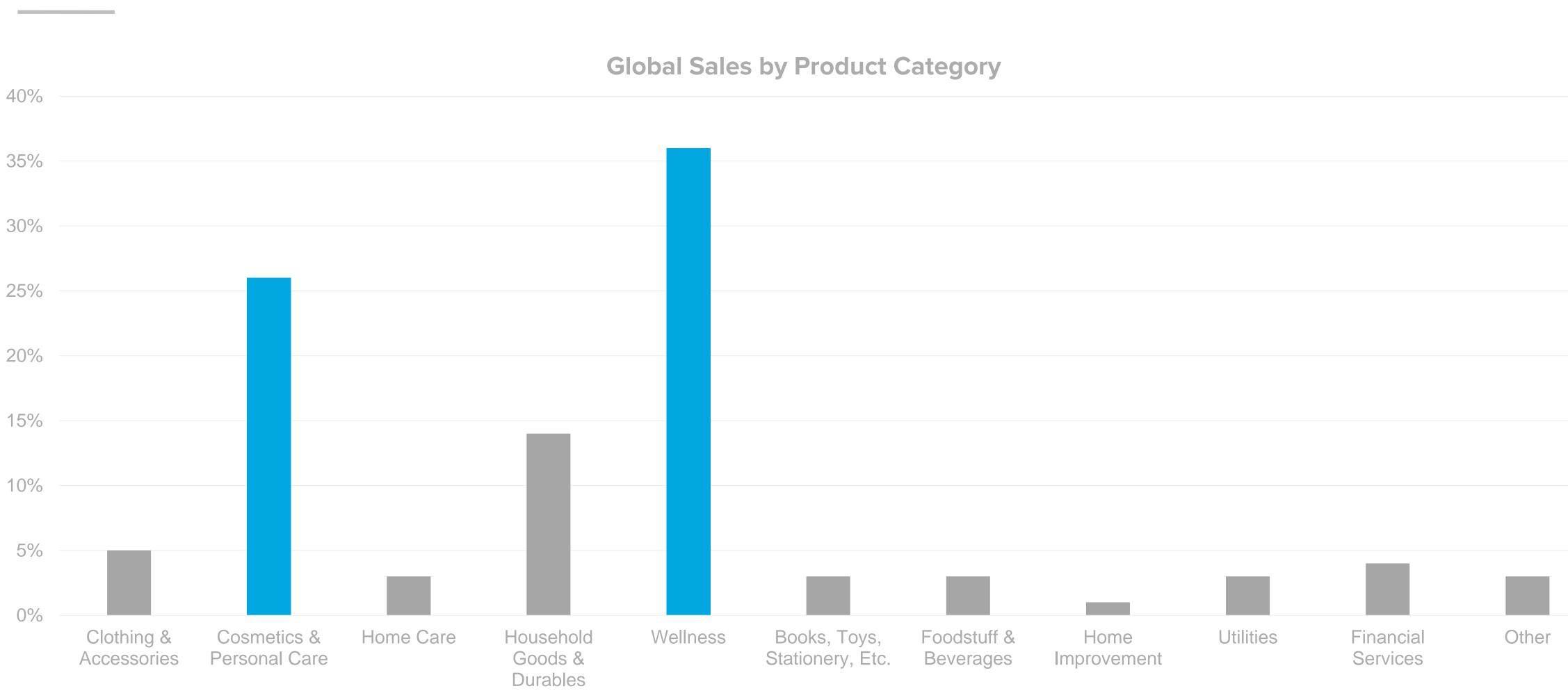
PEOPLE INVOLVED BY AGE





ADDRESSING KEY CATEGORIES

LIFEVANTAGE PRODUCTS ADDRESS THE TWO LARGEST CATEGORIES OF DIRECT SELLING GLOBALLY



Source: World Federation of Direct Selling Associations 2020 Data

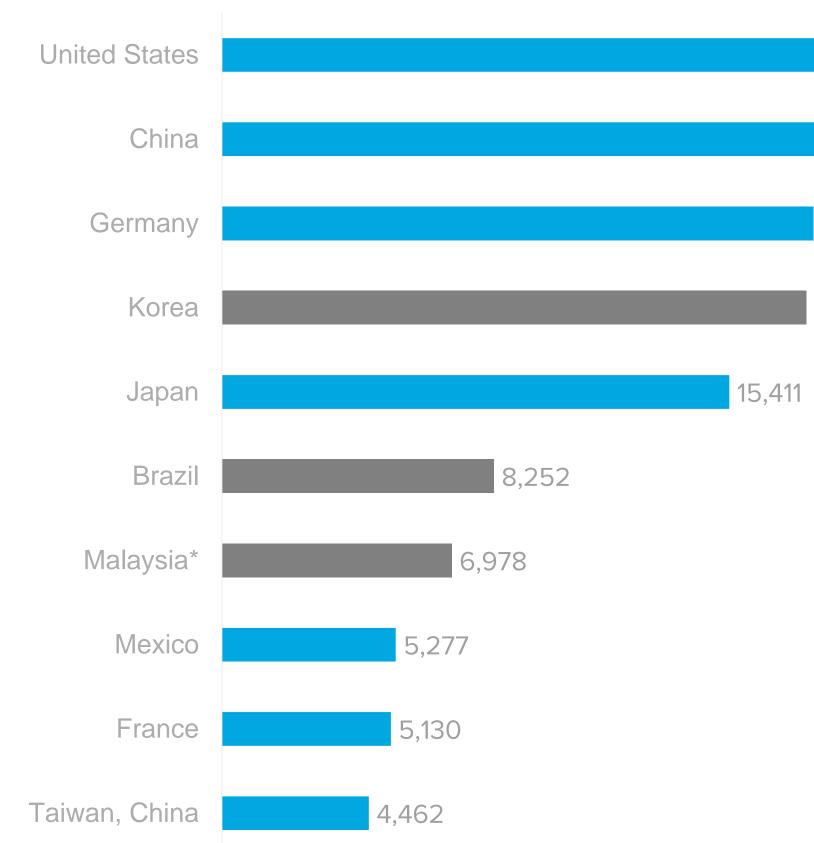


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Source: World Federation of Direct Selling Associations 2020 Data *Launched NFR sales in Malaysia during quarter ending September 30, 2020

ADDRESSING GLOBAL MARKETS

LIFEVANTAGE OPERATES IN 7 OF THE 10 LARGEST DIRECT SELLING MARKETS GLOBALLY





Top 10 Direct Selling Markets Globally

	40,100
19,183	
7,967	

17,748

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WHAT IS GOING TO DRIVE GROWTH?





GROWTH **OPPORTUNITIES**

GEOGRAPHICAL

Greater China expansion utilizing an e-commerce model **Opened Taiwan June 2018 Opened Austria September 2018 Opened Spain March 2019 Opened Ireland May 2019** Opened Belgium June 2019 **Opened New Zealand November 2019 Opened in Singapore September 2020** Launched NFR sales in Malaysia September 2020 Partnered with a global shipping platform to setup a global NFR program with the ability to ship to over 220 countries and territories in June 2021

EXPANDING DISTRIBUTOR BASE

While most companies are scrambling for customers to talk about and recommend their products, we have over 63,000 active independent distributors created both organically and through our "Red Carpet" program

FOCUS ON DRIVING SUBSCRIPTION PLATFORM

70% of current revenue derived from subscriptions

NEW PRODUCTS

TOOLS AND TECHNOLOGIES

I7

EXPANDING DISTRIBUTOR BASE

RED CARPET PROGRAM

- Recently deployed an enhanced effort to attract new experienced leaders to LifeVantage through a program focused on creating relationships with developed leaders with access to our corporate leadership team, while providing activity based incentives as they build their business
- Incentivize experienced sales leaders to attract and retain accomplished salespeople to drive our business

Enhancing the demographics and skillset of our distributor base

- Focused on enhancing distributor base by attracting a second wave of leaders who are technology adept and social commerce savvy
- History of success with similar programs, which have demonstrated significant return on investment



NEW PRODUCT INTRODUCTIONS

STACKS

Reconfigured product strategy from single products to a regimen that creates integrated product systems

Combining several of our powerful products into a single solution that will become the basis of our a nutrigenomics protocol

> **Ultimate Stack** Vitality Stack Tri-Synergizer **Active Essentials** Activate Daily Wellness Stack

Introduced Vitality Stack Packets, providing convenient singleday serving size for on-the-go customers

FLAGSHIP PRODUCTS TO KEY GROWTH MARKETS

Launched Protandims in Mexico, Thailand, and Australia

NEW PRODUCT LAUNCHES

- FY2018 – Omega+, TruScience Hand Cream
- FY2019 – TrueScience Hair Care System[®] in October 2018
- PhysIQ[™] System Update in February 2019 FY2019
- FY2020 Protandim[®] NAD Synergizer[™] and Protandim[®] Tri-Synergizer[™] in October 2019, Protandim[®] S in Japan in April 2020
- Permanent and Limited Time Only Axio[®] Flavors FY2021
- Daily Wellness FY2021
- FY2021 – CBD and Nrf2 Enhanced Personal Care Line









LifeVantage. **PROTANDIM**[®] NAD SYNERGIZER™

THE NEWEST MEMBER OF THE PROTANDIM FAMILY

- A Nutrigenomics breakthrough shown to activate NAD and NAD-dependent pathways to activate sirtuin proteins and healthy longevity*
- Sirtuins are responsible for supporting a healthy vascular system, maintaining cholesterol levels already in the healthy range, supporting the body's healthy inflammation response, supporting joint health, heightening mental focus, improving mood, motivation, energy, and much more*
- Sirtuin activity declines as we age $\simeq 60\%^*$
- Protandim[®] NAD Synergizer[™] can increase sirtuin activity by 100% in 24 hours^{*}

Launched October 2019

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.



LifeVantage. Daily Wellness elderflower açai flavor **30** SERVINGS NET WT 6.27 OZ. (178 G) DIETARY SUPPLEMENT

LifeVantage. **DAILY WELLNESS IMMUNE-SUPPORT DRINK MIX**

A delicious Elderflower-Acai flavored drink mix formulated with 5 key ingredients to proactively support a healthy and robust immune system.

Formulated with vitamins C, D, Zinc, Elderberry, and fermented yeast extract, a unique postbiotic scientifically proven to support immune strength.

LifeVantage Daily Wellness:

- Helps immune response*
- Assists the body's response to everyday stresses*
- Supports respiratory & sinus health*
- Supports a balanced gut microbiome*

Launched March 2021

Supports all three elements of the immune system*

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

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ifeVantage body butter

LifeVantage. **TRUESCIENCE PERSONAL CARE** WITH CBD ENHANCED NRF2 TECHNOLOGY

Body Care

Targeted Care

- •

Skin Care

Launched June 2021

• Four science-backed body care products that go far beyond the basics. Clean, plant-powered formulas cleanse, replenish, and rejuvenate the skin's natural glow, as the signature yuzu blossom helps you to relax, recharge and reach a sense of inner calm. The four products are Body Wash, Body Lotion, Body Butter with CBD, and Deodorant with CBD

TrueScience Body Rub is formulated with CBD-enhanced Nrf2 ingredients and plus extracts like alpine skullcap, willow bark, and white lily to sooth an active body and tired muscles with instant comfort.

TrueScience Soothing Balm is a head-to-toe, fix-it-all balm that soothes, smooths, protects and provides comfort for irritated areas, cracked heels, dry patches, rough elbows, chapped lips, and windburn skin. It is formulated with CBDenhanced Nrf2 ingredients, four nourishing seed oils, beeswax, shea, and mango butter.

• TrueScience Beauty Serum is the newest addition to our skin care line. This powerhouse serum is supercharged with active ingredients to renew radiance, restore balance, and erase visible signs of aging. This nutrient-rich hydrating serum is packed with CBD-enhanced Nrf2 ingredients, postbiotics, peptides, soothing seed oils, and stem cells that work together to support skin health to reveal a naturally beautiful complexion.

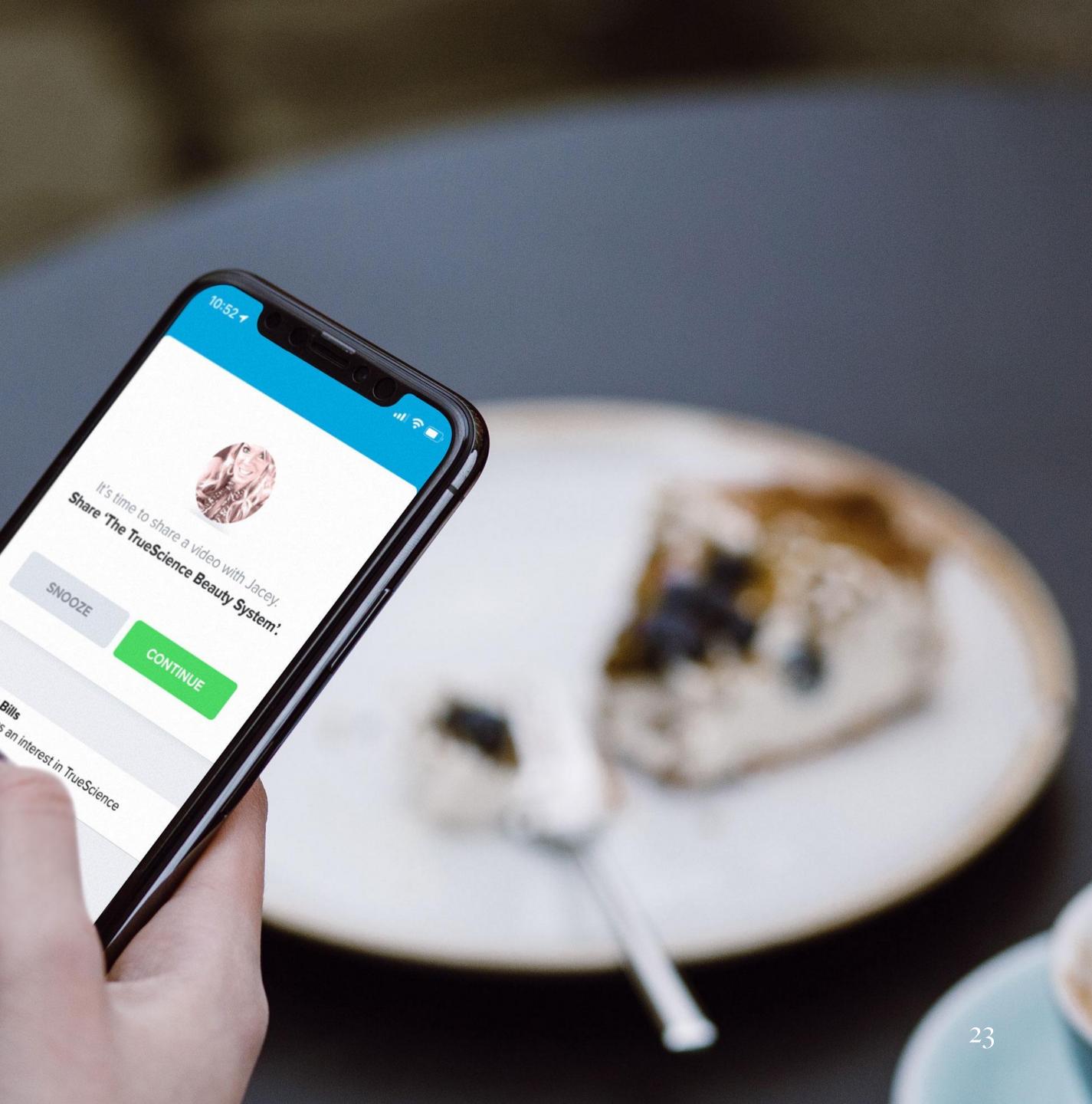
TO DRIVE LONG-TERM GROWTH

Using machine learning to tell any distributor the right thing to share with the right person, at the right time.

Why Should I Share a

People S

 \checkmark



DISTRIBUTOR APP – ONBOARD, BUILD, RETAIN, PRODUCTS

LIFEVANTAGE PRODUCTS ADDRESS THE TWO LARGEST CATEGORIES OF DIRECT SELLING GLOBALLY

Grow your business by tracking sales and team progress, access reports, reward and recognize

Engage Your Team

Share, Chat, Coach, Schedule through multi-channels

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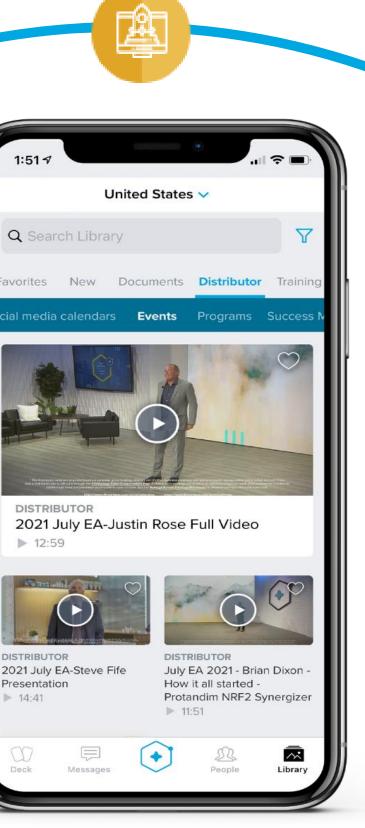
Stay Connected to Corporate

Access corporate tools, playbook, resource library, promotions, and training material at any time and from any where

Build Your Team

Capture Leads, Funnel thru ITT, Sample, and Convert

Business Management



Business Insights (What to do next?)

Act on smart prompts based on personalized interactions, system events, and AI Predictions

Shop from Anywhere

Order products, view order history, manage subscriptions

International Market Support

App is localized to build teams internationally with content & prescripts in local languages, market preferred messaging channels, and products. 24









LIFEVANTAGE APP – RECENT UPDATES

Social Media Prospecting

- Add your social media leads and prospect them through the company sales system •
- Share videos with your social media contacts and get notified when they watch it •
- Send messages to your social contacts by copying readily available prescripts •
- Support for Facebook, Instagram, LinkedIn, Telegram, WhatsApp, Twitter, Line, TikTok •

Sampling Program

- Share samples and introduce product & opportunity to a new audience •
- Add the contacts who you want to sample the products •
- Use prescripts and do follow-ups •
- **Artificial Intelligence**
 - Get notified through push notification when AMI predicts retention opportunities •
 - View and act swiftly on AMI Opportunity Alert action cards

Reminders

- Add notes to your contacts and set reminders to follow-up
- Set reminders on events



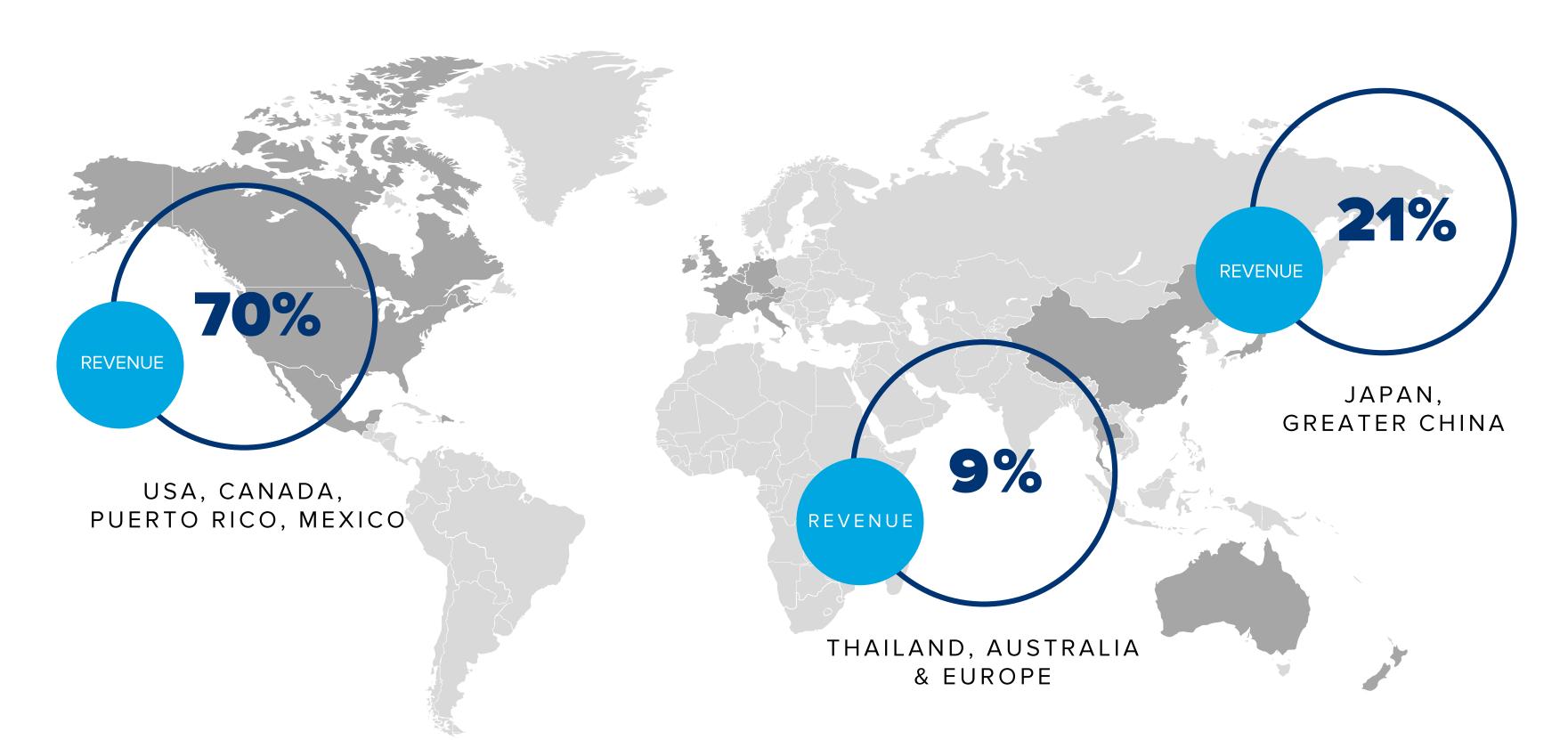


FINANCIAL OVERVIEW

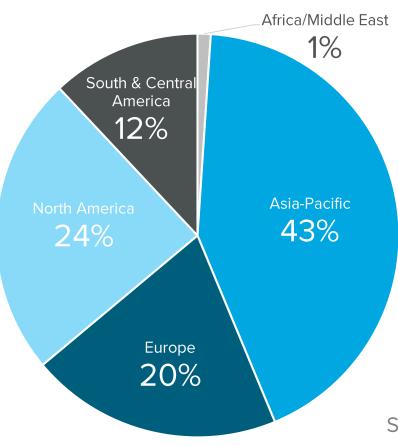


GLOBAL REACH

AT LIFEVANTAGE PERCENTAGE OF SALES BY AREA



\$179 BILLION INDUSTRY

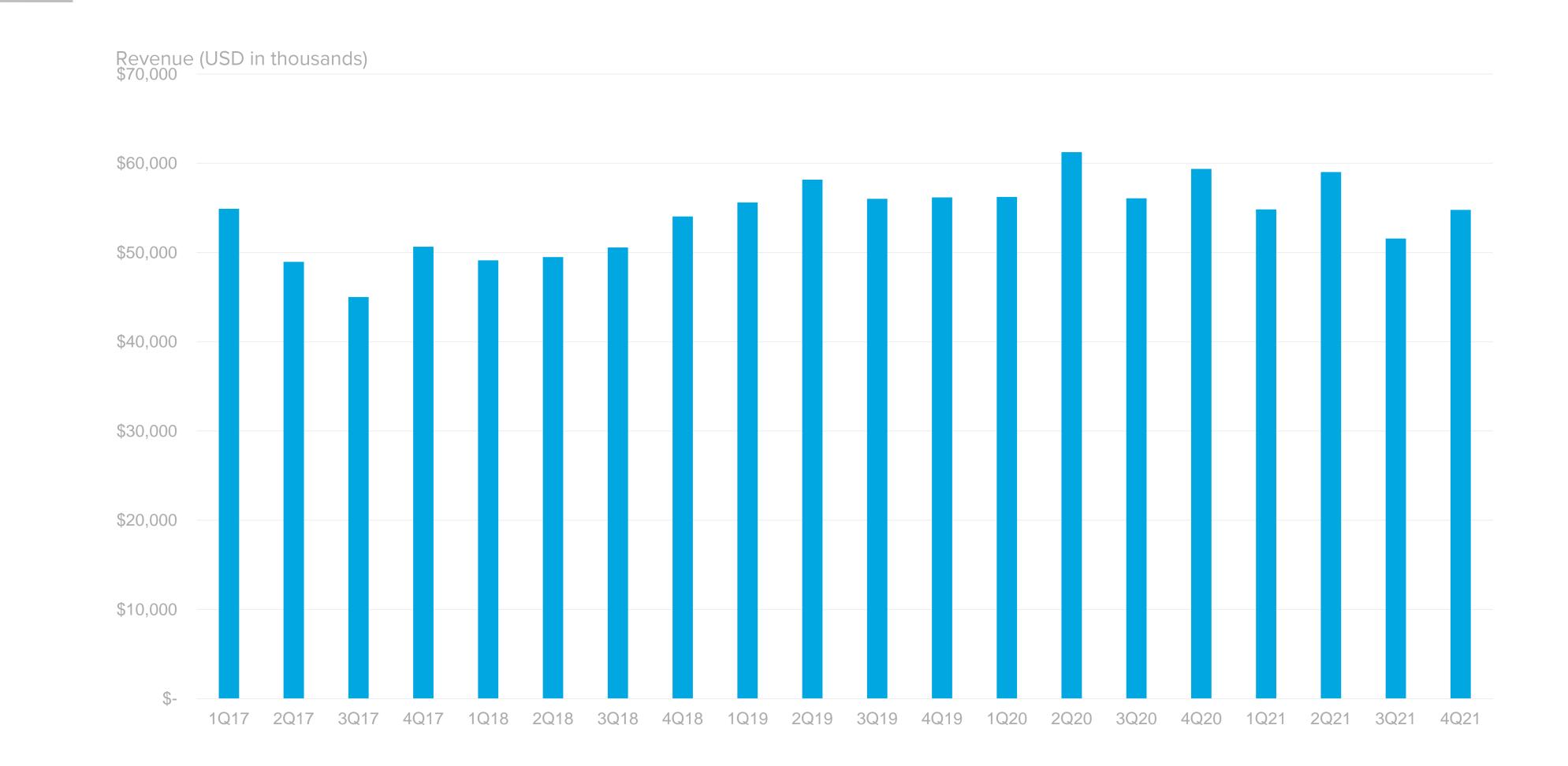


Source: World Federation of Direct Selling Associations 2020 Data



SALES HISTORY

LIFEVANTAGE





BUSINESS MODEL

LIFEVANTAGE

(as % of revenue)	FY 2019	FY 2020	FY 2021	Long-term Target
Gross Margin	83.2%	83.7%	82.7%	84.0%
Commissions and Incentives	48.1%	47.9%	47.0%	48.0%
SG&A ¹	30.3%	28.6%	26.9%	24.0%
Operating Margin ²	4.8%	7.2%	8.7%	12.0%
Adjusted EBITDA Margin ²	8.1%	10.3%	11.3%	14.5%

A reconciliation of non-GAAP items is included at the appendix of this presentation

¹Non-GAAP adjustments to FY 2019 to FY2021 SG&A to exclude expenses associated with the audit committee review, class action expenses, non-recurring legal expenses, insurance reimbursement and recruiting, severance and management transition fees. A full reconciliation of FY2019 to FY2021 adjusted earnings are included at the end of this presentation ² Non-GAAP adjustments to FY 2019 to FY2021 include the adjustments noted above. A full reconciliation of FY2019 to FY2021 adjusted earnings are included at the end of this presentation





INVESTMENT SUMMARY

Well positioned with on-trend scientific products in a growing, global sales channel

Highly efficient, subscription based business model with strong cash flow and high incremental margins

Continuous focus on product innovation and international market opportunities position us for growth Demonstrated ability to drive accelerated revenue growth



APPENDIX



RECENT OPERATING RESULTS COMPARISON LIFEVANTAGE

CONDENSED CONSOLIDATED STATEMENTS OF OPERATIONS

(Unaudited)

(In thousands, except per share data)	C
Revenue, net Cost of sales Gross profit	-
Commissions and incentives Selling, general and administrative Total operating expenses Operating income	
Interest expense Other expense, net Total other expense Income before income taxes Income tax expense Net income	
EPS (Net income per share, basic) EPS (Net income per share, diluted)	4
Weighted average shares, basic Weighted average shares, diluted	
Non-GAAP Items Adjusted EBITDA* Adjusted Net Income* Adjusted EPS (Net income per share, diluted)*	
Aujusteu Ers (Net income per share, unuteu)	•

* A reconciliation of non-GAAP items, including Adjusted EBITDA, Adjusted Net Income and Adjusted Earnings per Diluted Share, is included in the appendix of this presentation

lost Recent Quarter of Fiscal 2021	Year Period f Fiscal 2020	Year over Year Change %	Se (Previous equential Quarter f Fiscal 2021	Sequential Change %
\$ 54,777	\$ 59,368	(7.7%)	\$	51,570	6.2%
9,782	9,449			8,818	
44,995	49,919	(9.9%)		42,752	5.2%
25,603	28,894			25,154	
12,811	14,816			15,510	
38,414	43,710			40,664	
6,581	6,209	6.0%		2,088	215.2%
-	(1)			(2)	
(103)	(120)			(255)	
(103)	(121)			(257)	
6,478	 6,088			1,831	
(1,571)	(2,264)			(107)	
4,907	 3,824	28.3%		1,724	184.6%
\$ 0.36	\$ 0.27	33.3%	\$	0.12	200.0%
\$ 0.35	\$ 0.26	34.6%	\$	0.12	191.7%
13,754	14,258			14,071	
13,879	14,703			14,212	
6,619	8,205	(19.3%)		4,800	37.9%
4,318	4,129	4.6%		2,786	55.0%
\$ 0.31	\$ 0.28	10.7%	\$	0.20	55.0%



HISTORICAL INCOME STATEMENTS LIFEVANTAGE

CONDENSED CONSOLIDATED STATEMENTS OF OPERATIONS

(Unaudited)

(In thousands, except per share data)

Revenue, net Cost of sales Gross profit

Commissions and incentives Selling, general and administrative Total operating expenses **Operating income**

Interest expense Other expense, net Total other expense Income before income taxes Income tax expense **Net income**

EPS (Net income per share, basic) EPS (Net income per share, diluted)

Weighted average shares, basic Weighted average shares, diluted

Non-GAAP Items Adjusted EBITDA* Adjusted Net Income* Adjusted EPS (Net income per share, diluted)*

* A reconciliation of non-GAAP items, including Adjusted EBITDA, Adjusted Net Income and Adjusted Earnings per Diluted Share, is included in the appendix of this presentation

2019	 2020	 2021
\$ 225,958	\$ 232,915	\$ 220,181
37,973	37,964	38,187
187,985	 194,951	 181,994
108,620	111,571	103,541
69,551	67,914	 60,838
178,171	179,485	164,379
9,814	 15,466	 17,615
(323)	(120)	(17)
(261)	(685)	(366)
(584)	(805)	(383)
9,230	14,661	17,232
(1,801)	(3,112)	(4,338)
7,429	11,549	12,894
\$ 0.53	\$ 0.82	\$ 0.92
\$ 0.50	\$ 0.79	\$ 0.90
14,055	14,105	14,070
14,980	14,599	14,268
10 0 10		
18,249	23,968	24,847
8,889	12,488	14,292
\$ 0.59	\$ 0.86	\$ 1.00

Fiscal Year ended June 30,





HISTORICAL BALANCE SHEET AND CASH FLOWS LIFEVANTAGE

SUMMARIZED BALANCE SHEET AND CASH FLOW METRICS

(Unaudited, in thousands, except per share data)

Cash and Cash Equivalents

Current Portion of Long-term Debt, net

Net Cash (Cash and equivalents less total Debt) Net Cash per share, diluted

Total Assets Total Stockholders' Equity **Book Value per share, diluted**

(Unaudited, in thousands, except per share data)

Net Cash Provided by Operating Activities Capital Expenditures Free Cash Flow Free Cash Flow per share, diluted

As of June 30,						
2019			2020	2021		
\$	18,824 1,454	\$	22,138	\$	23,174	
\$	17,370 1.16	\$	- 22,138 1.52	\$	- 23,174 1.62	
\$	55,273 27,199 1.82	\$	58,877 33,254 2.28	\$	78,732 36,807 2.58	

Fiscal Year ended June 30,

 2019	2020	 2021	
\$ 17,789	\$ 18,326	\$ 16,273	
2,506	2,681	3,741	
15,283	15,645	12,532	
\$ 1.02	\$ 1.07	\$ 0.88	



NON-GAAP RECONCILIATIONS

LIFEVANTAGE

Adjusted Net Income

(Unaudited, in thousands, except per share data)

GAAP net income

Adjustments:

Executive team recruiting and transition expenses

Class-action lawsuit expenses, net of recoveries

Executive team severance expenses, net

Other nonrecurring legal and accounting expenses

Accelerated depreciation related to change in lease te

Lease abandonment

Tax impact of adjustments

Total adjustments, net of tax

Non-GAAP net income:

Diluted earnings per share, as reported

Total adjustments, net of tax

Diluted earnings per share, as adjusted*

	Fiscal Y	ear ended Ju	Three Mont June		
	2019	2020	2021	2020	2021
	\$7,429	\$11,549	\$12,894	\$3,824	\$4,907
	_	_	534	_	142
	564	703	(144)	334	(1,002)
	(79)	_	269	_	83
	530	103	_	_	—
erm	_	456	101	152	_
	_	_	830	_	_
	445	(323)	(192)	(181)	188
	1,460	939	1,398	305	(589)
	8,889	12,488	14,292	4,129	4,318
	0.50	0.79	0.90	0.26	0.35
	0.10	0.06	0.10	0.02	(0.04)
	0.59	0.86	1.00	0.28	0.31





NON-GAAP RECONCILIATIONS

LIFEVANTAGE

EBITDA and Adjusted EBITDA

(Unaudited, in thousands)

GAAP net income

Interest expense

Provision for income taxes

Depreciation and amortization

Non-GAAP EBITDA:

Adjustments:

Stock compensation expense

Other expense, net

Other adjustments

Total adjustments

Non-GAAP Adjusted EBITDA:

Fiscal Y	'ear ended Jι	Three Mont June		
2019	2020	2021	2020	2021
\$7,429	\$11,549	\$12,894	\$3,824	\$4,907
323	120	17	1	
1,801	3,112	4,338	2,264	1,571
1,895	2,777	3,460	824	817
11,448	17,558	20,709	6,913	7,295
5,525	4,919	2,036	838	(79)
261	685	366	120	103
1,015	806	1,736	334	(700)
6,801	6,410	4,138	1,292	(676)
18,249	23,968	24,847	8,205	6,619



