



INVESTOR PRESENTATION

FEBRUARY 2018





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.

A woman and a young girl are walking on a sandy beach. Both are wearing black wetsuits. The woman is holding a large surfboard under her arm and is holding the girl's hand. They are both smiling and looking towards the ocean. The background shows the ocean waves and a small rock formation in the distance. The entire image has a blue tint.

THE COMPANY: LifeVantage (NASDAQ: LFDN)

LifeVantage is 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. However, we believe that in order to truly enjoy extreme longevity, we need to biohack both our physical and financial health. That is why we have combined our pioneering nutrigenomics efforts with a powerful entrepreneurial vehicle.

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

LifeVantage Factsheet



NASDAQ Ticker	LFVN	Share price¹	\$4.14
Shares outstanding¹	14.2 million	Float¹	13.5 million
Market Capitalization¹	\$58.6 million	Enterprise Value¹	\$52.3 million
Average Daily Volume¹	30,268	Fiscal 2017 Revenue	\$199.5 million
Cash at Dec 31, 2017	\$12.8 million	Fiscal 2017 Adjusted EBITDA²	\$13.1 million
Debt at Dec 31, 2017	\$6.5 million	Fiscal 2017 Adjusted EPS²	\$0.27

(1) As of February 12, 2018

(2) A reconciliation of non-GAAP measures is included in the appendix to this presentation
Fiscal year ends June 30

I N D U S T R Y

TRENDS





AUGUST 25, 2017

FOX NEWS

“Nutrigenomics...is changing everything. Where we once thought we were powerless is now an area over which we have at least some control. The ability to use nutrition to affect our genes means that we're no longer at the mercy of our DNA. “



SEPTEMBER 12, 2017

THE TODAY SHOW

“The latest trend in nutrition isn't a fad diet or newly discovered supplement; it's your DNA.”

PROJECTED MARKET

NUTRIGENOMICS

“Nutrigenomics market is
expected to reach

\$17,313,500,000

by 2023.”

MARKET RESEARCH
FUTURE





L I F E V A N T A G E

ADDITIONAL TRENDS

Market trends relating to specific LifeVantage products.

ANTI-AGING

Nrf2, NRF1,
TrueScience Skin Care

2015: \$140.3 bn

2021: \$216 bn

SKIN CARE

TrueScience

2015: \$121 bn

2021: \$154 bn

NOOTROPICS (BRAIN HEALTH)

Axio, NRF1

2015: \$2.3 bn

2021: \$11.6 bn

WEIGHT LOSS

PhysIQ

2015: \$158 bn

2021: \$241 bn

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

Biohacking

LifeVantage is a biohacking company. Using nutrigenomics to hack the human body for increased health.

- ◆ These trends have led to the emergence of **“Biohacking”**
 - ◆ The art of hacking your biology using nature's built-in mechanisms to stack the cards in your favor and become the best version of yourself
 - ◆ Bio-hacking is using science and personalized results to take control of and upgrade your body, your mind and your life
- ◆ Our mission is to “Bio-Hack the Aging Code” through the relentless pursuit of science-based, nutrigenomic products with the intent of helping our customers live longer, healthier lives

Premium Products



Patented

Several 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
University of Colorado Denver
Colorado State University

LSU
Virginia Commonwealth University
Texas Tech 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



HOW WE GO TO MARKET



DIRECT SELLING CHANNEL

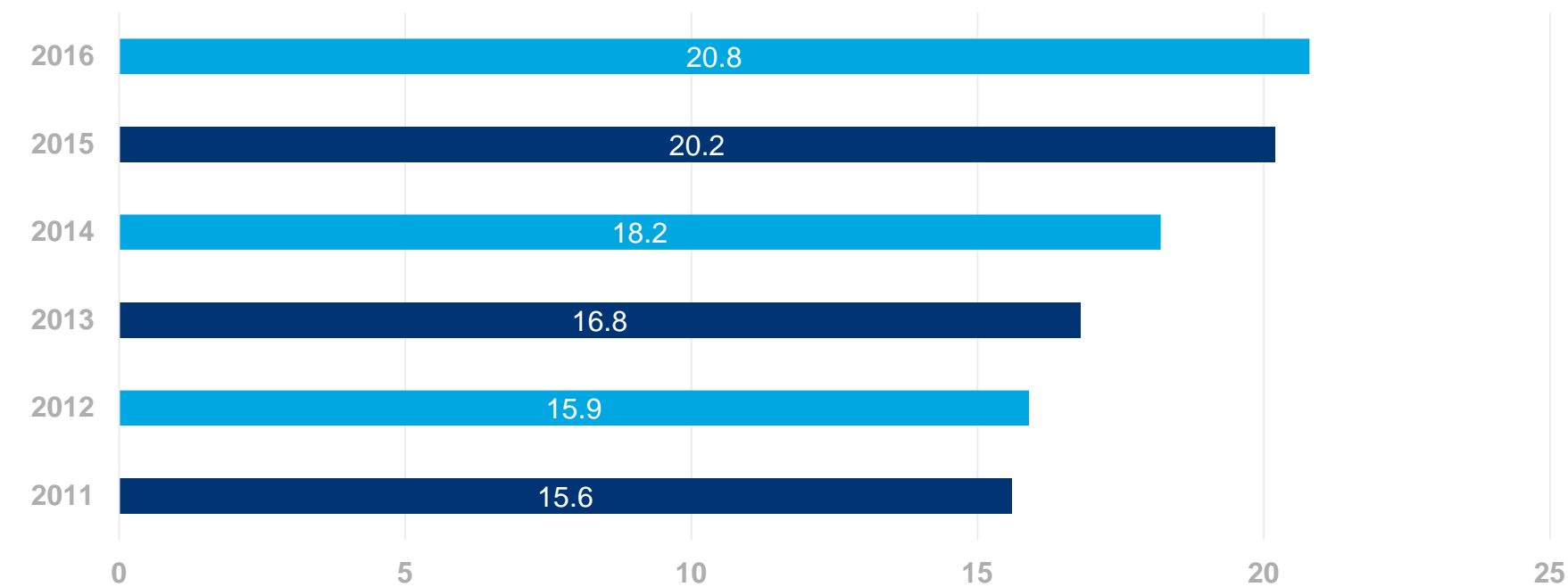
A large global sales channel ideally suited for our products

- ◆ Global sales of \$183 billion in 2016
- ◆ CAGR of 5% since 2013
- ◆ More than 107 million direct sellers worldwide

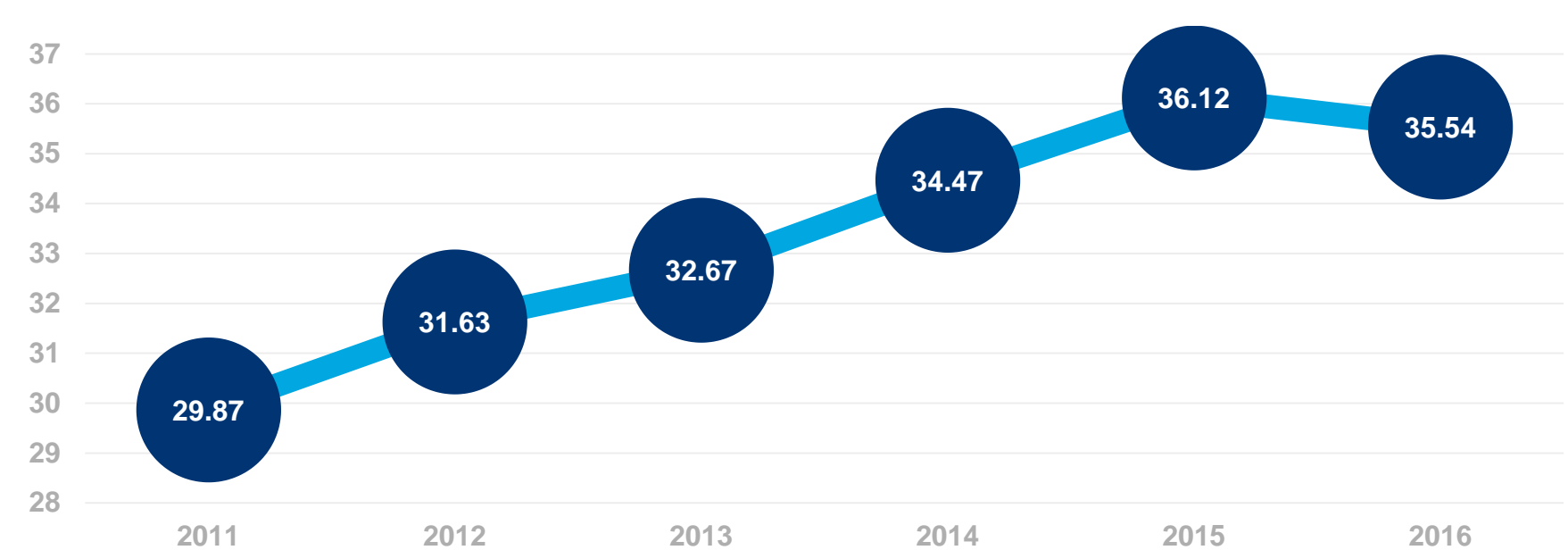


DIRECT SELLING (US)

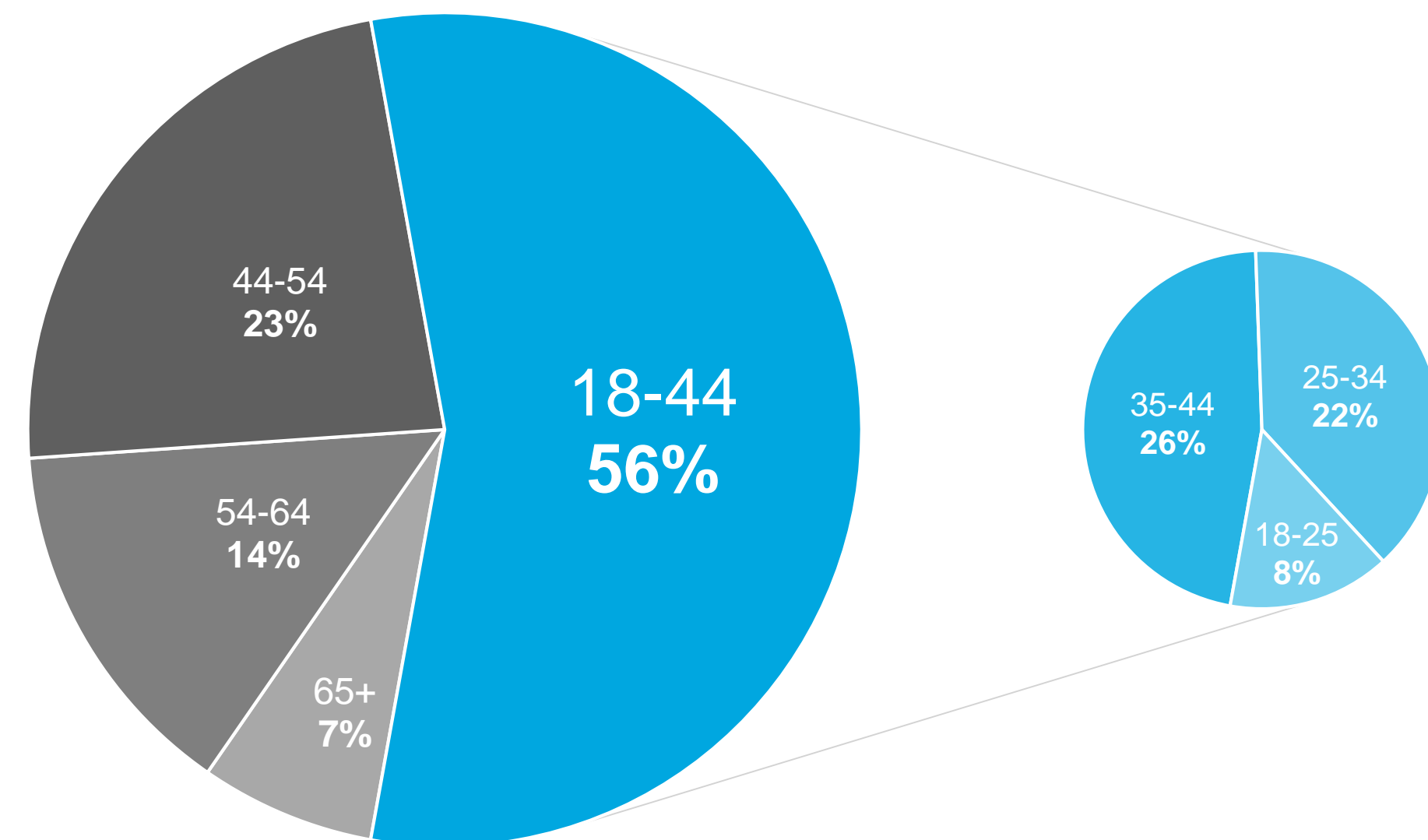
PEOPLE INVOLVED IN DIRECT SELLING
(in millions)



US RETAIL SALES
(in billions)



PEOPLE INVOLVED BY AGE





L I F E V A N T A G E

ROOM FOR GROWTH

Direct selling regional sales and top 3 product categories.

North America: \$37.8 billion

- Wellness: 34%
- Cosmetics & Personal Care: 17%
- Household Goods & Durables: 14%

Western Europe: \$29.5 billion

- Wellness: 34%
- Cosmetics & Personal Care: 16%
- Home Improvement: 13%

South & Central America: \$25.2 billion

- Cosmetics & Personal Care: 62%
- Wellness: 21%
- Clothing & Accessories: 8%

Asia-Pacific: \$84.1 billion

- Wellness: 41%
- Cosmetics & Personal Care: 29%
- Household Goods & Durables: 13%



 Current LifeVantage Market

Source: Direct Selling News, 2015 data

LifeVantage



WHAT IS GOING TO DRIVE GROWTH?

GROWTH OPPORTUNITIES

Geographical

Greater China expansion utilizing
an e-commerce model
Opening of Germany

Expanding Our Distributor base

New Products

Tools and Technologies

CROSS BORDER E-COMMERCE PROGRAM INTO MAINLAND CHINA

Entered Mainland China through an innovative e-commerce and social influencer model

- ◆ Formally launched on February 1, 2018
- ◆ Business model is not multi-level marketing
- ◆ Utilizing third party social influencers in China
- ◆ Products already approved for e-commerce



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 IN 2018

Vitality Stacks

- ◆ Reconfigured product strategy from single products to a regimen that creates integrated product systems
- ◆ Combining several of our powerful nutrigenomic products into a single solution that will become the basis of our bio-hacking protocol
 - ◆ Vitality Stack
 - ◆ Beauty Stack
- ◆ Introduced Vitality Stack Packets, providing convenient single-day serving size for on-the-go customers

Flagship Product Sent to Key Growth Markets

- ◆ Recent launch of Protandim in Mexico and Thailand

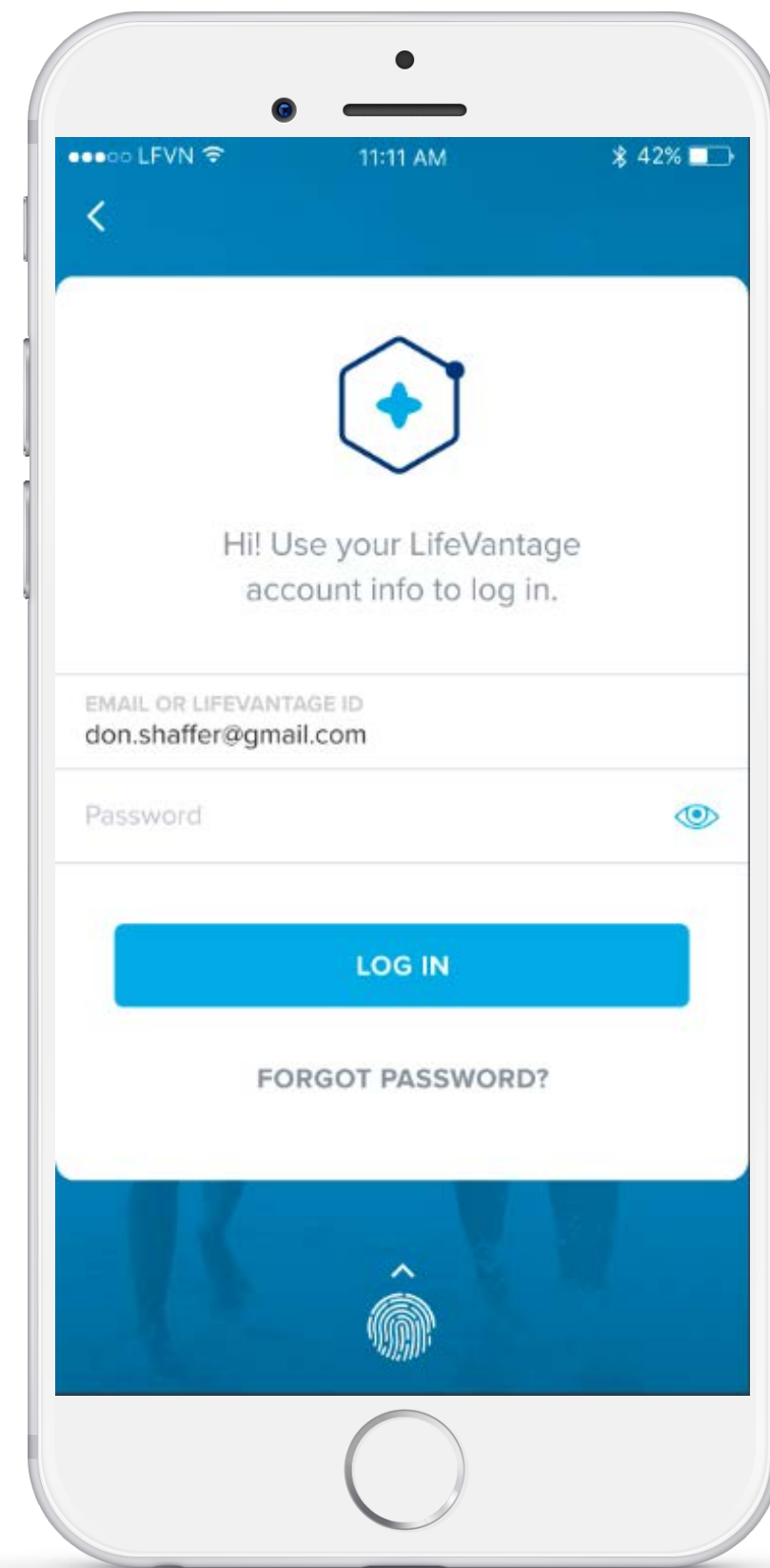
New Product Launches

- ◆ Omega+
- ◆ Protein Flavor Enhancers
- ◆ TruScience Hand Cream



Tools and Technology

ADDITIONAL EFFORTS TO DRIVE LONG TERM GROWTH



TOOLS

Utilizing artificial intelligence and machine learning to assist our distributor base in selling and empowering them with digital technology with the Lifevantage App.

F I N A N C I A L

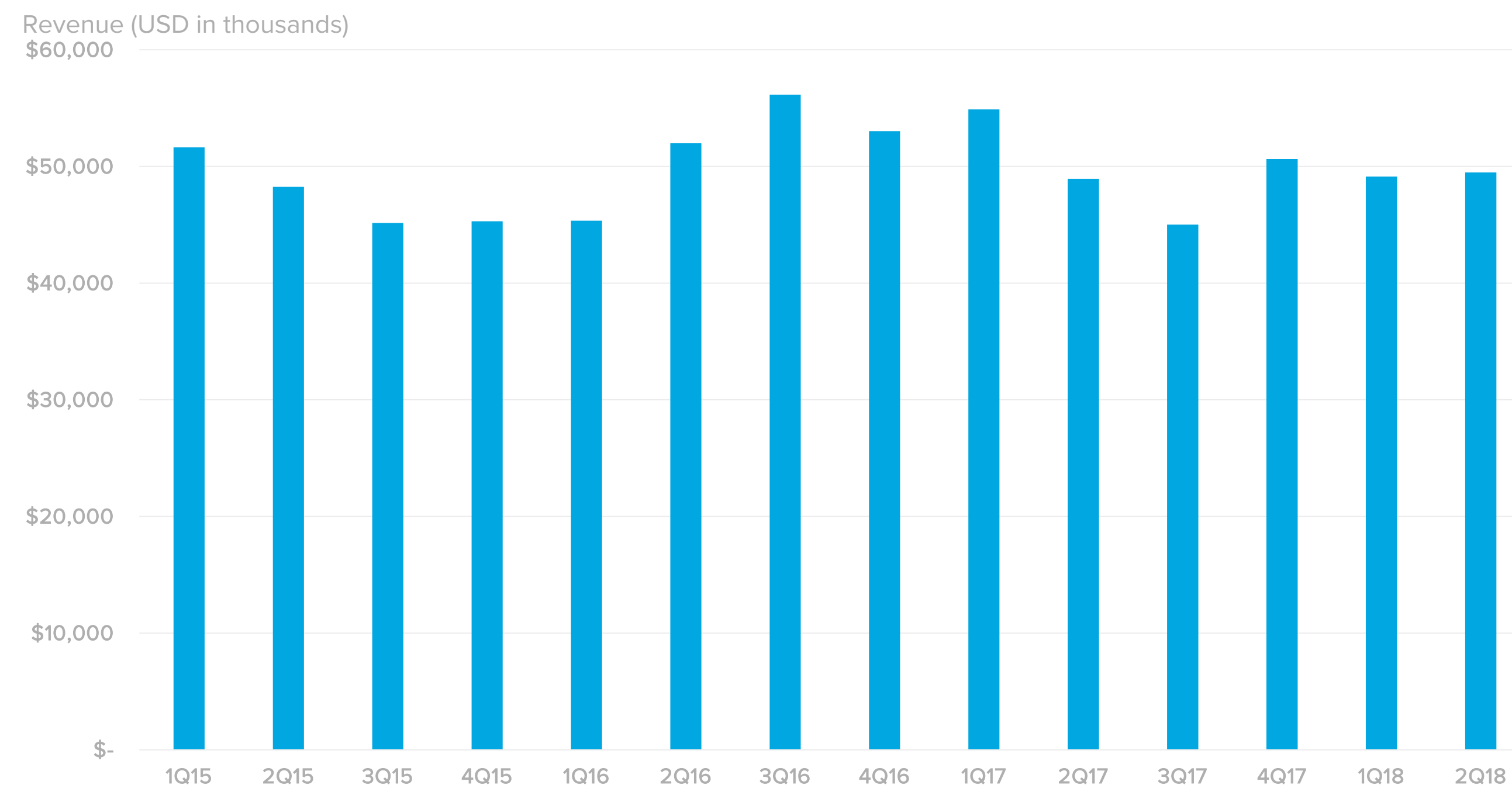
OVERVIEW





L I F E V A N T A G E

SALES HISTORY



May 2015 New CEO

- Began to implement growth initiatives

September 2016 Disruption

- Review of cross border sales resulted in policy and procedure adjustments that interrupted sales momentum

March 2017 Management Enhancements

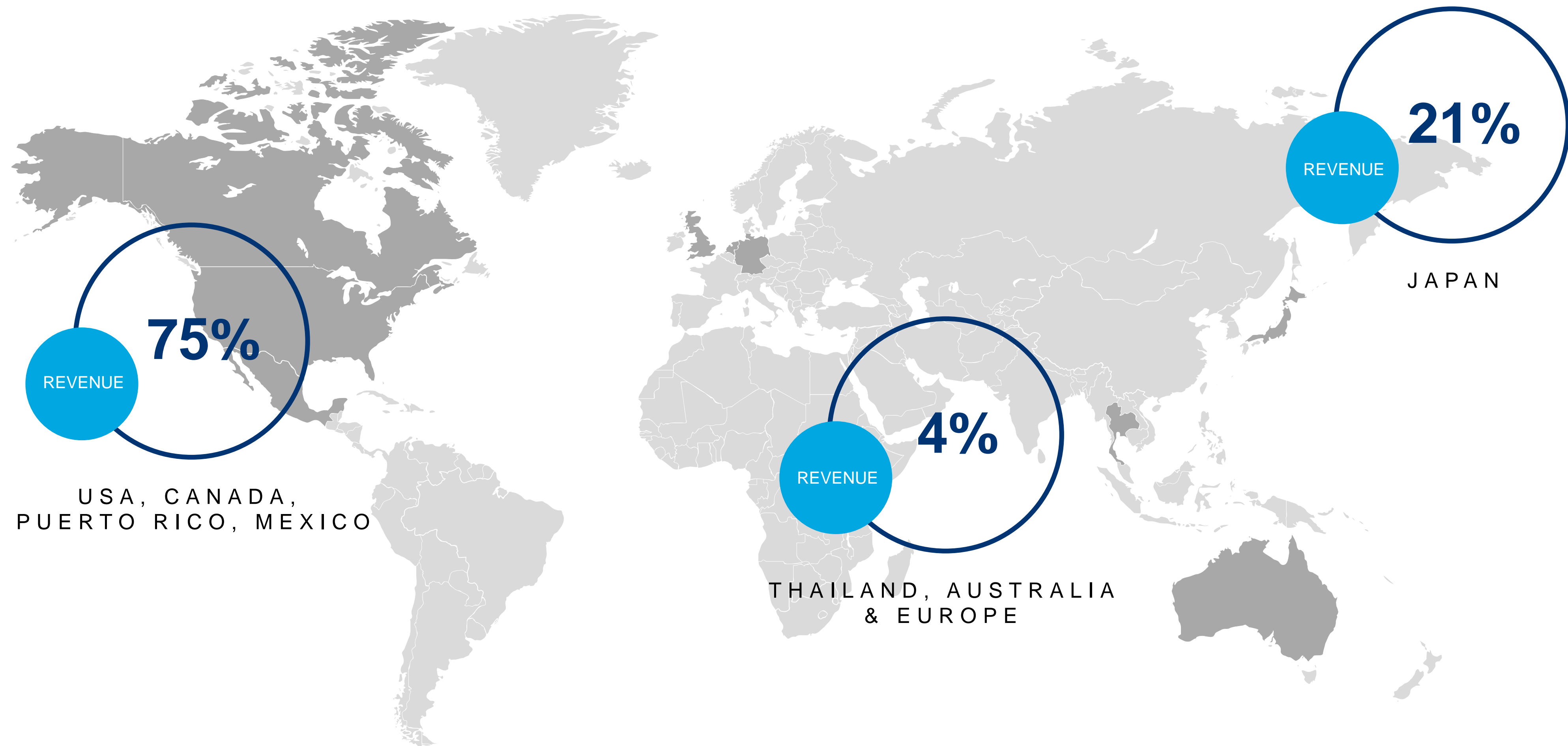
- New CFO
- New COO



L I F E V A N T A G E

GLOBAL REACH

Distribution of sales by sales area.





L I F E V A N T A G E

PROGRESS ON 2018 INITIATIVES

- Formally launched in China on February 1, 2018 utilizing a new ecommerce business model leveraging independent in-market social influencers that has been specifically developed for entry into Mainland China
- Introduced the tools and training to support and integrate key messaging around our biohacking and nutrigenomics stories across our field sales force
- Launched several products: Omega+, Vitality Stack, Beauty Stack, TruScience Hand Cream, Protein Flavor Enhancers and Vitality Stack Packets
 - Stacks, including future introductions, will become the primary protocol to support our biohacking culture
- Scheduled to complete next phase of roll-out of the LifeVantage App technology platform in mid-March
- Accelerated deployment of the Red Carpet program to attract new and experienced direct sales leaders to LifeVantage
- Began process of upgrading corporate ERP system, deploying Microsoft Dynamics 365
- Launching the Global Customer Acquisition Program in late March, further supporting our geographical expansion
- Rolling out a new customer program, whereby we can directly acquire new customers, leveraging our marketing and public relations investments
 - Opening up LifeVantage.com such that new customers can come directly to LifeVantage to shop for our products and be assigned a distributor after the first order

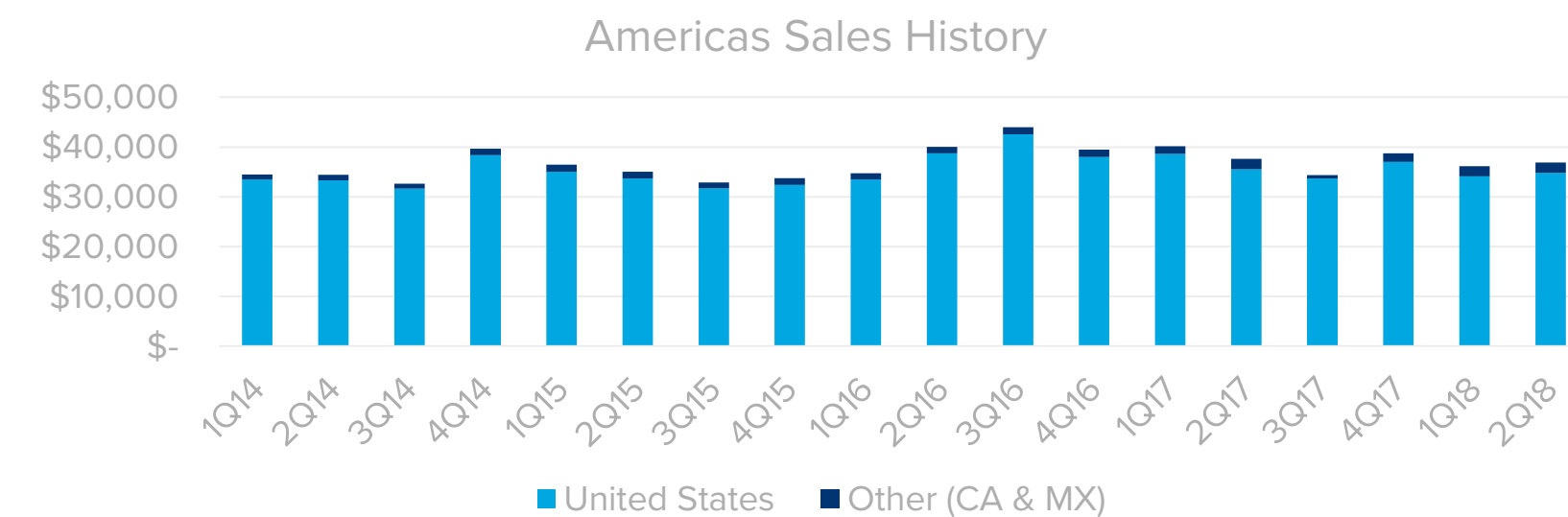


AMERICAS MARKET



75% OF SALES

- Launched Protandim NRF2 in Mexico
- Successful Canada Leadership Academy in Vancouver and Elite Academy events in Orlando

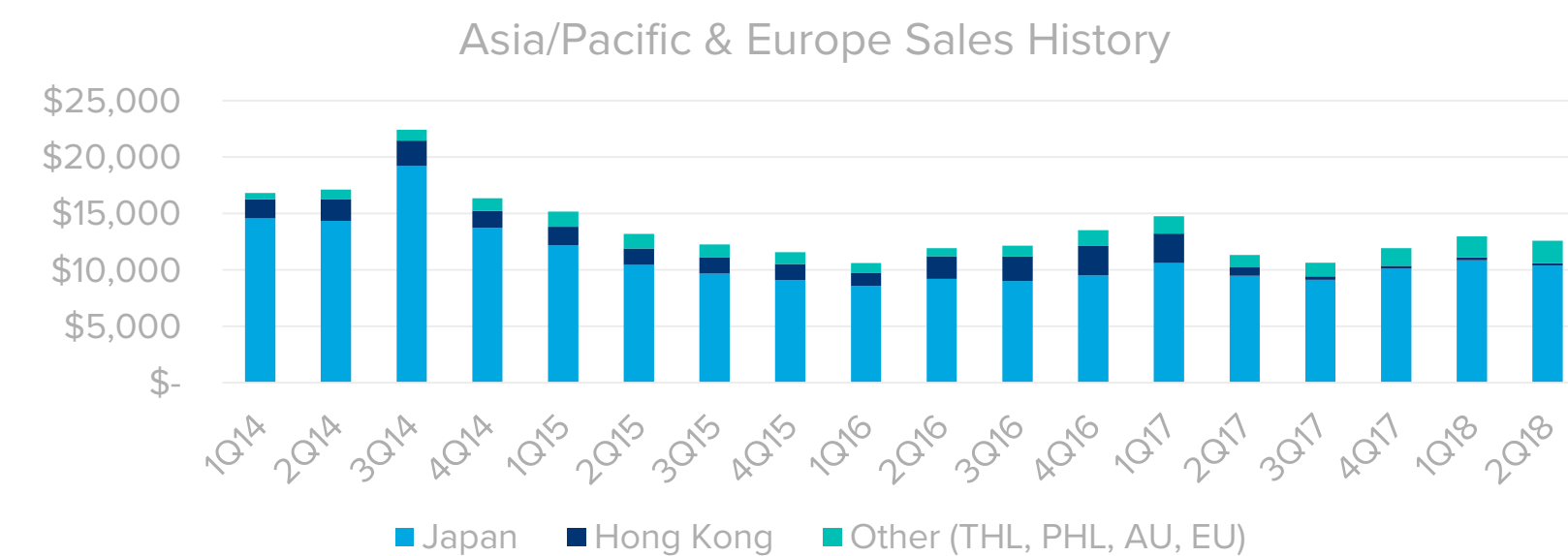




ASIA PACIFIC & EUROPE MARKETS

25% OF SALES

- Japan has turned
 - 12.9% local currency growth during Q2:2018
- Launched China on February 1st
- Launched Germany on September 1st
- Introduced NRF2 in Thailand
- Targeting Taiwan launch mid year calendar 2018
- Successful Leadership Academy in Japan, Australia, and Europe





L I F E V A N T A G E

BUSINESS MODEL

	Long-term			
(as % of revenue)	FY 2015	FY 2016	FY 2017	Target
Gross Margin ¹	84.2%	83.6%	83.2%	84.0%
Commissions and Incentives	47.8%	49.9%	48.5%	48.0%
SG&A ²	29.4%	26.3%	30.6%	24.0%
Operating Margin ²	7.0%	7.3%	4.2%	12.0%
Adjusted EBITDA Margin ²	9.2%	9.5%	6.6%	14.5%

Robust gross margin and highly variable cost structure produces strong incremental margins approaching 36%

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

¹ Non-GAAP adjustments to FY 2015 gross margin to exclude recall insurance recovery

² Non-GAAP adjustments to FY 2015 to 2017 SG&A, operating margin and adjusted EBITDA to exclude expenses associated with the Audit Committee review, class action expenses, non-recurring legal expenses, reverse split fees and recruiting, severance and management transition fees

INVESTMENT SUMMARY



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

Highly efficient 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 CORPORATION AND SUBSIDIARIES

CONDENSED CONSOLIDATED STATEMENTS OF OPERATIONS

(Unaudited)

(In thousands, except per share data)

	Most Recent Quarter	Prior Year Period	Year over Year Change %
	Q2 of Fiscal 2018	Q2 of Fiscal 2017	
Revenue, net	\$ 49,482	\$ 48,947	1.1%
Cost of sales	9,117	7,500	
Gross profit	40,365	41,447	(2.6%)
Commissions and incentives	23,395	23,540	
Selling, general and administrative	14,643	17,207	
Total operating expenses	38,038	40,747	
Operating income	2,327	700	232.4%
Interest expense	(103)	(138)	
Other income (expense), net	(169)	(150)	
Total other income (expense)	(272)	(288)	
Income before income taxes	2,055	412	
Income tax expense	(1,783)	(129)	
Net income	317	283	12.0%
EPS (Net income per share, basic)	\$ 0.02	\$ 0.02	0.0%
EPS (Net income per share, diluted)	\$ 0.02	\$ 0.02	0.0%
Weighted average shares, basic	13,956	13,840	
Weighted average shares, diluted	14,153	14,132	
Non-GAAP Items			
Adjusted EBITDA*	3,662	3,855	(5.0%)
Adjusted Net Income*	1,610	1,594	1.0%
Adjusted EPS (Net income per share, diluted)*	\$ 0.11	\$ 0.11	0.0%

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

Historical Income Statements



LIFEVANTAGE CORPORATION AND SUBSIDIARIES CONDENSED CONSOLIDATED STATEMENTS OF OPERATIONS

(Unaudited)

(In thousands, except per share data)

	Fiscal Year ended June 30,			Six Months ended December 31,	
	2015	2016	2017	2016	2017
	(as revised)	(as revised)			
Revenue, net	\$ 190,336	\$ 206,540	\$ 199,489	\$ 103,841	\$ 98,609
Cost of sales	28,010	33,932	33,456	16,332	17,856
Gross profit	162,326	172,608	166,033	87,509	80,753
Commissions and incentives	91,074	103,120	96,662	49,836	46,804
Selling, general and administrative	57,353	56,074	64,922	34,987	30,224
Total operating expenses	148,427	159,194	161,584	84,823	77,028
Operating income	13,899	13,414	4,449	2,686	3,725
Interest expense	(3,087)	(3,321)	(570)	(275)	(265)
Other income (expense), net	(159)	(1,409)	(969)	(321)	(147)
Total other income (expense)	(3,246)	(4,730)	(1,539)	(596)	(412)
Income before income taxes	10,653	8,684	2,910	2,090	3,313
Income tax expense	(3,528)	(2,578)	(1,302)	(627)	(2,179)
Net income	7,125	6,106	1,608	1,463	1,134
EPS (Net income per share, basic)	\$ 0.51	\$ 0.44	\$ 0.12	\$ 0.11	\$ 0.08
EPS (Net income per share, diluted)	\$ 0.50	\$ 0.42	\$ 0.11	\$ 0.10	\$ 0.08
Weighted average shares, basic	13,899	13,730	13,881	13,830	13,959
Weighted average shares, diluted	14,150	14,531	14,118	14,176	14,117
Non-GAAP Items					
Adjusted EBITDA*	17,436	19,650	13,087	8,203	6,324
Adjusted Net Income*	6,755	9,235	3,933	3,482	2,629
Adjusted EPS (Net income per share, diluted)*	\$ 0.48	\$ 0.64	\$ 0.27	\$ 0.24	\$ 0.19

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

Historical Balance Sheet and Cash Flows



LIFEVANTAGE CORPORATION AND SUBSIDIARIES SUMMARIZED BALANCE SHEET AND CASH FLOW METRICS

(Unaudited, in thousands, except per share data)

	As of June 30,			As of December 31,	
	2015	2016	2017	2016	2017
Cash and Cash Equivalents	\$ 13,905	\$ 7,883	\$ 11,458	\$ 11,731	\$ 12,794
Current Portion of Long-term Debt	11,141	2,000	2,000	2,000	2,000
Long-term Debt, Net of Discount	9,631	7,409	5,440	6,424	4,457
Total Debt	20,771	9,409	7,440	8,424	6,457
Net Cash (Cash and equivalents less total Debt)	(6,866)	(1,526)	4,018	3,307	6,337
Net Cash per share, diluted	\$ (0.49)	\$ (0.10)	\$ 0.28	\$ 0.23	\$ 0.45
Total Assets	41,163	50,855	45,249	46,515	45,656
Total Stockholders' Equity	1,806	10,649	14,527	14,511	16,505
Book Value per share, diluted	\$ 0.13	\$ 0.73	\$ 1.03	\$ 1.02	\$ 1.17

(Unaudited, in thousands, except per share data)

	Fiscal Year ended June 30,			Six Months ended December 31,	
	2015	2016	2017	2016	2017
Net Cash Provided by Operating Activities	\$ 13,221	\$ 6,036	\$ 6,597	\$ 5,100	\$ 4,682
Capital Expenditures	1,159	562	1,055	237	2,117
Free Cash Flow	12,062	5,474	5,542	4,863	2,565
Free Cash Flow per share, diluted	\$ 0.85	\$ 0.38	\$ 0.39	\$ 0.34	\$ 0.18

Non-GAAP Reconciliations



LIFEVANTAGE CORPORATION AND SUBSIDIARIES

Adjusted Net Income

(Unaudited, in thousands, except per share data)

	Fiscal Year			Fiscal 2017	Fiscal 2018	Fiscal 2017	Fiscal 2018
	2015	2016	2017	Q2	Q2	First Six Months	First Six Months
Period ended	6/30/15	6/30/16	6/30/17	12/31/16	12/31/17	12/31/16	12/31/17
GAAP Net income	\$7,126	\$6,106	\$1,608	\$283	\$317	\$1,463	\$1,134
Adjustments:	—	—	—	—	—	—	—
Recall related expenses	(2,000)	—	—	—	—	—	—
Executive team recruiting and transition expenses	880	928	744	65	163	65	207
Audit committee independent review expenses	—	—	2,742	1,730	—	2,742	—
Class-action lawsuit expenses	—	—	170	—	20	—	216
Executive Team Severance Expenses, Net	565	632	39	79	—	79	—
Reverse Split Fees	—	159	—	—	—	—	—
Write-Off of Deferred Debt Offering Costs	—	1,544	—	—	—	—	—
Write-off of intangible assets	—	—	350	—	—	—	—
Jenkon Write-Off	—	1,186	—	—	—	—	—
Other nonrecurring legal and accounting expenses	—	—	160	—	—	—	51
Tax impact of adjustments	184	(1,320)	(1,881)	(563)	(56)	(867)	(145)
Tax expense impact of revaluation of deferred tax assets	—	—	—	—	1,166	—	1,166
Total adjustments, net of tax	(371)	3,129	2,324	1,311	1,293	2,019	1,495
Non-GAAP Net Income:	6,755	9,235	3,933	1,594	1,610	3,482	2,629
Diluted earnings per share, as reported	0.50	0.42	0.11	0.02	0.02	0.10	0.08
Total adjustments, net of tax	(0.02)	0.22	0.16	0.09	0.09	0.14	0.11
Diluted earnings per share, as adjusted	0.48	0.64	0.27	0.11	0.11	0.24	0.19

Non-GAAP Reconciliations



LIFEVANTAGE CORPORATION AND SUBSIDIARIES

EBITDA and Adjusted EBITDA

(Unaudited, in thousands)

	Fiscal Year			Fiscal 2017	Fiscal 2018	Fiscal 2017	Fiscal 2018
	2015	2016	2017	Q2	Q2	First Six Months	First Six Months
Period ended	6/30/15	6/30/16	6/30/17	12/31/16	12/31/17	12/31/16	12/31/17
GAAP Net income	\$7,126	\$6,106	\$1,608	\$283	\$317	\$1,463	\$1,134
Interest Expense	3,087	3,321	570	138	103	275	265
Provision for income taxes	3,527	2,578	1,302	129	1,738	627	2,179
Depreciation and amortization	2,285	1,895	1,643	414	322	826	672
Non-GAAP EBITDA:	16,025	13,900	5,123	964	2,480	3,191	4,250
Adjustments:							
Stock compensation expense	1,806	2,621	2,647	576	830	1,515	1,453
Other (income) expense, net	159	1,409	969	150	169	321	147
Other adjustments	(554)	1,720	4,348	2,165	183	3,176	474
Total adjustments	1,411	5,750	7,964	2,891	1,182	5,012	2,074
Non-GAAP Adjusted EBITDA	17,436	19,650	13,087	3,855	3,662	8,203	6,324