



INVESTOR PRESENTATION

JUNE 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, holding hands. They are both wearing black wetsuits. The woman is carrying a long, light-colored surfboard under her arm. The background shows the ocean and a small rock formation in the distance. The entire image has a blue tint.

THE COMPANY: LifeVantage (NASDAQ: LFTN)

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 | \$5.51 |
| Shares outstanding¹ | 14.3 million | Float¹ | 12.8 million |
| Market Capitalization¹ | \$78.8 million | Enterprise Value¹ | \$70.8 million |
| Average Daily Volume¹ | 56,217 | Fiscal 2017 Revenue | \$199.5 million |
| Cash at Mar 31, 2018 | \$14.0 million | Fiscal 2017 Adjusted EBITDA² | \$13.1 million |
| Debt at Mar 31, 2018 | \$6.0 million | Fiscal 2017 Adjusted EPS² | \$0.27 |

(1) As of June 21, 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

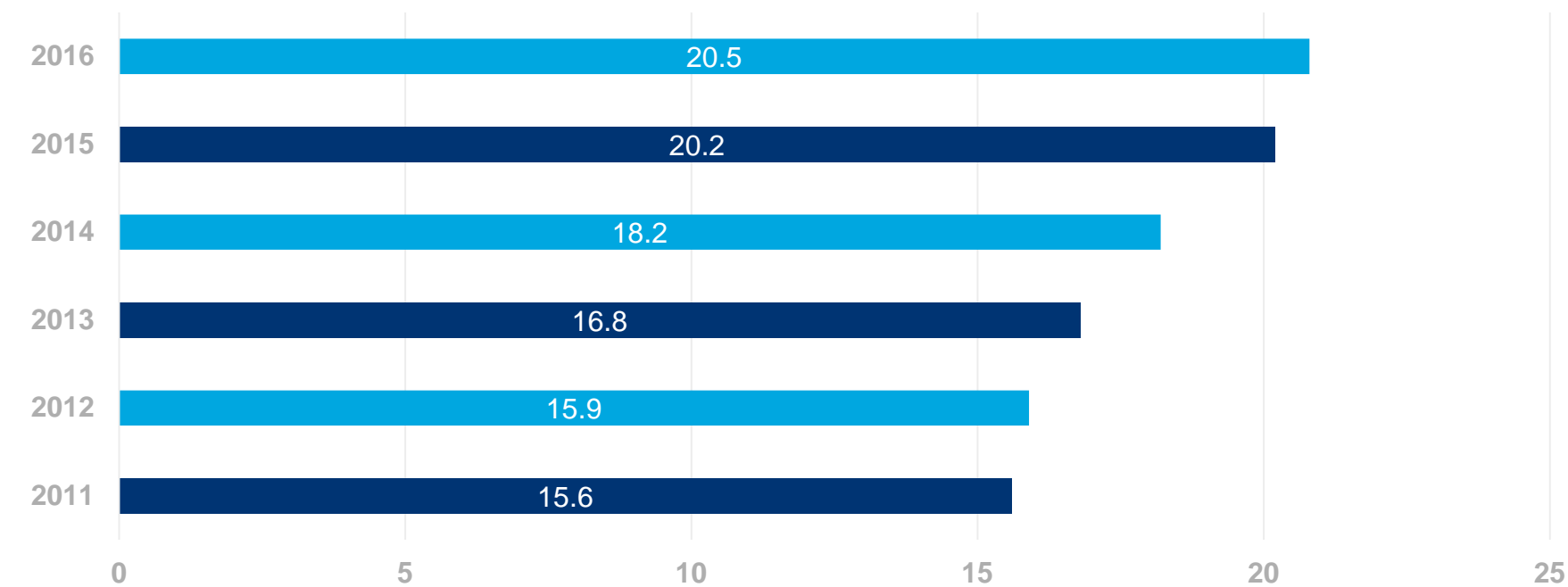
- ◆ Global sales of \$190 billion in 2017
- ◆ CAGR of 4% since 2014
- ◆ More than 117 million direct sellers worldwide



DIRECT SELLING (US)

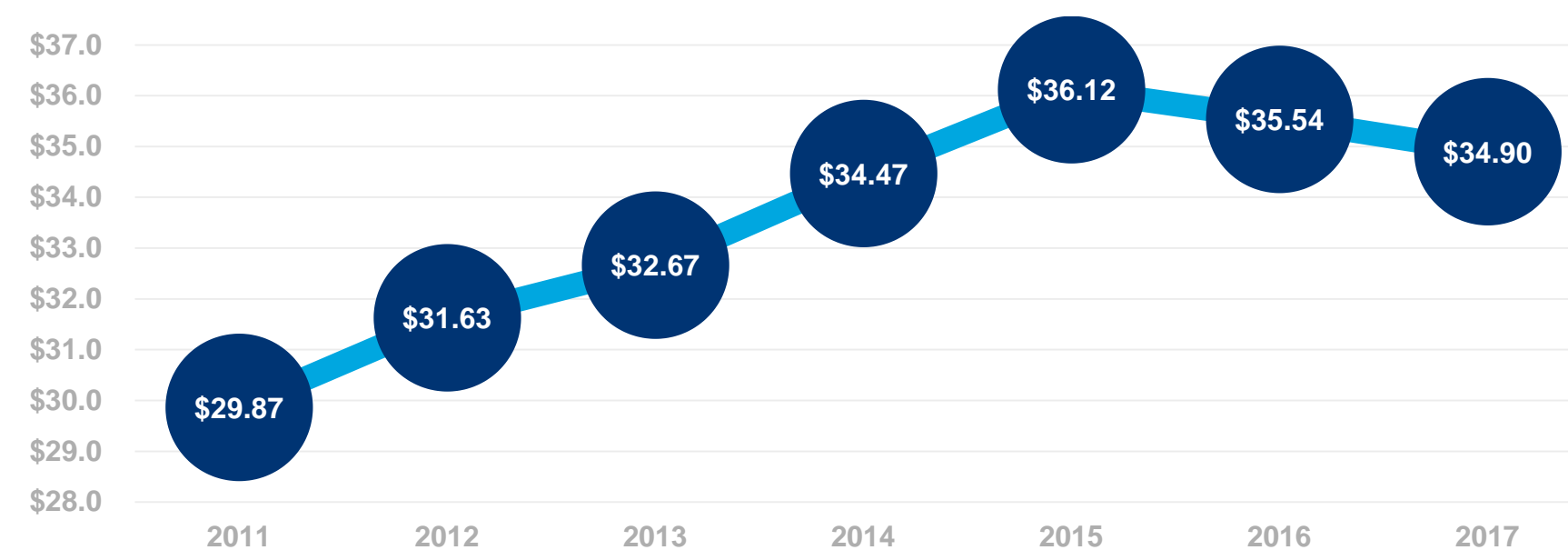
PEOPLE INVOLVED IN DIRECT SELLING

(in millions)

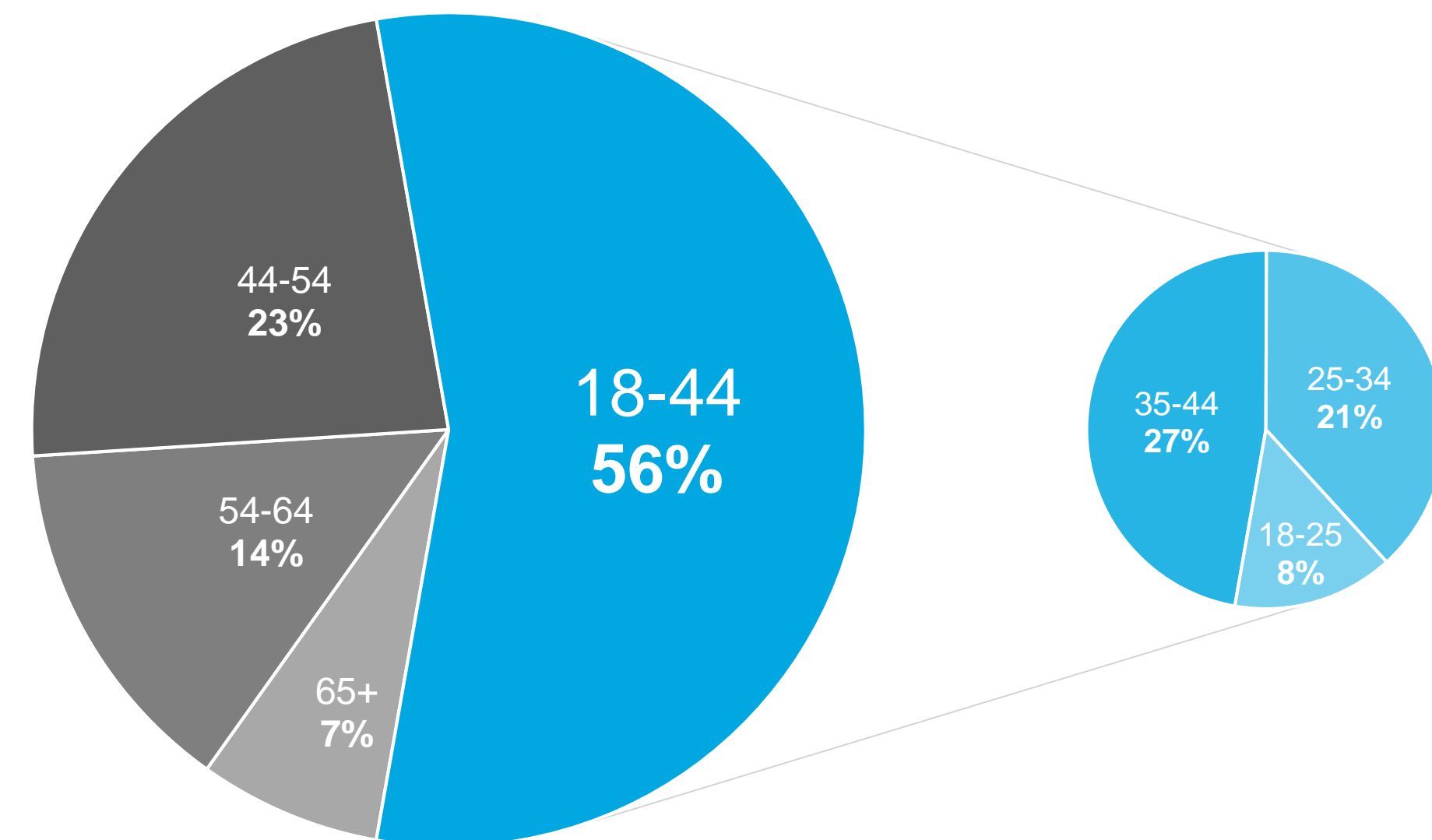


US RETAIL SALES

(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: \$36.9 billion

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

Europe: \$38.5 billion

- Wellness: 32%
- Cosmetics & Personal Care: 26%
- Home Improvement: 12%

South & Central America: \$27.1 billion

- Cosmetics & Personal Care: 67%
- Wellness: 14%
- Clothing & Accessories: 6%

Asia-Pacific: \$85.4 billion

- Wellness: 50%
- Cosmetics & Personal Care: 23%
- Household Goods & Durables: 11%

Source: Direct Selling News, 2017 data

 Current LifeVantage Market

LifeVantage



WHAT IS GOING TO DRIVE GROWTH?

GROWTH OPPORTUNITIES

Geographical

Greater China expansion utilizing an e-commerce model in Mainland China

February 2018

Opened Taiwan June 2018

Opened Germany September 2017

Expanding Our Distributor Base

Launched Global Customer Expansion

April 2018

Austria

Belgium

France

Ireland

Italy

New Zealand

Dominican Republic

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

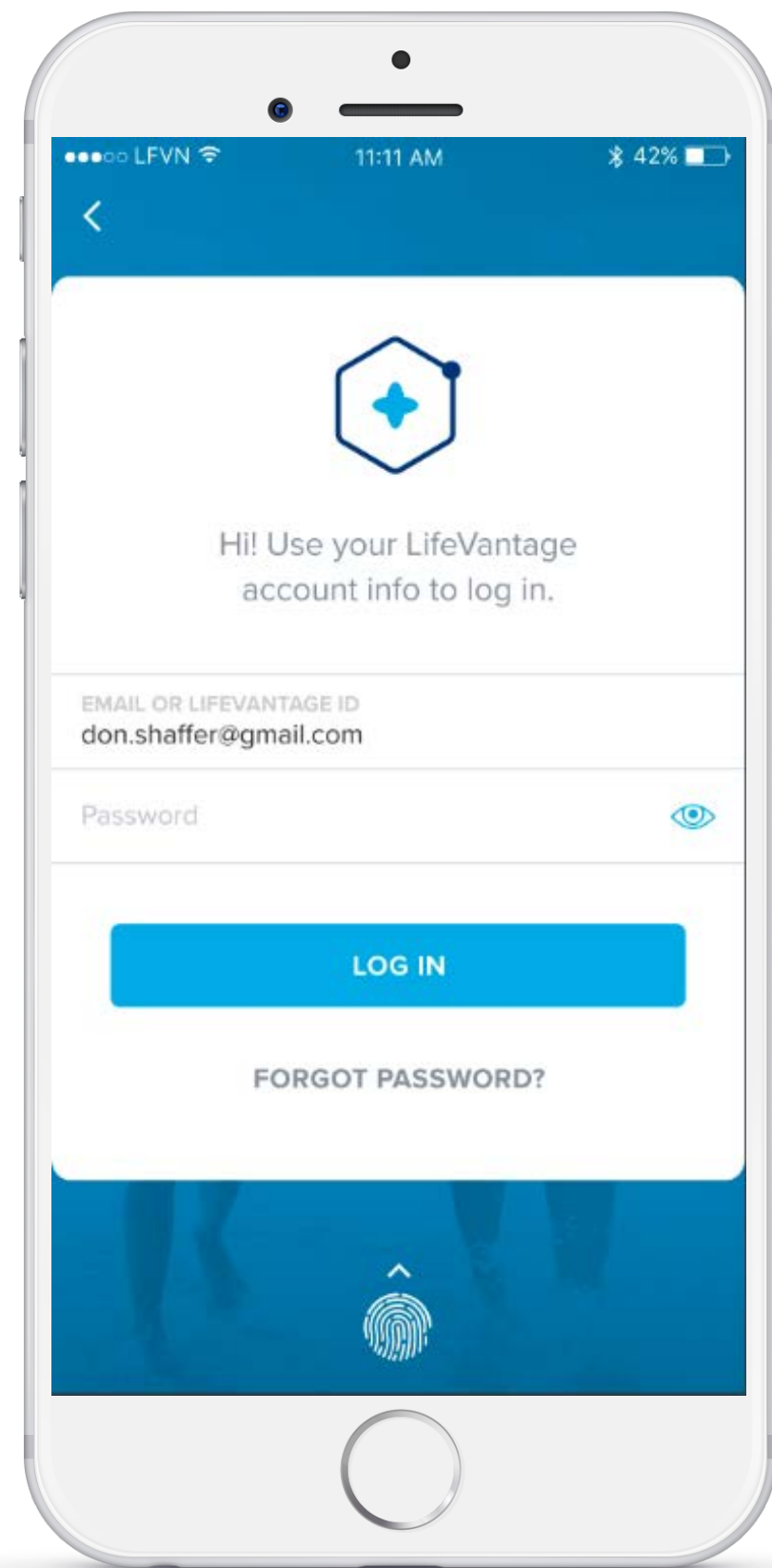
New Product Launches

- ◆ 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

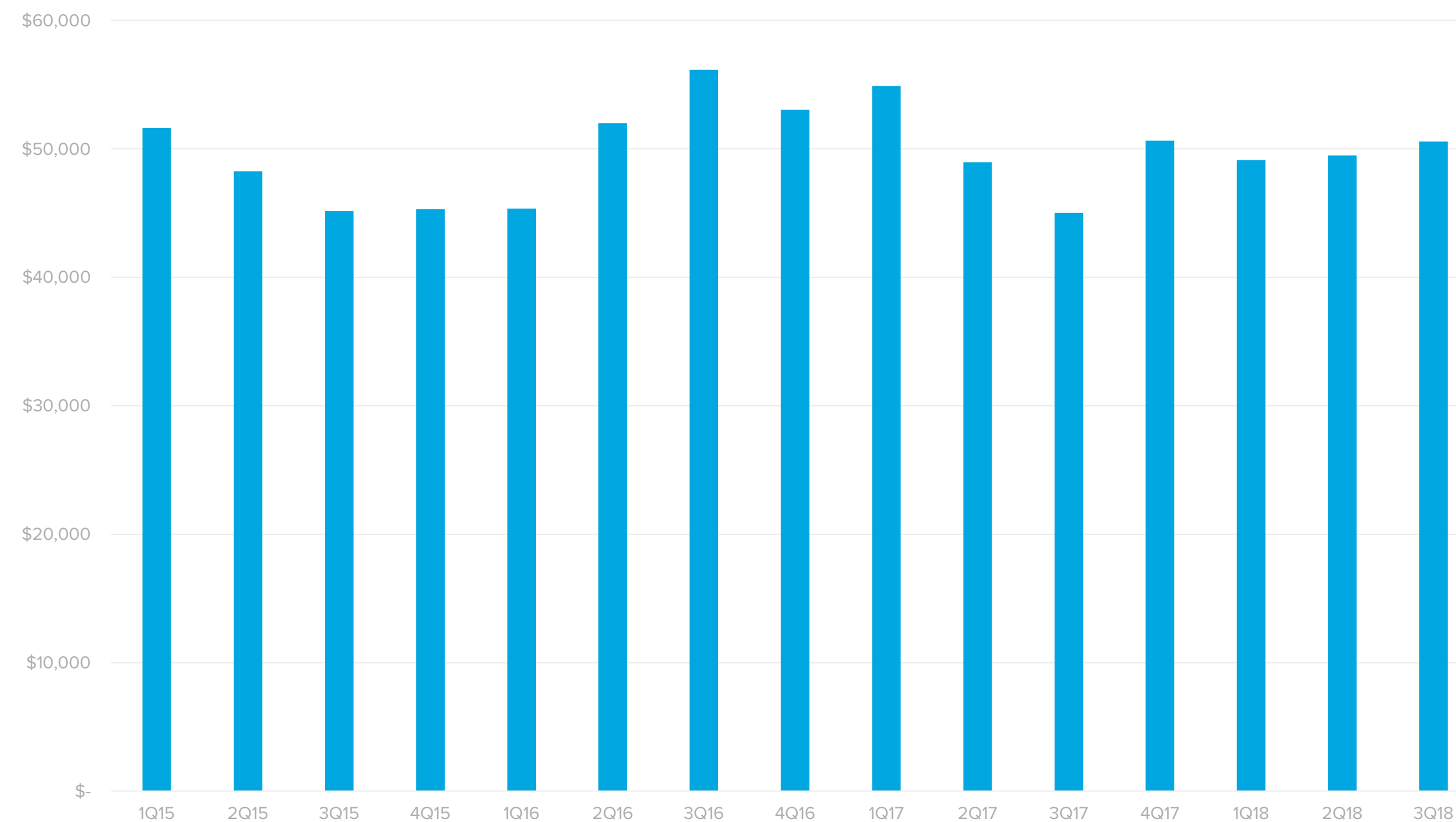




L I F E V A N T A G E

SALES HISTORY

Revenue (USD in thousands)



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

- Recruited experienced CFO and COO

Fiscal 2018 Initiatives

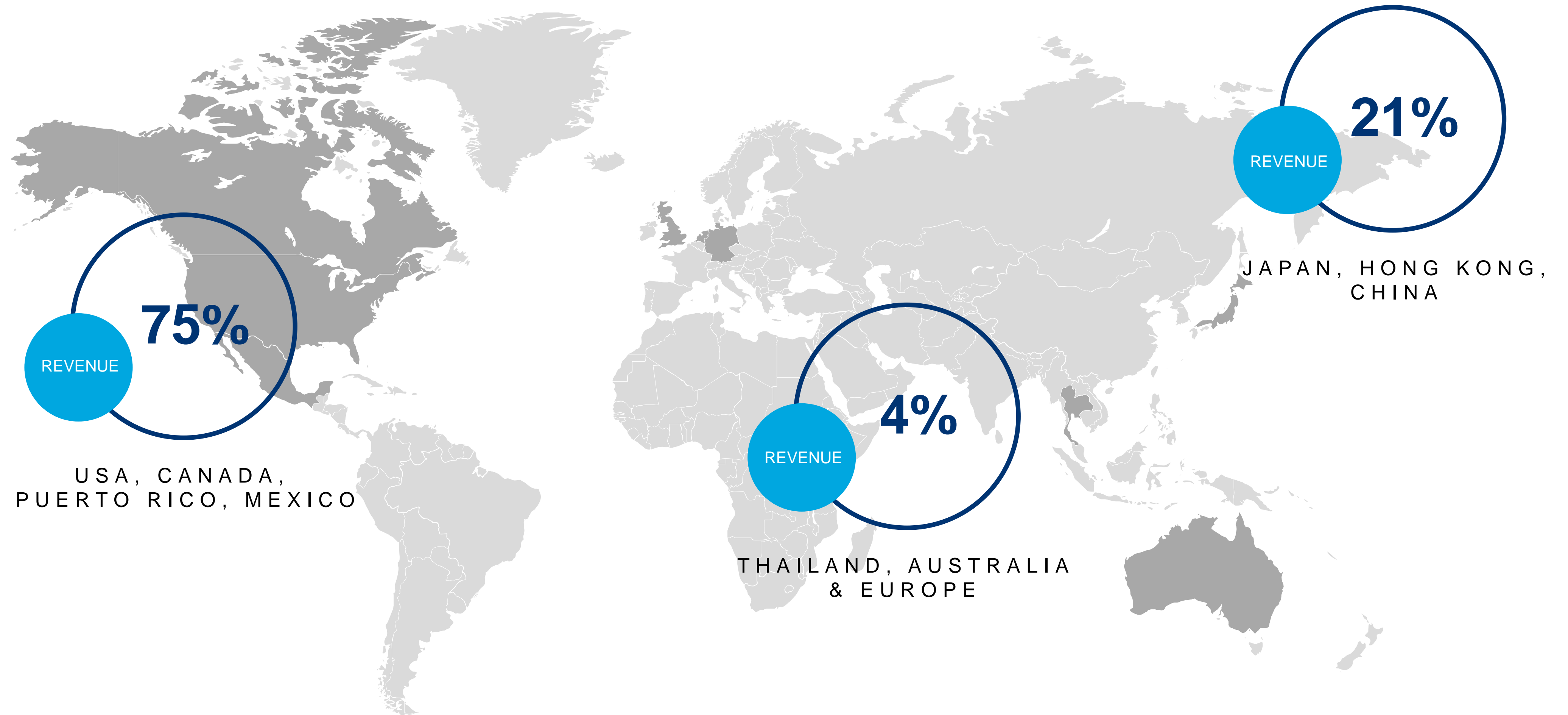
- Implemented key initiatives focused on increasing average order size, geographical expansion and distributor and customer acquisition
- Sequential and year-over-year sales growth accelerates



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
- Completed roll-out of the LifeVantage Digital technology platform in May 2018
- Accelerated deployment of the Red Carpet program to attract new and experienced direct sales leaders to LifeVantage
- Completed implementation of upgraded ERP system, deploying Microsoft Dynamics 365
- Launched the Global Customer Acquisition Program in late Q3, further supporting geographical expansion
- Rolled out new Auto-Assigned Customer Program whereby we can directly acquire new customers, leveraging our marketing and public relations investments
 - New customers can now shop for and order product directly on LifeVantage.com and be assigned a distributor after the first order



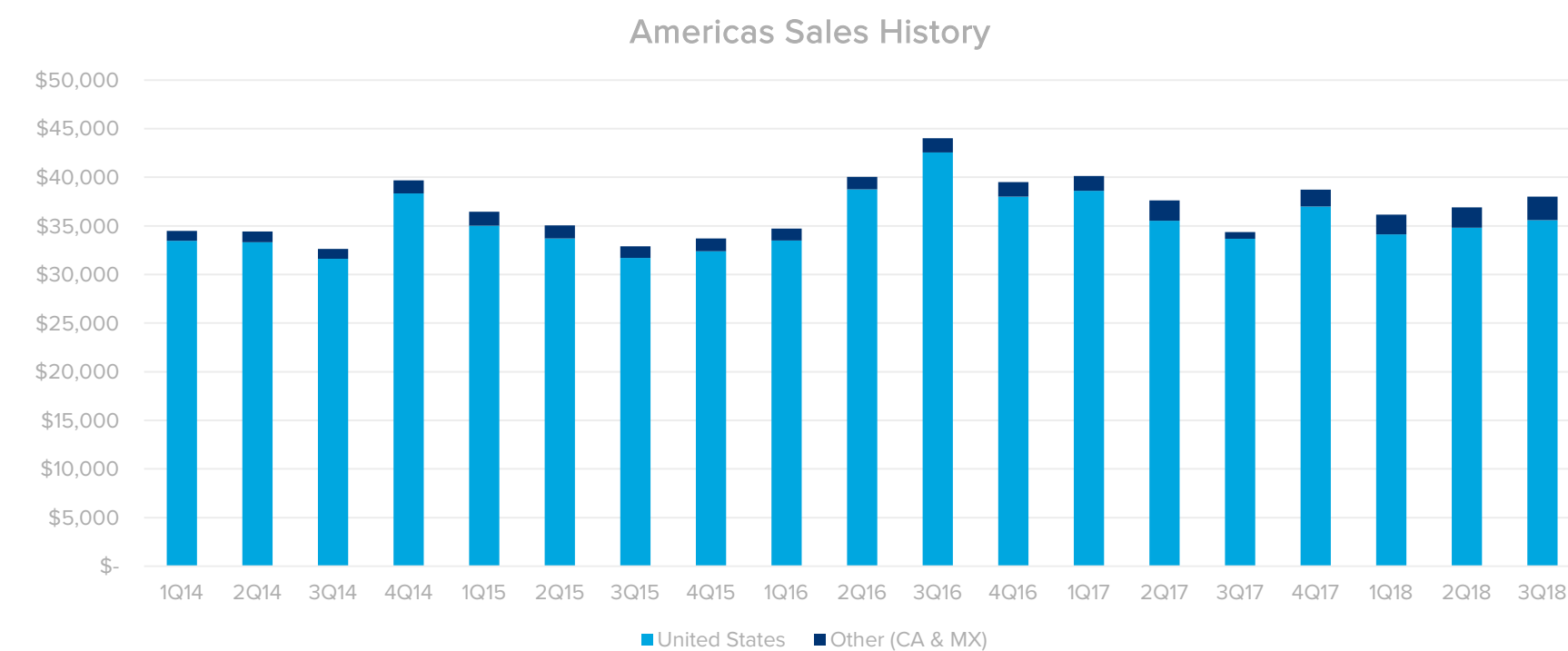
L I F E V A N T A G E

AMERICAS MARKET



75% OF SALES

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

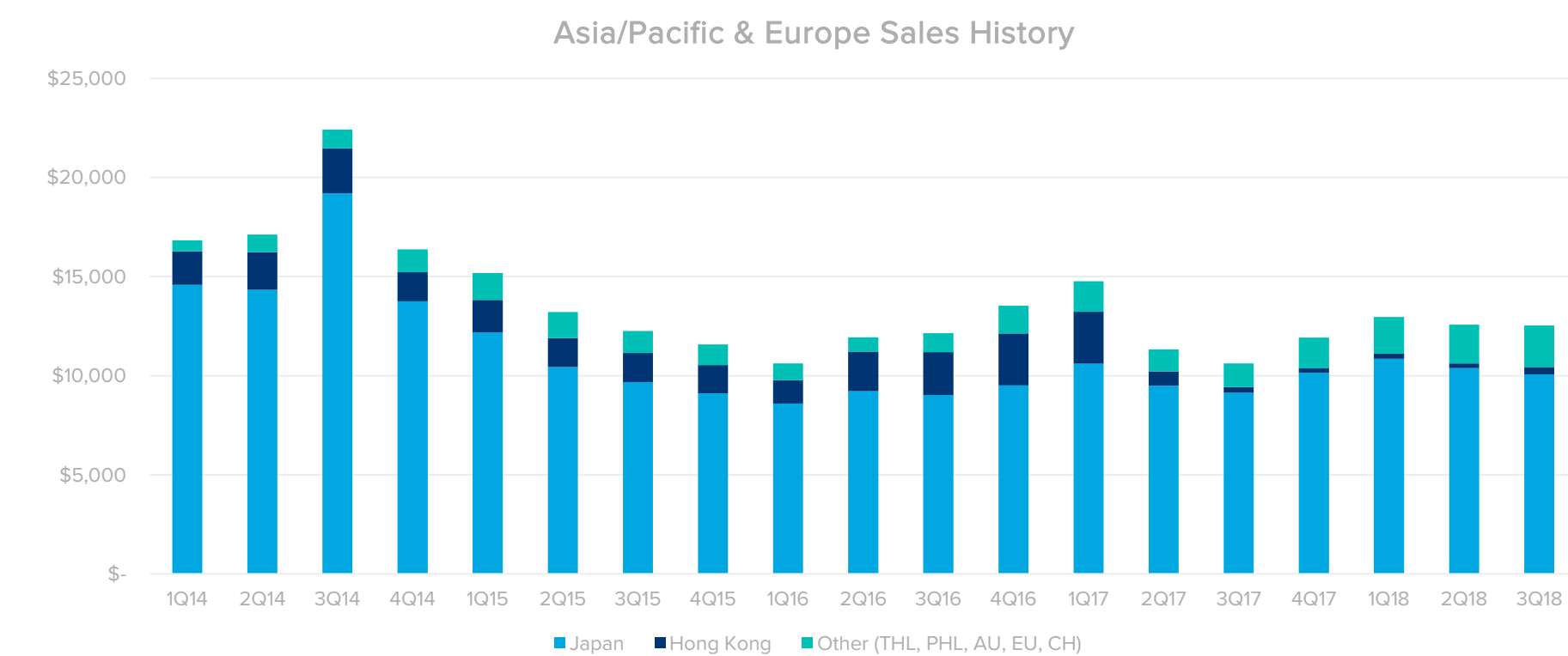




ASIA PACIFIC & EUROPE MARKETS

25% OF SALES

- Japan has turned
 - 10.1% growth during Q3:2018 over prior year
- Launched China on February 1st
- Launched Germany on September 1st
- Introduced NRF2 in Thailand
- Taiwan launched June 2018





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 |
|--|------------------------|----------------------|-----------------------------|
| | Q3 of Fiscal 2018 | Q3 of Fiscal 2017 | % |
| Revenue, net | \$ 50,562 | \$ 45,007 | 12.3% |
| Cost of sales | 8,921 | 8,233 | |
| Gross profit | 41,641 | 36,774 | 13.2% |
| Commissions and incentives | 24,320 | 22,843 | |
| Selling, general and administrative | 15,023 | 13,708 | |
| Total operating expenses | 39,343 | 36,551 | |
| Operating income | 2,298 | 223 | 930.5% |
| Interest expense | (92) | (131) | |
| Other income (expense), net | 27 | (32) | |
| Total other income (expense) | (65) | (163) | |
| Income before income taxes | 2,233 | 60 | |
| Income tax expense | (598) | 1 | |
| Net income | 1,635 | 61 | 2580.3% |
| EPS (Net income per share, basic) | \$ 0.12 | \$ - | nmf |
| EPS (Net income per share, diluted) | \$ 0.12 | \$ - | nmf |
| Weighted average shares, basic | 14,006 | 13,915 | |
| Weighted average shares, diluted | 14,178 | 14,105 | |
| Non-GAAP Items | | | |
| Adjusted EBITDA* | 3,410 | 1,625 | 109.8% |
| Adjusted Net Income* | 1,770 | 432 | 309.7% |
| Adjusted EPS (Net income per share, diluted)* | \$ 0.12 | \$ 0.03 | 300.0% |

* 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)

| | Fiscal Year ended June 30, | | | Nine Months ended March 31, | |
|--|----------------------------|-------------------|-------------------|-----------------------------|-------------------|
| | 2015 | 2016 | 2017 | 2017 | 2018 |
| | (as revised) | (as revised) | | | |
| Revenue, net | \$ 190,336 | \$ 206,540 | \$ 199,489 | \$ 148,848 | \$ 149,171 |
| Cost of sales | 28,010 | 33,932 | 33,456 | 24,565 | 26,778 |
| Gross profit | 162,326 | 172,608 | 166,033 | 124,283 | 122,393 |
| Commissions and incentives | 91,074 | 103,120 | 96,662 | 72,679 | 71,124 |
| Selling, general and administrative | 57,353 | 56,074 | 64,922 | 48,695 | 45,246 |
| Total operating expenses | 148,427 | 159,194 | 161,584 | 121,374 | 116,370 |
| Operating income | 13,899 | 13,414 | 4,449 | 2,909 | 6,023 |
| Interest expense | (3,087) | (3,321) | (570) | (406) | (357) |
| Other income (expense), net | (159) | (1,409) | (969) | (353) | (120) |
| Total other income (expense) | (3,246) | (4,730) | (1,539) | (759) | (477) |
| Income before income taxes | 10,653 | 8,684 | 2,910 | 2,150 | 5,546 |
| Income tax expense | (3,528) | (2,578) | (1,302) | (626) | (2,777) |
| Net income | 7,125 | 6,106 | 1,608 | 1,524 | 2,769 |
| EPS (Net income per share, basic) | \$ 0.51 | \$ 0.44 | \$ 0.12 | \$ 0.11 | \$ 0.20 |
| EPS (Net income per share, diluted) | \$ 0.50 | \$ 0.42 | \$ 0.11 | \$ 0.11 | \$ 0.20 |
| Weighted average shares, basic | 13,899 | 13,730 | 13,881 | 13,858 | 13,975 |
| Weighted average shares, diluted | 14,150 | 14,531 | 14,118 | 14,122 | 14,136 |
| Non-GAAP Items | | | | | |
| Adjusted EBITDA* | 17,436 | 19,650 | 13,087 | 9,827 | 9,734 |
| Adjusted Net Income* | 6,755 | 9,235 | 3,933 | 3,940 | 4,388 |
| Adjusted EPS (Net income per share, diluted)* | \$ 0.48 | \$ 0.64 | \$ 0.27 | \$ 0.28 | \$ 0.31 |

* 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 March 31, | |
|--|------------------|------------------|----------------|-----------------|----------------|
| | 2015 | 2016 | 2017 | 2017 | 2018 |
| Cash and Cash Equivalents | \$ 13,905 | \$ 7,883 | \$ 11,458 | \$ 9,202 | \$ 13,952 |
| Current Portion of Long-term Debt | 11,141 | 2,000 | 2,000 | 2,000 | 2,000 |
| Long-term Debt, Net of Discount | 8,533 | 7,409 | 5,440 | 5,932 | 3,965 |
| Total Debt | 19,674 | 9,409 | 7,440 | 7,932 | 5,965 |
| Net Cash (Cash and equivalents less total Debt) | (5,769) | (1,526) | 4,018 | 1,270 | 7,987 |
| Net Cash per share, diluted | \$ (0.41) | \$ (0.11) | \$ 0.28 | \$ 0.43 | \$ 0.48 |
| Total Assets | 40,065 | 50,855 | 45,249 | 46,743 | 50,929 |
| Total Stockholders' Equity | 1,806 | 10,649 | 14,527 | 13,895 | 19,302 |
| Book Value per share, diluted | \$ 0.13 | \$ 0.73 | \$ 1.03 | \$ 0.99 | \$ 1.36 |

(Unaudited, in thousands, except per share data)

| | Fiscal Year ended June 30, | | | Nine Months ended March 31, | |
|---|----------------------------|----------------|----------------|-----------------------------|----------------|
| | 2015 | 2016 | 2017 | 2017 | 2018 |
| Net Cash Provided by Operating Activities | \$ 13,221 | \$ 6,036 | \$ 6,597 | \$ 4,621 | \$ 7,785 |
| Capital Expenditures | 1,159 | 562 | 1,055 | 464 | 3,367 |
| Free Cash Flow | 12,062 | 5,474 | 5,542 | 4,157 | 4,418 |
| Free Cash Flow per share, diluted | \$ 0.85 | \$ 0.38 | \$ 0.39 | \$ 0.29 | \$ 0.31 |

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 | Q3 | Q3 | First Nine Months | First Nine Months |
| Period ended | 6/30/15 | 6/30/16 | 6/30/17 | 3/31/17 | 3/31/18 | 3/31/17 | 3/31/18 |
| GAAP Net income | \$7,126 | \$6,106 | \$1,608 | \$61 | \$1,635 | \$1,524 | \$2,769 |
| Adjustments: | — | — | — | — | — | — | — |
| Recall related expenses | (2,000) | — | — | — | — | — | — |
| Executive team recruiting and transition expenses | 880 | 928 | 744 | 477 | — | 542 | 207 |
| Audit committee independent review expenses | — | — | 2,742 | — | — | 2,742 | — |
| Class-action lawsuit expenses | — | — | 170 | 86 | 125 | 86 | 342 |
| Executive Team Severance Expenses, Net | 565 | 632 | 39 | (40) | 60 | 39 | 60 |
| 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) | (152) | (50) | (993) | (207) |
| Tax expense impact of revaluation of deferred tax assets | — | — | — | — | — | — | 1,166 |
| Total adjustments, net of tax | (371) | 3,129 | 2,324 | 371 | 135 | 2,416 | 1,619 |
| Non-GAAP Net Income: | 6,755 | 9,235 | 3,932 | 432 | 1,770 | 3,940 | 4,388 |
| Diluted earnings per share, as reported | 0.50 | 0.42 | 0.11 | — | 0.12 | 0.11 | 0.20 |
| Total adjustments, net of tax | (0.02) | 0.22 | 0.16 | 0.03 | 0.01 | 0.17 | 0.11 |
| Diluted earnings per share, as adjusted | 0.48 | 0.64 | 0.27 | 0.03 | 0.12 | 0.28 | 0.31 |

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 | Q3 | Q3 | First Nine Months | First Nine Months |
| Period ended | 6/30/15 | 6/30/16 | 6/30/17 | 3/31/17 | 3/31/18 | 3/31/17 | 3/31/18 |
| GAAP Net income | \$7,126 | \$6,106 | \$1,608 | \$61 | \$1,635 | \$1,524 | \$2,769 |
| Interest Expense | 3,087 | 3,321 | 570 | 131 | 92 | 406 | 357 |
| Provision for income taxes | 3,527 | 2,578 | 1,302 | (1) | 598 | 626 | 2,777 |
| Depreciation and amortization | 2,285 | 1,895 | 1,643 | 399 | 270 | 1,224 | 942 |
| Non-GAAP EBITDA: | 16,025 | 13,900 | 5,123 | 590 | 2,595 | 3,780 | 6,845 |
| Adjustments: | | | | | | | |
| Stock compensation expense | 1,806 | 2,621 | 2,647 | 277 | 657 | 1,792 | 2,110 |
| Other (income) expense, net | 159 | 1,409 | 969 | 32 | (27) | 353 | 120 |
| Other adjustments | (554) | 1,720 | 4,348 | 726 | 185 | 3,902 | 659 |
| Total adjustments | 1,411 | 5,750 | 7,964 | 1,035 | 815 | 6,047 | 2,889 |
| Non-GAAP Adjusted EBITDA | 17,436 | 19,650 | 13,087 | 1,625 | 3,410 | 9,827 | 9,734 |