LifeVantage.

Investor Presentation

November 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," "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
Shares outstanding ¹	12.7 million
Market Capitalization ¹	\$72.3 million
Average Daily Volume ¹	73,815
Cash at September 30, 2023	\$18.4 million
Debt at September 30, 2023	Debt free

Share price ¹	\$5.69
Float ¹	10.2 million
Enterprise Value ¹	\$50.7 million
Fiscal 2023 Revenue	\$213.4 million
Fiscal 2023 Adjusted EBITDA ²	\$11.7 million
Fiscal 2023 Adjusted EPS ²	\$0.24



⁽¹⁾ As of November 10, 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.





INVESTOR PRESENTATION



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







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



Maximize the Day's Potential

KEY ACTIVATORS

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

SUPPORTING PRODUCTS

- LifeVantage[®] IC Bright[™]
- TrueScience® Body Rub



Live with True Confidence

KEY ACTIVATORS

TrueScience® Liquid Collagen

SUPPORTING PRODUCTS

- TrueScience® Facial Cleanser
- TrueScience® Perfecting Lotion
- TrueScience® Eye Serum
- TrueScience® Anti-Aging Cream
- TrueScience® TrueRenew Daily
 Firming Complex

SUPPORTING PRODUCTS

- TrueScience® Invigorating Shampoo
- TrueScience® Nourishing Conditioner
- TrueScience® Scalp Serum
- TrueScience® Deodorant
- TrueScience® Hand Cream
- TrueScience® TruePout



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 in excess of \$4 million per month.



Subscriptions for Health Solutions

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

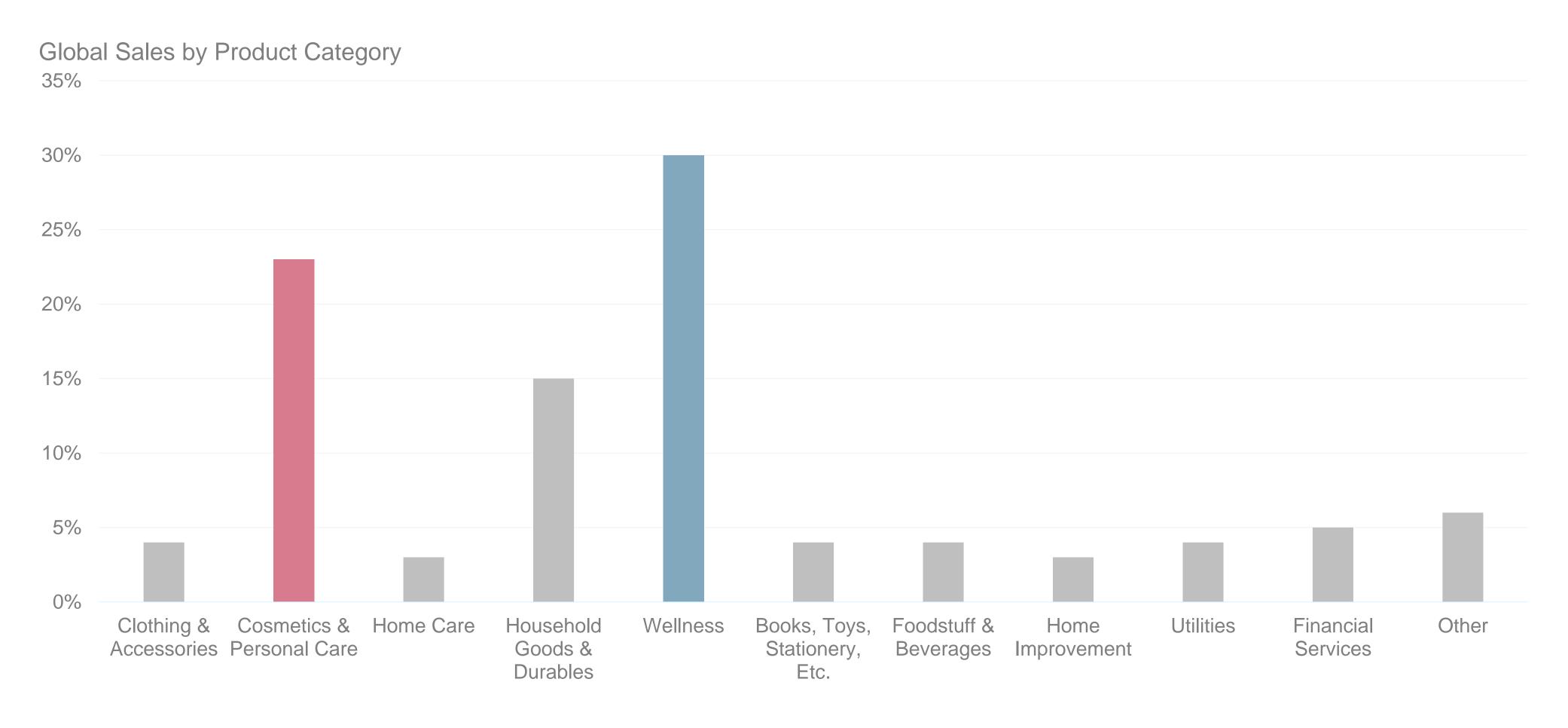
- Anti-Aging
- General Wellness
- Targeted Concerns
- Energy
- Weight Management
- Skin & Personal Care

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







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.



INVESTOR PRESENTATION 15

Active Consultant Base

BUILD LOCALLY, EXPAND GLOBALLY

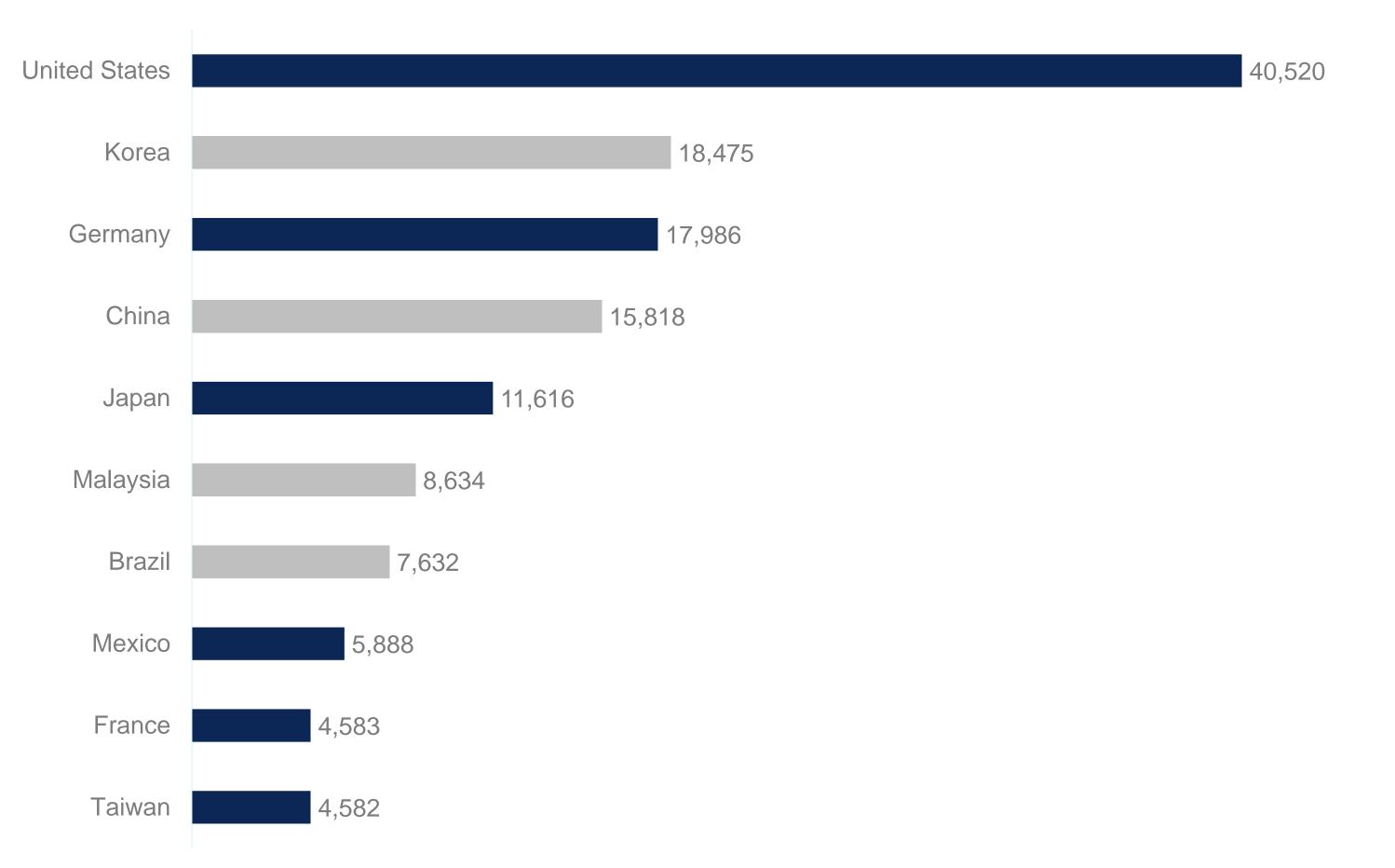
Approximately 52,000 independent Consultants are sharing LifeVantage every month.

LifeVantage currently operates in **20** countries.



Addressing Global Markets

TOP 10 DIRECT SELLING MARKETS GLOBALLY



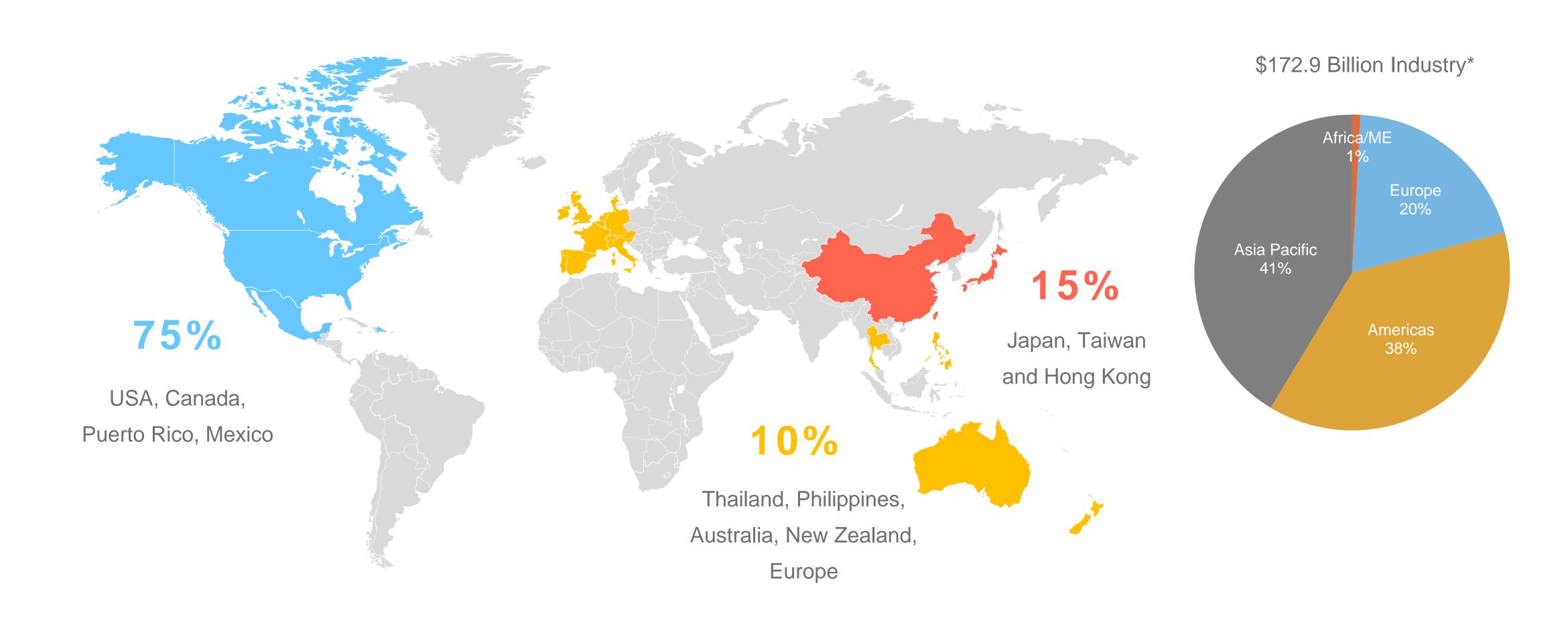
LifeVantage operates in 6 of the 10 largest direct selling markets globally.

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



Note: Company revenue as of the quarter ended 9/30/2023 *Source: World Federation of Direct Selling Associations 2022 Data



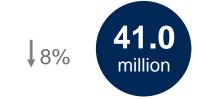
A Growing Industry

DIRECT SELLING TRENDS



DIRECT SELLERS

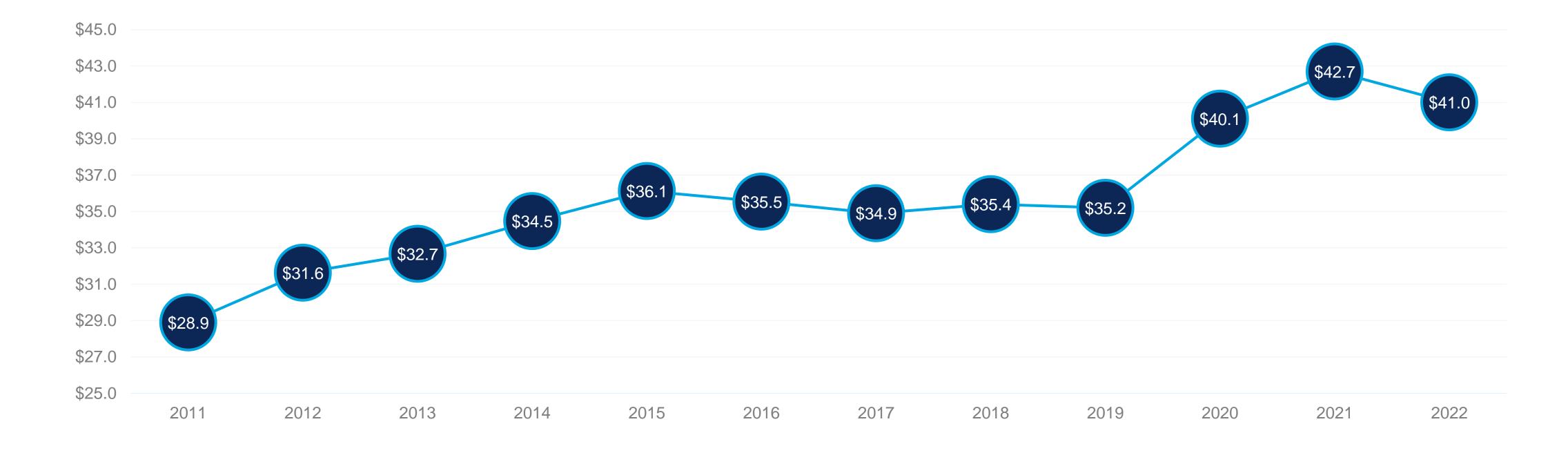
6.7 million direct sellers (a 8% decrease over 2021) built a business full-time (30 or more hours/week) or part-time (fewer than 30 hours/week). These people sell products/services to consumers and may sponsor people to join their team.



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).

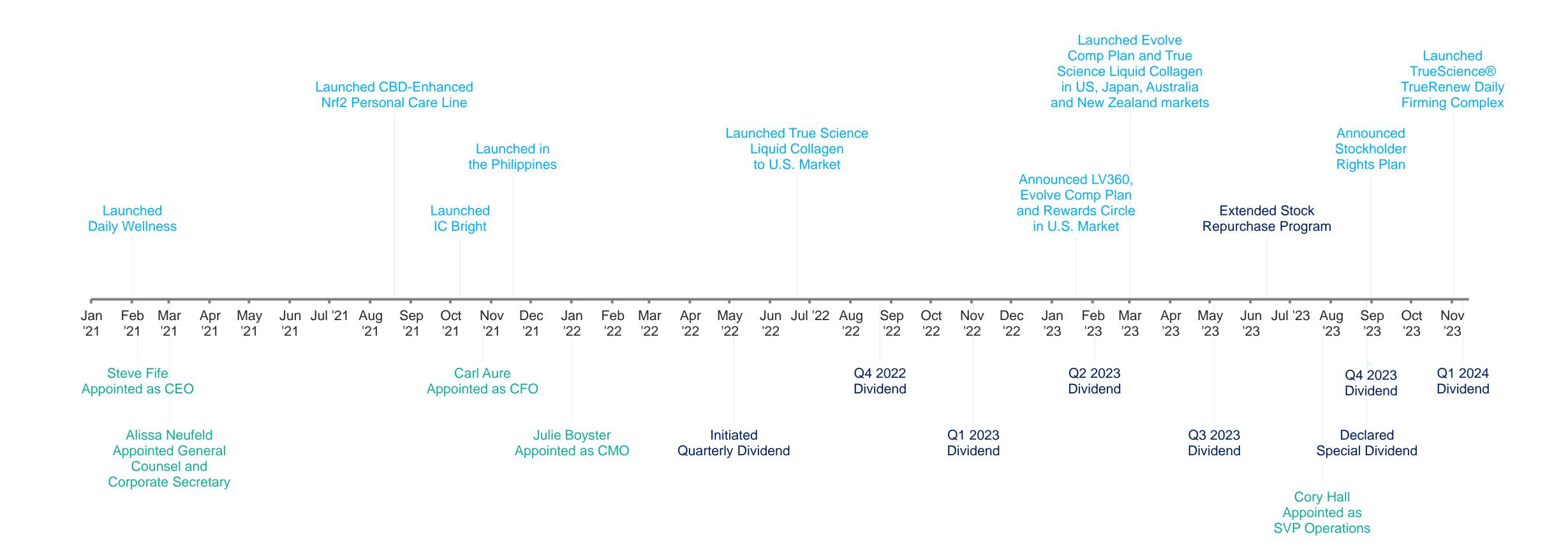






Significant Progress With Key Strategic Initiatives

Leadership / Product & Platform Development / Capital Allocation



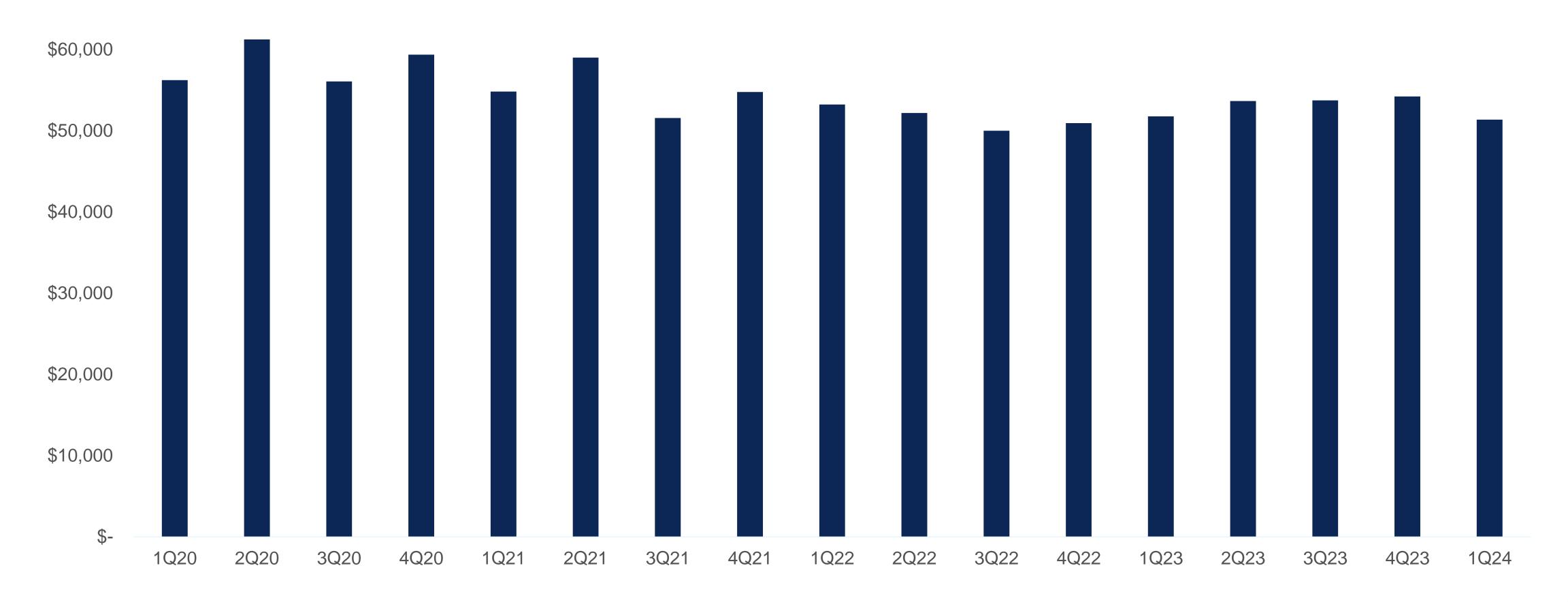


Sales History

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

Revenue (USD in thousands)

\$70,000





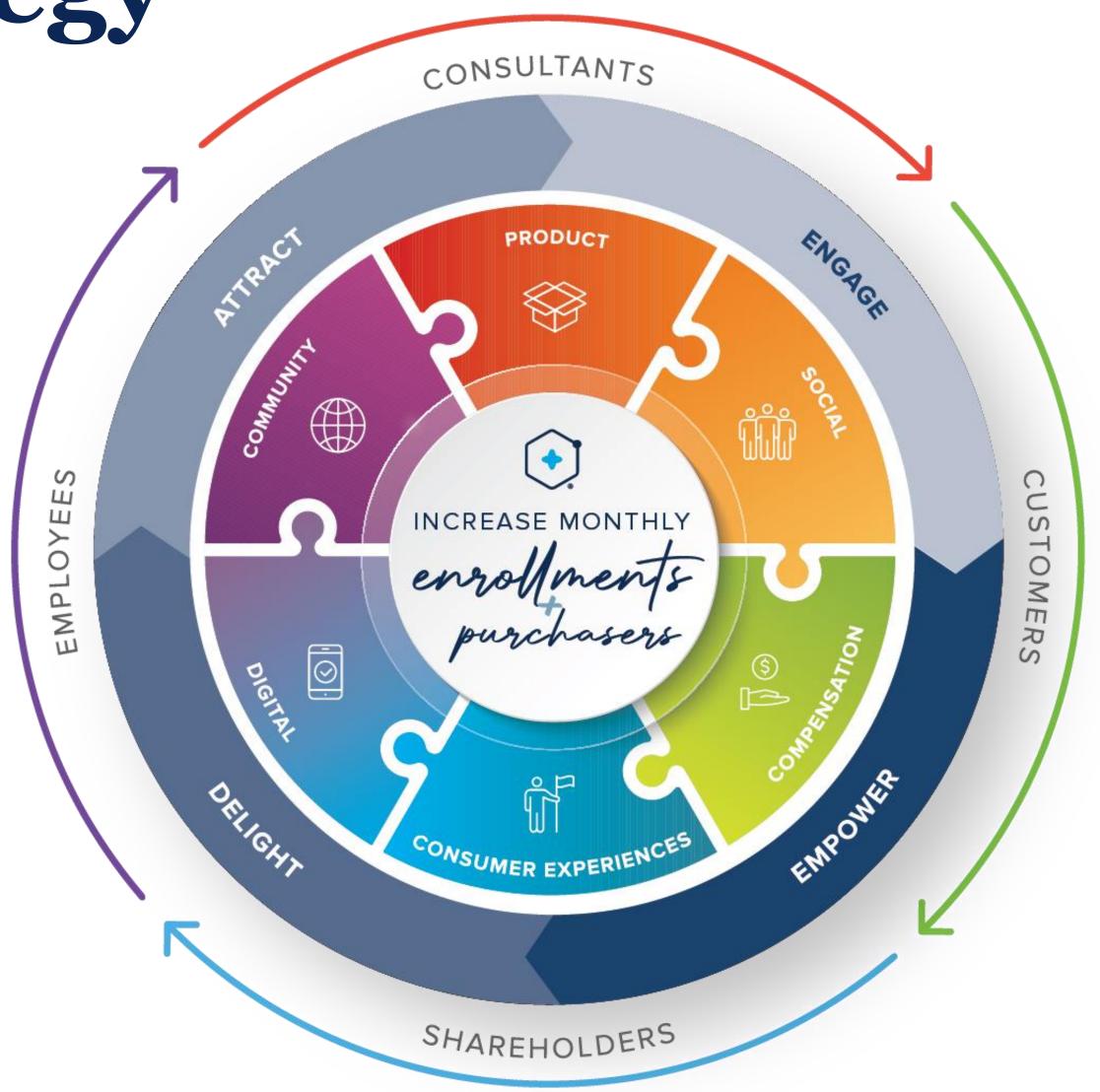
LV360 Growth Strategy

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 Olective

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

REWARDS circle

SUBSCRIBE. SAVE. GET REWARDS.





Customers with an active Subscription



- 1 Subscribe to your favorite products.
- Earn a \$10 Reward Credit every time your Subscription spend adds up to \$200 (total from single or multiple orders).
- Become an Insider and earn DOUBLE the Reward Credits every time your Subscription spend reaches \$200 (total from single or multiple orders).



INSIDER STATUS is unlocked with your 5th Reward Credit when you reach \$1000 Subscription spend (total from multiple orders).

Additional Rewards Circl

10% OFF RETAIL

Save 10% on one-time items added to a Subscription.

EXCLUSIVE OFFERS

Product discounts and promotions exclusively for Rewards Circle Members and Insiders.

REPEAT REWARD

FREE full-sized product in your second consecutive Subscription order of \$100 or more.

ANNIVER

FREE full-sized Subscription wh anniversary mo





- Log in to your credits in your
- Redeem up to on any order o
- Reward Credit so act fast!



#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

How will you support your health?



Antioxidants
General Wellness
Immune Health
Digestion Health
Skin Care
Hair Care



#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



















Board of Directors















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)	Most Recent Quarter		Most Recent Quarter		Most Recent Quarter		Most Recent Quarter		Most Recent Quarter		Most Recent Quarter		Most Recent Quarter		Most Recent Quarter		Recent Quarter Prior Year Period		Year over Year Change	Previous Sequential Quarter		Sequential Change
(In thousands, except per share data)	Q1 of Fiscal 2024			Q1 of Fiscal 2023	%	Q4	of Fiscal 2023	%														
Revenue, net Cost of sales Gross profit	\$	51,364 10,180 41,184	\$	51,774 9,942 41,832	(0.8%) (1.5%)	\$	54,221 11,069 43,152	(5.3%) (4.6%)														
Commissions and incentives Selling, general and administrative Total operating expenses Operating income		22,473 17,962 40,435 749		23,813 16,729 40,542 1,290	(41.9%)		23,502 17,047 40,549 2,603	(71.2%)														
Interest income Other income (expense), net Total other income (expense) Income before income taxes Income tax expense Net income		168 (88) 80 829 (200) 629		(438) (438) 852 (242) 610	3.1%		107 (154) (47) 2,556 (590) 1,966	(68.0%)														
EPS (Net income per share, basic) EPS (Net income per share, diluted)	\$ \$	0.05 0.05	\$ \$	0.05 0.05	0.0% 0.0%	\$ \$	0.16 0.15	(68.8%) (66.7%)														
Weighted-average shares outstanding: Weighted average shares, basic Weighted average shares, diluted		12,537 13,109		12,457 12,495			12,616 12,980															
Non-GAAP Items Adjusted EBITDA* Adjusted Net income* Adjusted EPS (Net income per share, diluted)*	\$	3,990 1,671 0.13	\$	2,822 697 0.06	41.4% 139.7% 116.7%	\$	4,818 2,155 0.17	(17.2%) (22.5%) (23.5%)														



^{*}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)

(Unaudited)	Fiscal Year ended June 30,					Three Months ended September 30,				
(In thousands, except per share data)		2021		2022		2023		2022		2023
Revenue, net	\$	220,181	\$	206,360	\$	213,398	\$	51,774	\$	51,364
Cost of sales Gross profit		38,187 181,994		38,097 168,263		43,387 170,011		9,942 41,832		10,180 41,184
Commissions and incentives		103,541		97,263		94,687		23,813		22,473
Selling, general and administrative		60,838		63,425		71,065		16,729		17,962
Total operating expenses	,	164,379		160,688		165,752		40,542		40,435
Operating income		17,615		7,575		4,259		1,290		749
Interest income (expense)		(17)		(10)		198				168
Other expense, net		(366)		(669)		(458)		(438)		(88)
Impairment of investment				(2,205)		(222)				
Total other expense, net		(383)		(2,884)		(260)		(438)		80
Income before income taxes Income tax expense		17,232 (4,338)		4,691 (1,571)		3,999 (1,459)		852 (242)		829 (200)
Net income		12,894		3,120		2,540		610		629
		12,004		0,120		2,040		010		023
EPS (Net income per share, basic)	\$	0.92	\$	0.24	\$	0.20	\$	0.05	\$	0.05
EPS (Net income per share, diluted)	\$	0.90	\$	0.24	\$	0.20	\$	0.05	\$	0.05
Weighted-average shares outstanding:										
Weighted average shares, basic		14,070		12,886		12,557		12,457		12,537
Weighted average shares, diluted		14,268		13,069		12,567		12,495		13,109
Non-GAAP Items										
Adjusted EBITDA*		24,847		12,832		11,721		2,822		3,990
Adjusted Net income*		14,292	•	5,303	•	3,055	•	697	•	1,671
Adjusted EPS (Net income per share, diluted)*	\$	1.00	\$	0.41	\$	0.24	\$	0.06	\$	0.13



^{*}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

COMMANIZED DALANCE CHIEF AND CACI									
		As of September 30,							
(Unaudited, in thousands, except per share data)	2021		2022		2023		2022		2023
Cash and Cash Equivalents	\$ 23,174	\$	20,190	\$	21,605	\$	17,796	\$	18,405
Current Portion of Long-term Debt, net	-		-		-		-		-
Net Cash (Cash and equivalents less total Debt) Net Cash per share, diluted	\$ 23,174 1.62	\$	20,190 1.54	\$	21,605 1.72	\$	17,619 1.41	\$	18,405 1.40
Total Assets Total Stockholders' Equity	78,732 36,807		70,706 31,516		66,123 34,649		67,600 31,890		66,604 29,294
Book Value per share, diluted	\$ 2.58	\$	2.41	\$	2.76	\$	2.55	\$	2.23
	Fis	cal Yea	r ended June	e 30,			Three Mor Septem		
(Unaudited, in thousands, except per share data)	2021		2022		2023		2022		2023
Net Cash Provided by Operating Activities Capital Expenditures	\$ 16,273 3,741	\$	7,959 1,530	\$	6,828 3,067	\$	(1,345) 727	\$	4,765 1,133
Free Cash Flow per share, diluted	\$ 12,532 0.88	\$	6,429 0.49	\$	3,761 0.30	\$	(2,072) (0.17)	\$	3,632 0.28

Non-GAAP Reconciliations

LIFEVANTAGE

Adjusted Net Income

(Unaudited, in thousands, except per share data)	Fiscal Y	Three Months ended September 30,			
	2021	2022	2023	2022	2023
GAAP net income	\$12,894	\$3,120	\$2,540	\$610	\$629
Adjustments:					
Executive team recruiting and transition expenses	534	31			
Class-action lawsuit expenses, net of recoveries	(144)	(456)	(139)	89	
Executive team litigation and severance expenses, net	269	531	607		100
Accelerated depreciation related to change in lease term	101		116		
Lease abandonment	830		227		
Impairment of investment		2,205			
Other nonrecurring legal and accounting expenses					1,245
Tax impact of adjustments	(192)	(128)	(296)	(2)	(303)
Total adjustments, net of tax	1,398	2,183	515	87	1,042
Non-GAAP Net income:	14,292	5,303	3,055	697	1,671
Diluted earnings per share, as reported	0.90	0.24	0.20	0.05	0.05
Total adjustments, net of tax	0.10	0.17	0.04	0.01	0.08
Diluted earnings per share, as adjusted*	1.00	0.41	0.24	0.06	0.13



Non-GAAP Reconciliations

LIFEVANTAGE

EBITDA and Adjusted **EBITDA**

(Unaudited, in thousands)	Fiscal Y	Three Months ended September 30,			
	2021	2022	2023	2022	2023
GAAP net income	\$12,894	\$3,120	\$2,540	\$610	\$629
Interest (income) expense	17	10	(198)		(168)
Provision for income taxes	4,338	1,571	1,459	242	200
Depreciation and amortization	3,460	3,261	3,579	841	918
Non-GAAP EBITDA:	20,709	7,962	7,380	1,693	1,579
Adjustments:					
Stock compensation expense	2,036	1,768	3,188	602	978
Other expense, net	366	669	458	438	88
Impairment of investment		2,205			
Other adjustments	1,736	228	695	89	1,345
Total adjustments	4,138	4,870	4,341	1,129	2,411
Non-GAAP Adjusted EBITDA:	24,847	12,832	11,721	2,822	3,990

Thank You

