

LifeVantage®

Investor Presentation

October 2023

We offer people around the world a better path to wellness and a healthy, vibrant life.



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.



LifeVantage Fact Sheet

NASDAQ Ticker	LFVN	Share price¹	\$6.53
Shares outstanding¹	12.7 million	Float¹	10.3 million
Market Capitalization¹	\$82.9 million	Enterprise Value¹	\$61.3 million
Average Daily Volume¹	61,961	Fiscal 2023 Revenue	\$213.4 million
Cash at June 30, 2023	\$21.6 million	Fiscal 2023 Adjusted EBITDA²	\$11.7 million
Debt at June 30, 2023	Debt free	Fiscal 2023 Adjusted EPS²	\$0.24

(1) As of September 8, 2023.

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



LifeVantage Activating Wellness

COMPANY AT-A-GLANCE

We inspire the remarkable through wellness products and entrepreneurial programs that help people feel better and fuel their purpose.

- ✦ We are world leaders in using nutrigenomics to activate a healthy body, mind, and mood with science-backed products that include unique combinations of naturally occurring compounds.
- ✦ We activate financial, social, and community wellness by using a direct selling model to offer our premium-quality supplements, energy, and skin-care products through a connected network of independent Consultants around the globe.





Our Unique Products Attract Wellness Enthusiasts

Our products are nutrigenomically active, proven to work, provide demonstrable benefits, and are delightful to use every day. Each Activation Path features products that empower a consumer's body to work at its best, so they can look and feel vibrantly healthy at any age.

OPTIMIZE HEALTH

ACHIEVE MORE

LOOK RADIANT



Activation

Optimize Health



Achieve More



Look Radiant



Optimize Health

Feel Better, Age Well

KEY ACTIVATORS

- Protandim® Nrf2 Synergizer™
- Protandim® NRF1 Synergizer™
- Protandim® NAD Synergizer™

SUPPORTING PRODUCTS

- LifeVantage® Rise AM
- LifeVantage® Reset PM
- LifeVantage® D3+
- LifeVantage® Omega+
- LifeVantage® Probio
- PhysIQ™ Prebiotic
- LifeVantage® Daily Wellness
- LifeVantage® Petandim



**Achieve
More**

Maximize the Day's Potential

KEY ACTIVATORS

- LifeVantage® AXIO® Regular
- LifeVantage® AXIO® Decaf
- PhysIQ™ Fat Burn

SUPPORTING PRODUCTS

- LifeVantage® IC Bright™
- TrueScience® Body Rub



Look Radiant

Live with True Confidence

KEY ACTIVATORS

- TrueScience® Liquid Collagen

SUPPORTING PRODUCTS

- TrueScience® Facial Cleanser
- TrueScience® Perfecting Lotion
- TrueScience® Eye Serum
- TrueScience® Anti-Aging Cream

SUPPORTING PRODUCTS

- TrueScience® Invigorating Shampoo
- TrueScience® Nourishing Conditioner
- TrueScience® Scalp Serum
- TrueScience® Body Lotion
- TrueScience® Body Butter
- TrueScience® Deodorant
- TrueScience® Hand Cream



Building on a History of Activation

PROTANDIM® NRF2 SYNERGIZER®

PATENTED

Several U.S. and international patents, including “Compositions And Methods For Alleviating Inflammation In A Mammal”

SCIENCE BACKED

Studies conducted at the following institutions:

- Ohio State University
- Louisiana State University
- University of Colorado Denver
- Virginia Commonwealth University
- Colorado State University
- Texas Tech University
- Auburn University

PEER-REVIEWED

PUBLISHED RESEARCH

- Free Radical Biology & Medicine
- Enzyme Research
- Circulation
- American Journal of Physiology—Lung Cellular and Molecular Physiology



Patented Innovations Support Healthy Aging – Inside, and Out

Patent-pending Protandim® Tri-Synergizer™ addresses prominent theories of aging by activating 3 key natural age-defying processes with Nrf2 Synergizer®, NRF1 Synergizer™, NAD Synergizer™.

Patented Nrf2 Synergizer® ingredients in TrueScience® products activate antioxidant defenses against environmental aggressors for visibly healthier and younger-looking skin.



Market-Driven Products Made for Social Selling

Introduced in June 2022, TrueScience® Liquid Collagen taps into one of the fastest growing consumer product markets, and the proprietary blend activates, replenishes, and maintains collagen density in as little as 4 weeks. Customers and Consultants are sharing the fast-acting, visible results on social media, rapidly driving demand and increasing revenue to approximately \$3M a month.



Subscriptions for Health Solutions

We offer a wide-range of unique, science-based product solutions & stacks to help our consumers activate wellness:

- + Anti-Aging
- + General Wellness
- + Targeted Concerns
- + Energy
- + Weight Management
- + Skin & Personal Care

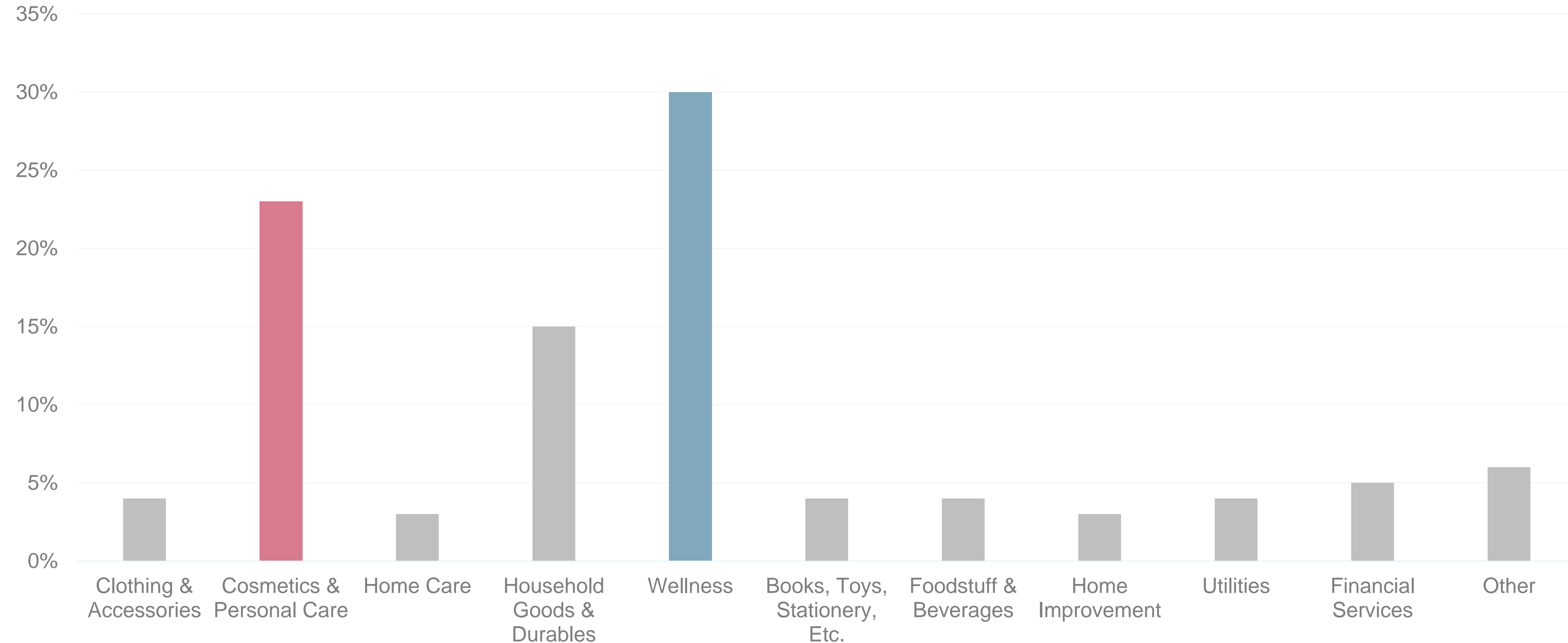
Product subscriptions deliver stable, recurring orders, accounting for 70% of monthly revenue.



We Address Key Categories

LIFEVANTAGE PRODUCTS ADDRESS THE TWO LARGEST CATEGORIES OF DIRECT SELLING GLOBALLY

Global Sales by Product Category



<https://wfdsa.org/global-statistics/> See the Sales by Product Category Report or here: <https://wfdsa.org/wp-content/uploads/2023/08/Product-Report-2022.pdf>





Modernized Compensation Plan Attracts Independent Business Owners

Our new Evolve Compensation Plan helps Consultants activate financial wellness and evolve possibilities in their lives. They can choose to earn supplemental income solely through Customer sales or also by building a team of Consultants. And their Consultant Path clearly progresses through 3 stages: Share, Build & Grow, and Lead. A LifeVantage business is flexible, allows people to make a positive difference in the lives of others by sharing products they love, and creates opportunities for growth—personally and professionally.



Active Consultant Base

BUILD LOCALLY, EXPAND GLOBALLY

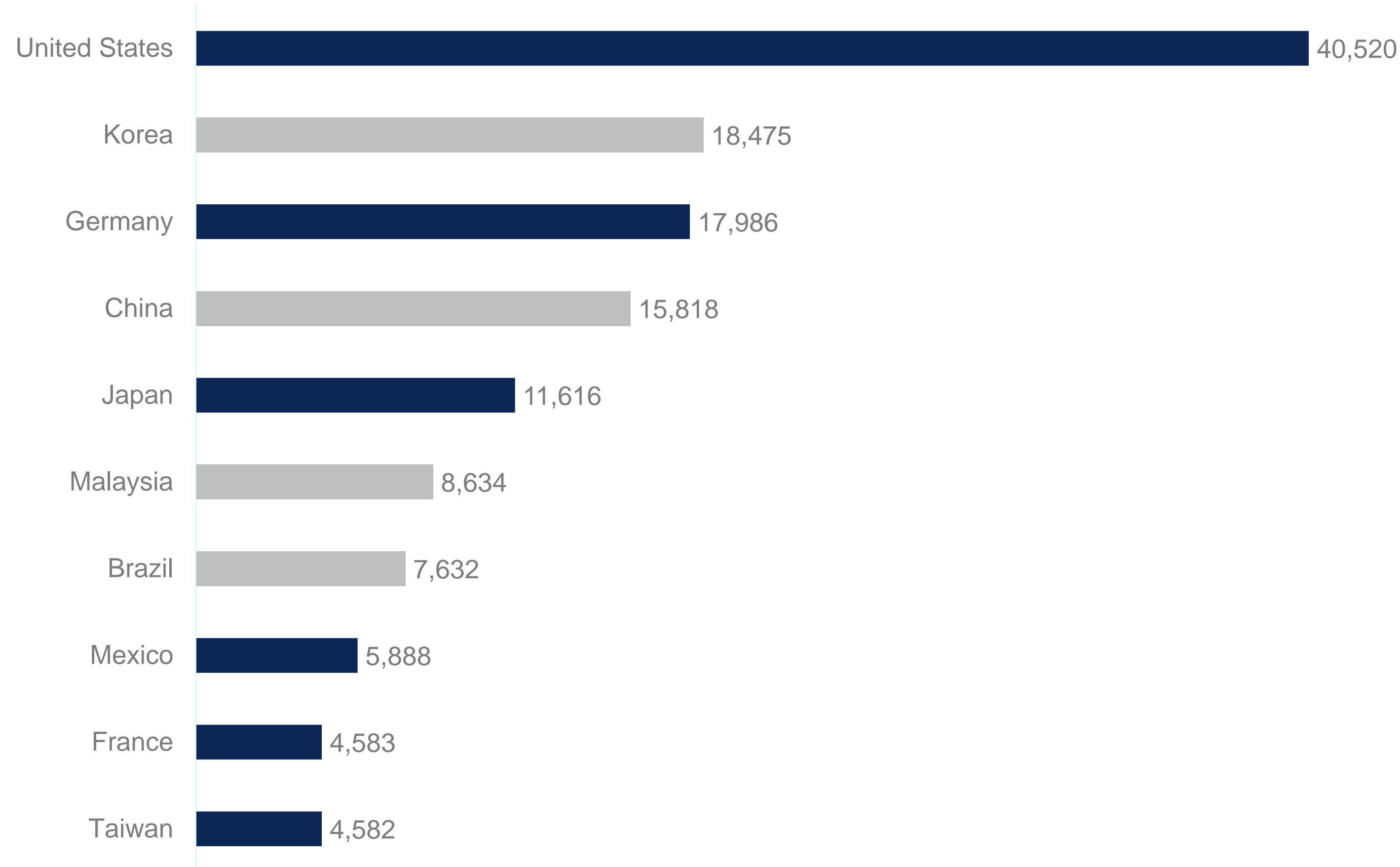
Approximately 54,000 independent Consultants are sharing LifeVantage every month.

LifeVantage currently operates in **21** countries.



Addressing Global Markets

TOP 10 DIRECT SELLING MARKETS GLOBALLY



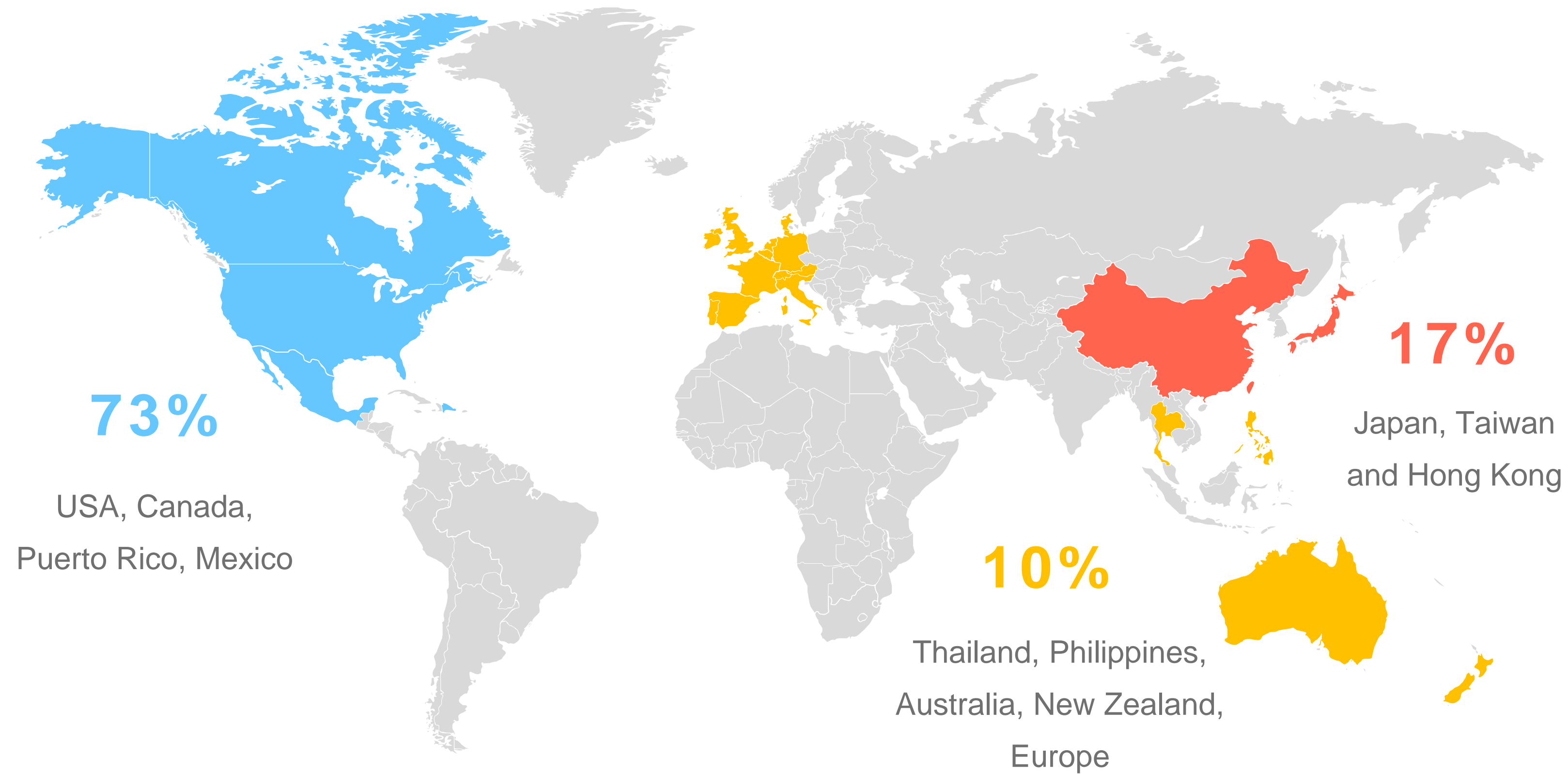
LifeVantage operates in 6 of the 10 largest direct selling markets globally.

Source: World Federation of Direct Selling Associations 2022 Data <https://wfdsa.org/global-statistics/> https://heyzine.com/flip-book/WFDSASTATS_Aug2023V3#page/16

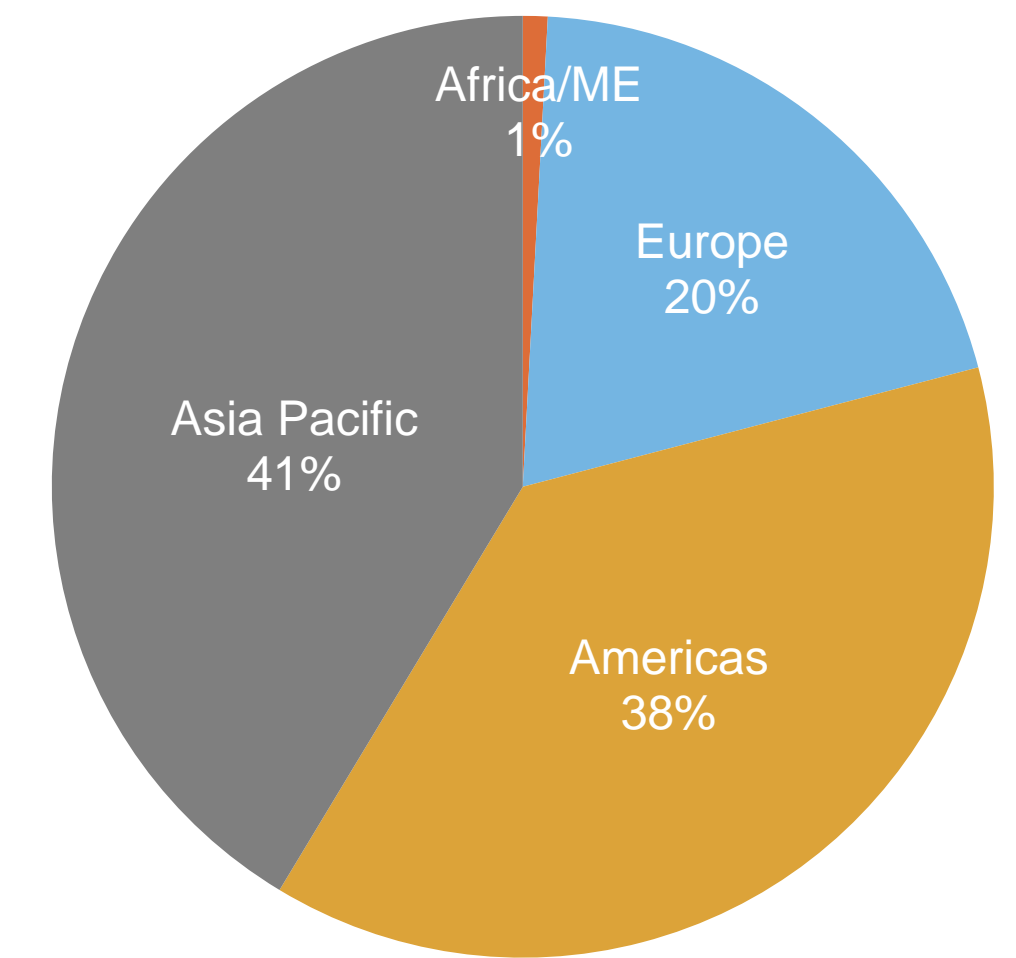


Activation Around the Globe

LIFEVANTAGE PERCENTAGE OF SALES BY AREA



\$172.9 Billion Industry*



Note: Company revenue as of the quarter ended 6/30/2023 *Source: World Federation of Direct Selling Associations 2022 Data



A Growing Industry

DIRECT SELLING TRENDS

↓8%
6.7 million

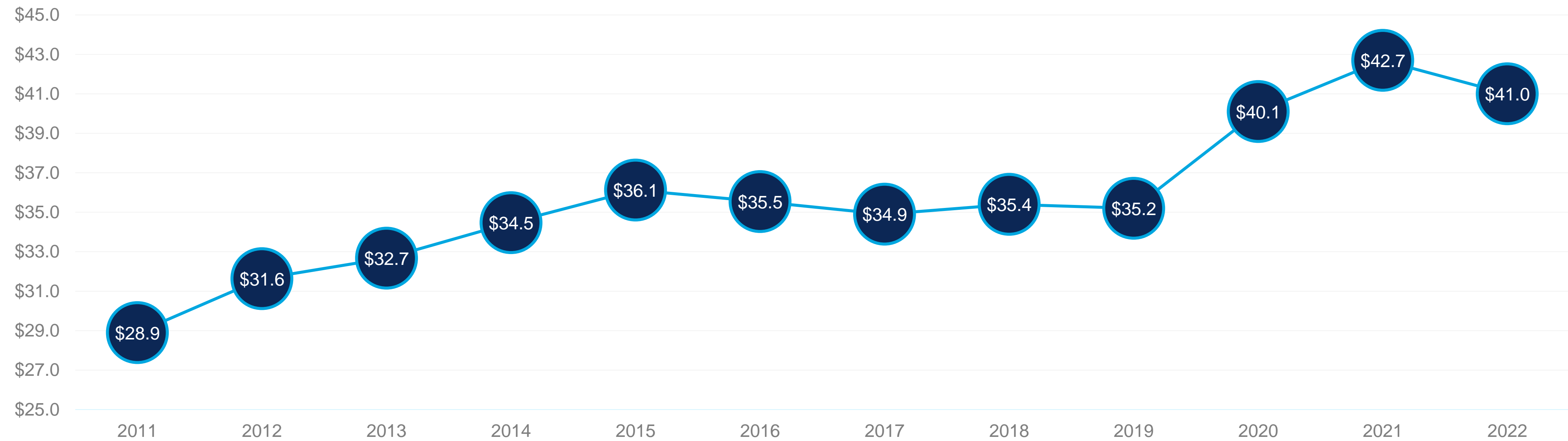
DIRECT SELLERS

6.7 million direct sellers (a 8% decrease over 2021) 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.

↓8%
41.0 million

CUSTOMERS

More than 41.0 million customers. This total figure represents an 8% decrease over 2021. (And this figure excludes those who have not signed an agreement with a direct selling company).



https://www.dsa.org/docs/default-source/industry-fact-sheets/dsa-2022g-ofactsheetv4.pdf?sfvrsn=c51ed2a5_2



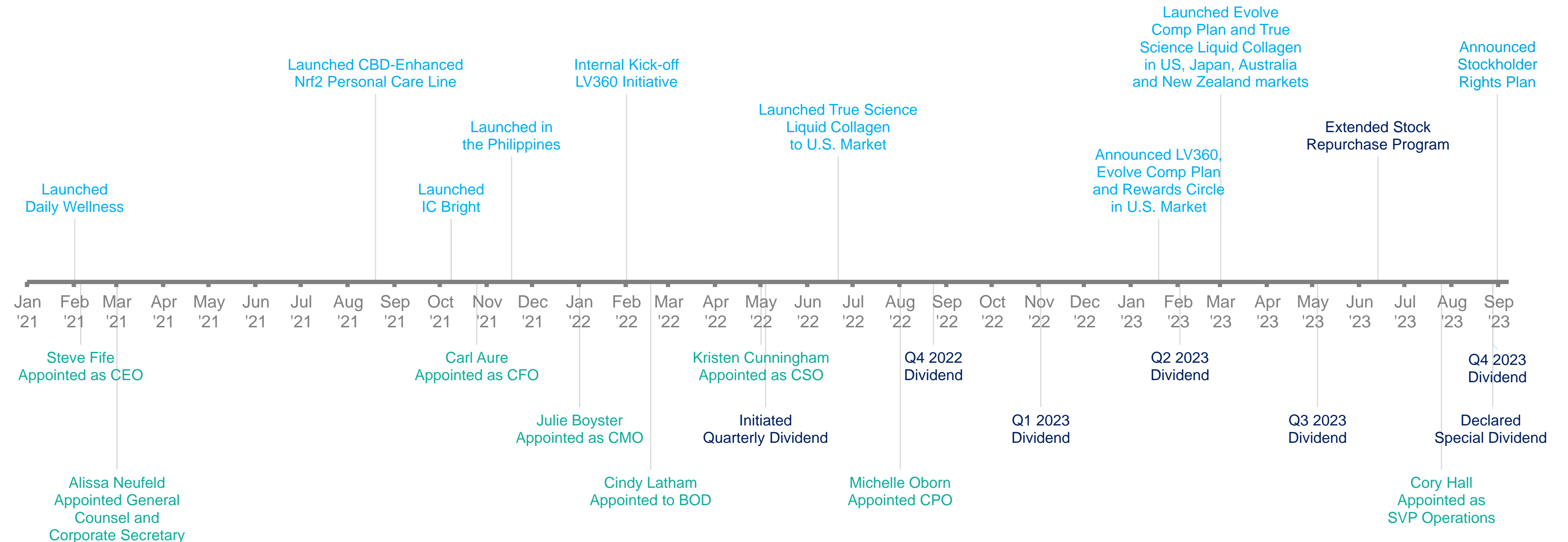


Accelerating Growth

HISTORY & FOCUS FOR THE FUTURE

Significant Progress With Key Strategic Initiatives

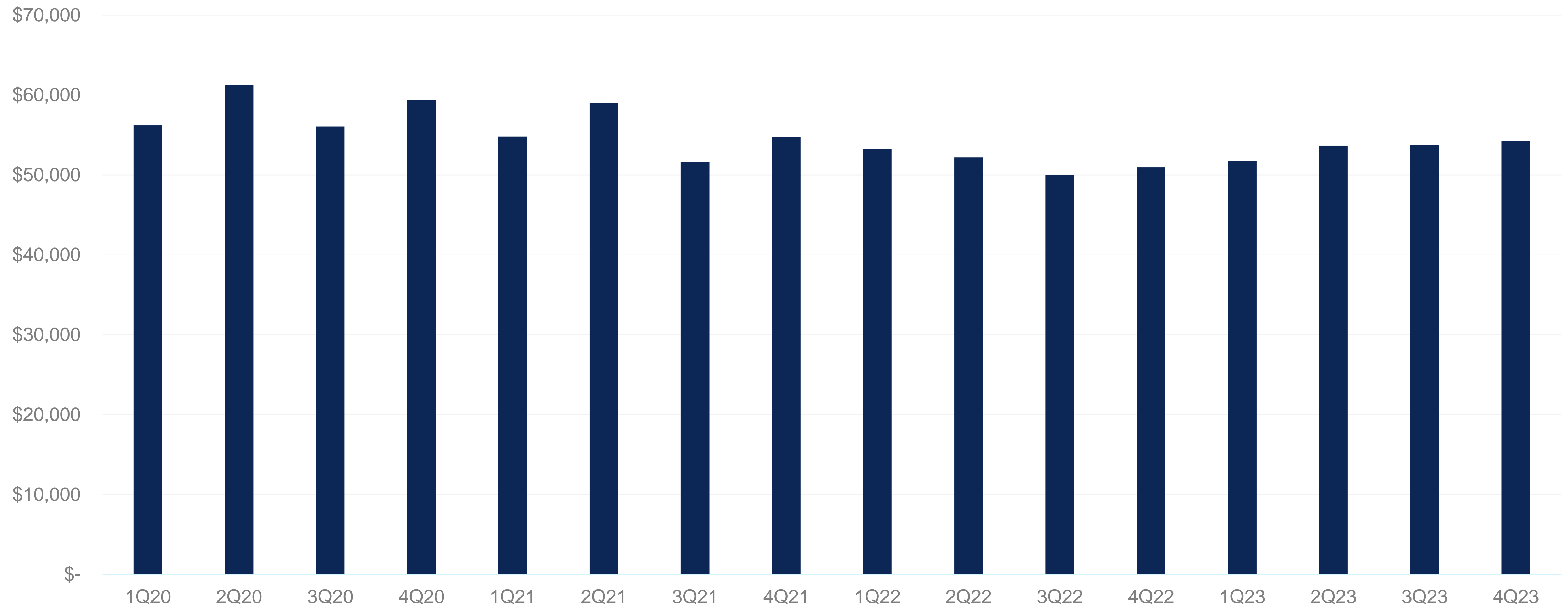
Leadership / Product & Platform Development / Capital Allocation



Sales History

LONG-TERM PANDEMIC CHALLENGES STALLED GROWTH REVENUE HAS STABILIZED & SHOWS SIGNS OF RECOVERY

Revenue (USD in thousands)



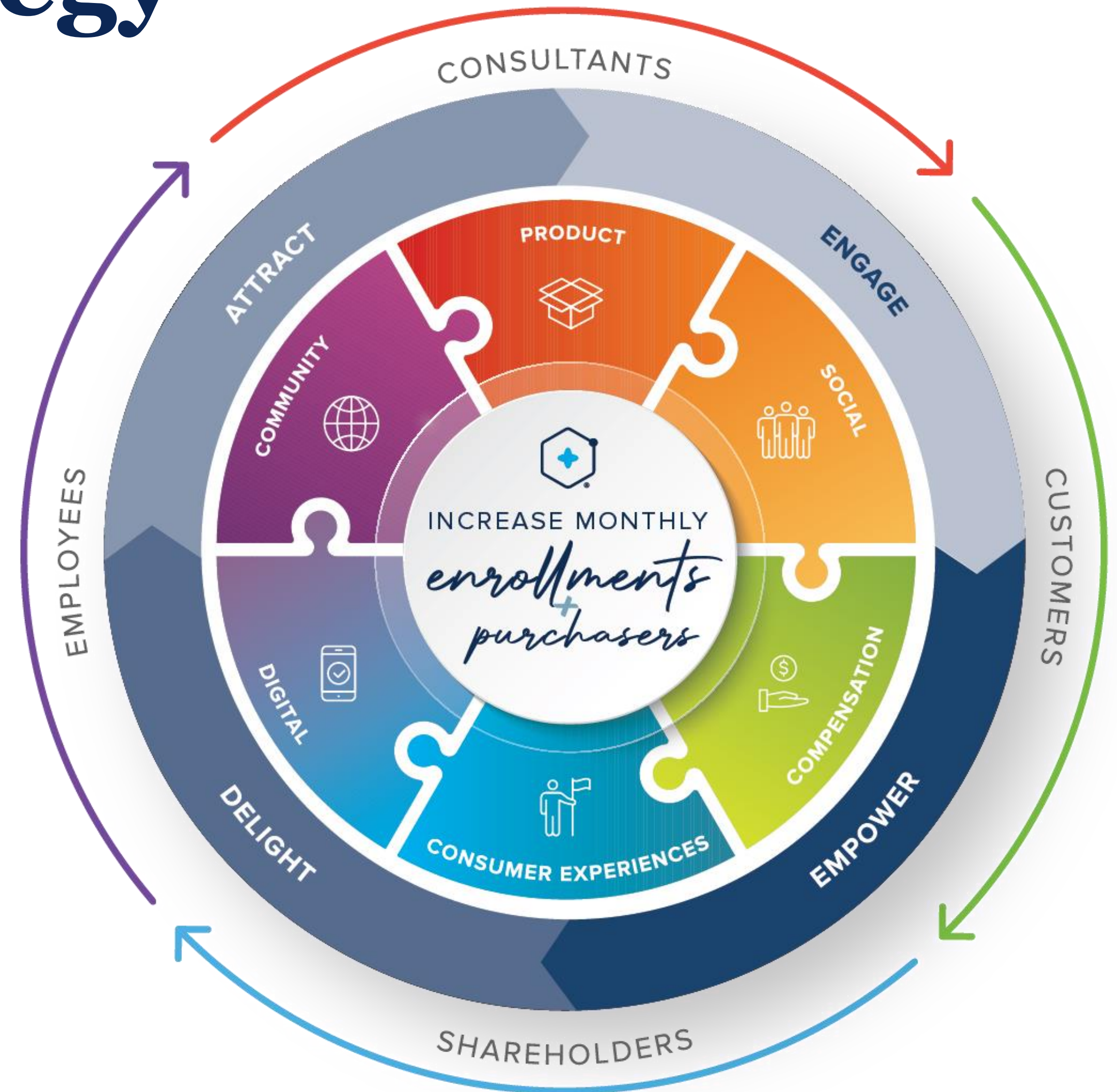
LV360 Growth Strategy

DRIVING FUTURE MOMENTUM WITH ENHANCEMENTS
TO EVERY ASPECT OF OUR BUSINESS

We are laser-focused on increasing active monthly purchasers, enrolling new business builders and Customers, and retaining them longer. The key is ensuring every piece of our business fits together to create an excellent experience for everyone.

GUIDING VALUES

- Attract through wellness innovation
- Engage through connections and trust
- Empower each other to achieve the remarkable
- Delight with every experience



#1 Product

Attract and retain new consumers with modern branding and exciting products that fit current industry trends, meet a true health need, and are socially shareable.

HIGHLIGHTS

- TrueScience® Liquid Collagen activates, replenishes, and maintains collagen to deliver visible results that drive demand on social media, capitalizing on one of the fastest growing supplement categories.
- LifeVantage® Rise AM™ & Reset PM™ feature unique Timewise Nutrient Delivery™ to supply the right nutrients, in the right amounts, at the right time, capturing market share of the largest supplement category globally – multivitamins.
- LifeVantage® D3+ is designed to address one of the largest nutrient insufficiencies and gain market share from the second largest supplement category, globally.
- Refreshed look and feel to attract new consumers



#2 Social

Inspire a growing, engaged social community that encourages wellness enthusiasts to continuously feel better, fuel their purpose, and celebrate what it means to live activated. LifeVantage shares performance-driven digital content that creates conversations and attracts and delights consumers with the right message at the right time.

HIGHLIGHTS

- Attracted new customers with targeted ads
- Connected community to a greater purpose through True Confidence Collective
- Educated about health topics and our products with Activate Thursdays Facebook Live events

TrueConfidence *Collective*

CHALLENGE WEEK 1

Personal Challenge:

Get 10 people (strangers and friends) to smile this week by greeting or acknowledging them



#3 Compensation

Modernized Evolve Compensation Plan helps new Consultants earn faster, rewards them for any way they want to work, and gives them the flexibility to earn only on sales to Customers or also through building a team of Consultants.

HIGHLIGHTS

- Fully redesigned Evolve Compensation Plan and product pricing structure supports profitability for the Company and the Consultants
- Evolve drives the right business-building behaviors at each stage of the Consultant Path, progressing through Share, Build & Grow, then Lead to create long-term product sales and leadership development
- Rewards Circle loyalty program supports Consultants' ability to retain Customers longer
- Business incentives, including MVP builder and Run to Pro 4, create excitement and engagement

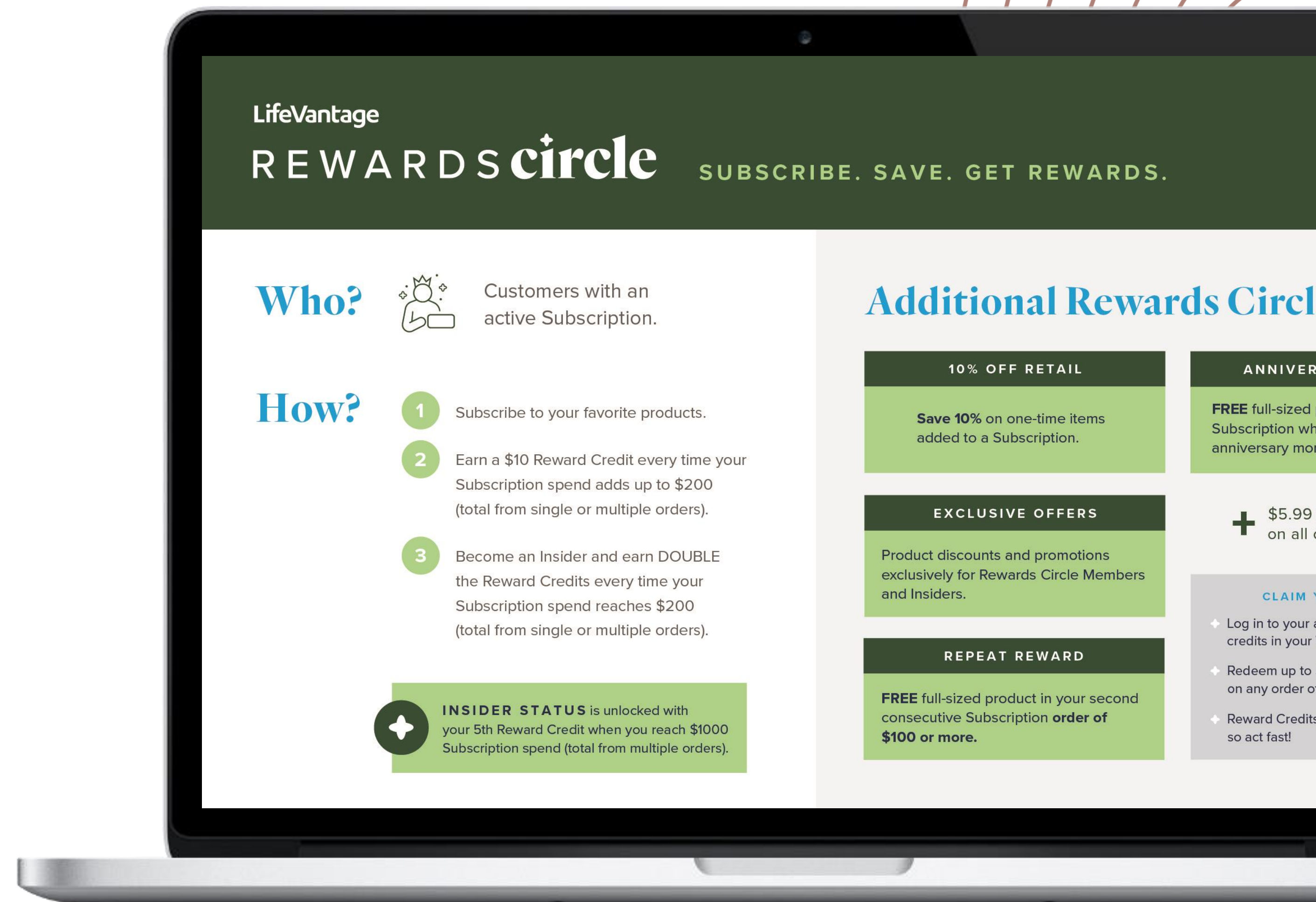


#4 Consumer Experience

Build trust, create positive experiences, and provide compelling motivators for placing repeat orders.

HIGHLIGHTS

- Created LifeVantage® Rewards Circle loyalty program in which Customers can earn credits to use for future orders when they order products on Subscription and also receive gifts for meeting spending thresholds
- Offered tailored promotions to active Subscribers
- Started an automated welcome series of emails for Customers to encourage repeat orders through education and special offers for additional purchases



#5 Digital

Create a connected, digital-first culture to enhance customer relationships and support the Consultant experience.

HIGHLIGHTS

- Improved website experience and Shop by Solution functionality
- Streamlined subscription and order management
- Enhanced global LifeVantage App to help Consultants build their business with shareable coupons and sample tracking



#6 One LifeVantage Community

Grow the community of those positively impacted by LifeVantage through entering new markets and leaving a legacy of a better world for all.

HIGHLIGHTS

- Opened Philippines market in fiscal 2022, quickly grew to one of the largest markets.
- Focused on benchmarking and creating future goals for environmental, social, and governance priorities
- Support LifeVantage Legacy through service hours and by providing donations to those in need



Management Team





Steve Fife

PRESIDENT & CEO, BOARD MEMBER | 03.01.2017

Joined LifeVantage as Chief Financial Officer and named Interim President and CEO in 2020 before his role became permanent in 2021. Certified Public Accountant who has served a variety of financial leadership roles for a professional services firm and several publicly traded companies.



Carl Aure

CHIEF FINANCIAL OFFICER | 10.26.2021

Certified Public Accountant with more than 24 years of finance and accounting experience and more than 15 years in direct selling.



Michelle Oborn

CHIEF PEOPLE OFFICER | 02.20.2009


Has led Human Resources team through growth from a small startup and international expansion to become a medium-sized enterprise, also oversees the LifeVantage Legacy 501©(3).



Alissa Neufeld

GENERAL COUNSEL | 03.31.2021

Has served as legal counsel in roles at the local and national level, including in-house counsel for a global direct-selling company.



Julie Boyster

CHIEF MARKETING OFFICER | 01.03.2022

Brings extensive experience building teams, planning strategies, and executing omni-channel marketing programs for well-known retail and direct-selling brands.



Rob Harris

CHIEF DIGITAL OFFICER | 04.23.2022

More than 28 years of experience as a global technology leader at direct-to-consumer companies overseeing global IT infrastructure, security, applications, and more.



Kristen Cunningham

CHIEF SALES OFFICER | 06.06.2022

Joined as Vice President of Field Development and named CSO in 2022. Has 15 years of experience managing sales and business development for global direct-selling companies.



Board of Directors





Gary Mauro

CHAIRMAN OF THE BOARD | SINCE 2008

Practicing attorney in Texas and the District of Columbia, licensed stockbroker, and award-winning community advocate and with more than 30 years' experience at local, state, and national levels in both the private and public sector, brings a broad range of experience in management, oversight, operations, and leadership.



Michael Beindorff

BOARD MEMBER | SINCE 2012

Experienced board advisor with wide-ranging experience across many business environments and current Principal & President at Far Niente group, has held multiple leadership roles with global brands, including Greentree Group, PlanetRX, VISA, Coca-Cola, and more.



Raymond Greer

BOARD MEMBER | SINCE 2017

Expert in international logistics, supply chain, and technology and Current Operating Partner for Welsh Carson Anderson & Stowe, has served leadership roles at many software, logistics, and transportation companies.



Darwin Lewis

BOARD MEMBER | SINCE 2017

Retired long-time leader holding domestic and international roles with SC Johnson & Son, Inc., with extensive experience in managing sales and international operations for a global business.



Erin Brockovich

BOARD MEMBER | SINCE 2019

Award-winning health and environmental advocate and sought-after keynote speaker who has served as executive producer for many television programs and is a New York Times bestselling author.



Cindy Latham

BOARD MEMBER | SINCE 2022

Current President of Latham Consulting Services with more than 35 years of experience driving revenue growth through leadership roles in strategic market planning, marketing, and new product development at global direct selling companies.



Business Model

LIFEVANTAGE

(as % of revenue)	FY 2020	FY 2021	FY 2022	FY 2023	Long-term Target
Gross Margin	83.7%	82.7%	81.5%	79.7%	82.0%
Commissions and Incentives	47.9%	47.0%	47.1%	44.4%	45.0%
SG&A*	28.6%	26.9%	30.7%	32.9%	28.0%
Operating Margin*	7.2%	8.7%	3.7%	2.4%	9.0%
Adjusted EBITDA Margin*	10.3%	11.3%	6.2%	5.5%	12.0%

*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.



Summary

LIFEVANTAGE

- Well-positioned with on-trend, scientific products in a growing, global sales channel
- Continuous focus on product innovation, international market expansion, and positive experiences
- Subscription-based business model with strong cash flow and high incremental margins
- Four Activation Paths—3 paths offering health solutions plus 1 Consultant path—allows us to grow our Active Monthly Purchasers by meeting them where they are and serving them both equally as a company focused on the needs of Consultants AND Customers



Appendix



Recent Operating Results Comparison

LIFEVANTAGE

CONDENSED CONSOLIDATED STATEMENTS OF OPERATIONS

(Unaudited)

(In thousands, except per share data)

	Most Recent Quarter	Prior Year Period	Year over Year Change	Previous Sequential Quarter	Sequential Change
	Q4 of Fiscal 2023	Q4 of Fiscal 2022	%	Q3 of Fiscal 2023	%
Revenue, net	\$ 54,221	\$ 50,943	6.4%	\$ 53,741	0.9%
Cost of sales	11,069	9,332		10,618	
Gross profit	43,152	41,611	3.7%	43,123	0.1%
Commissions and incentives	23,502	24,502		23,816	
Selling, general and administrative	17,047	15,613		17,708	
Total operating expenses	40,549	40,115		41,524	
Operating income	2,603	1,496	74.0%	1,599	62.8%
Interest income	107	—		59	
Other income (expense), net	(154)	(284)		7	
Impairment of investment	—	(2,205)		—	
Total other income (expense)	(47)	(2,489)		66	
Income (loss) before income taxes	2,556	(993)		1,665	
Income tax expense	(590)	(423)		(643)	
Net income (loss)	1,966	(1,416)	(238.8%)	1,022	92.4%
EPS (Net income (loss) per share, basic)	\$ 0.16	\$ (0.11)	(245.5%)	\$ 0.08	97.5%
EPS (Net income (loss) per share, diluted)	\$ 0.15	\$ (0.11)	(236.4%)	\$ 0.08	87.4%
Weighted-average shares outstanding:					
Weighted average shares, basic	12,616	12,488		12,615	
Weighted average shares, diluted	12,980	12,488		12,770	
Non-GAAP Items					
Adjusted EBITDA*	4,818	1,724	179.5%	3,281	46.8%
Adjusted Net income (loss)*	2,155	167	1190.4%	1,026	110.0%
Adjusted EPS (Net income (loss) per share, diluted)*	\$ 0.17	\$ 0.01	1600.0%	\$ 0.08	111.6%

*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.



Historical Income Statements

LIFEVANTAGE

CONDENSED CONSOLIDATED STATEMENTS OF OPERATIONS

(Unaudited)

Fiscal Year ended June 30,

(In thousands, except per share data)

	2021	2022	2023
Revenue, net	\$ 220,181	\$ 206,360	\$ 213,398
Cost of sales	38,187	38,097	43,387
Gross profit	181,994	168,263	170,011
Commissions and incentives	103,541	97,263	94,687
Selling, general and administrative	60,838	63,425	71,065
Total operating expenses	164,379	160,688	165,752
Operating income	17,615	7,575	4,259
Interest income (expense)	(17)	(10)	198
Other expense, net	(366)	(669)	(458)
Impairment of investment	—	(2,205)	—
Total other expense, net	(383)	(2,884)	(260)
Income before income taxes	17,232	4,691	3,999
Income tax expense	(4,338)	(1,571)	(1,459)
Net income	12,894	3,120	2,540
EPS (Net income per share, basic)	\$ 0.92	\$ 0.24	\$ 0.20
EPS (Net income per share, diluted)	\$ 0.90	\$ 0.24	\$ 0.20
Weighted-average shares outstanding:			
Weighted average shares, basic	14,070	12,886	12,557
Weighted average shares, diluted	14,268	13,069	12,567
Non-GAAP Items			
Adjusted EBITDA*	24,847	12,832	11,721
Adjusted Net income*	14,292	5,303	3,055
Adjusted EPS (Net income per share, diluted)*	\$ 1.00	\$ 0.41	\$ 0.24

*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.



Historical Balance Sheet and Cash Flows

LIFEVANTAGE

SUMMARIZED BALANCE SHEET AND CASH FLOW METRICS

(Unaudited, in thousands, except per share data)	As of June 30,		
	2021	2022	2023
Cash and Cash Equivalents	\$ 23,174	\$ 20,190	\$ 21,605
Current Portion of Long-term Debt, net	-	-	-
Net Cash (Cash and equivalents less total Debt)	23,174	20,190	21,605
Net Cash per share, diluted	\$ 1.62	\$ 1.54	\$ 1.72
Total Assets	78,732	70,706	66,123
Total Stockholders' Equity	36,807	31,516	34,649
Book Value per share, diluted	\$ 2.58	\$ 2.41	\$ 2.76

(Unaudited, in thousands, except per share data)	Fiscal Year ended June 30,		
	2021	2022	2023
Net Cash Provided by Operating Activities	\$ 16,273	\$ 7,959	\$ 6,828
Capital Expenditures	3,741	1,530	3,067
Free Cash Flow	12,532	6,429	3,761
Free Cash Flow per share, diluted	\$ 0.88	\$ 0.49	\$ 0.30



Non-GAAP Reconciliations

LIFEVANTAGE

Adjusted Net Income

(Unaudited, in thousands, except per share data)

	Fiscal Year ended June 30,			Three Months ended June 30,	
	2021	2022	2023	2022	2023
GAAP net income (loss)	\$12,894	\$3,120	\$2,540	(\$1,416)	\$1,966
Adjustments:					
Executive team recruiting and transition expenses	534	31	—	—	—
Class-action lawsuit expenses, net of recoveries	(144)	(456)	(139)	(996)	—
Executive team litigation and severance expenses, net	269	531	607	—	358
Accelerated depreciation related to change in lease term	101	—	116	—	—
Lease abandonment	830	—	227	—	10
Impairment of investment	—	2,205	—	2,205	—
Tax impact of adjustments	(192)	(128)	(296)	374	(179)
Total adjustments, net of tax	1,398	2,183	515	1,583	189
Non-GAAP Net income:	14,292	5,303	3,055	167	2,155
Diluted earnings per share, as reported	0.90	0.24	0.20	(0.11)	0.15
Total adjustments, net of tax	0.10	0.17	0.04	0.13	0.01
Diluted earnings per share, as adjusted*	1.00	0.41	0.24	0.01	0.17



Non-GAAP Reconciliations

LIFEVANTAGE

EBITDA and Adjusted EBITDA

(Unaudited, in thousands)

	Fiscal Year ended June 30,			Three Months ended June 30,	
	2021	2022	2023	2022	2023
GAAP net income (loss)	\$12,894	\$3,120	\$2,540	(\$1,416)	\$1,966
Interest (income) expense	17	10	(198)	—	(107)
Provision for income taxes	4,338	1,571	1,459	423	590
Depreciation and amortization	3,460	3,261	3,579	818	901
Non-GAAP EBITDA:	20,709	7,962	7,380	(175)	3,350
Adjustments:					
Stock compensation expense	2,036	1,768	3,188	406	946
Other (income) expense, net	366	669	458	284	154
Impairment of investment	—	2,205	—	2,205	—
Other adjustments	1,736	228	695	(996)	368
Total adjustments	4,138	4,870	4,341	1,899	1,468
Non-GAAP Adjusted EBITDA:	24,847	12,832	11,721	1,724	4,818



Thank You

