

# Investor Presentation

MISSION:

WE OFFER PEOPLE AROUND THE WORLD A BETTER PATH TO  
WELLNESS AND A HEALTHY VIBRANT LIFE.

LifeVantage®



# 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

<b>NASDAQ Ticker</b>	<b>LFVN</b>
<b>Shares outstanding<sup>1</sup></b>	12.8 million
<b>Market Capitalization<sup>1</sup></b>	\$62.7 million
<b>Average Daily Volume<sup>1</sup></b>	275,311
<b>Cash at December 31, 2025</b>	\$10.2 million
<b>Debt at December 31, 2025</b>	Debt free

<b>Share price<sup>1</sup></b>	<b>\$4.94</b>
<b>Float<sup>1</sup></b>	10.6 million
<b>Enterprise Value<sup>1</sup></b>	\$52.5 million
<b>Fiscal 2025 Revenue</b>	\$228.5 million
<b>Fiscal 2025 Adjusted EBITDA<sup>2</sup></b>	\$22.1 million
<b>Fiscal 2025 Adjusted EPS<sup>2</sup></b>	\$0.82

(1) Source: Factset as of Feb. 17, 2026.

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



# LifeVantage At a Glance

- Pioneer in Activation and nutrigenomics with patented, scientifically validated products that work with your unique biology and help your body make what it needs for health
- Direct Sales industry-leader with sales force of independent Consultants and approximately 115,000 active consumers across 18 markets worldwide
- Approximately 70% of total revenues are on monthly subscription
- Highly variable cost structure with minimal capital requirements
- Pristine balance sheet with large and reliable free cash flows
- Fiscal 2025 sales of \$229 million, adjusted EBITDA of \$22 million or 9.7%
- Market cap of approximately \$63 million
- Returned over \$20 million of capital to shareholders since the beginning of fiscal 2024



# The Activation Company

ACTIVATING WELLNESS AROUND THE WORLD THROUGH DIRECT SALES

Working in partnership with thousands of Independent Consultants around the world, LifeVantage, the Activation Company, activates many aspects of wellness.

- We ACTIVATE physical wellness, inside and out, with products that help your body make what it needs for health using industry-leading nutrigenomic science. #takeittomakeit
- We ACTIVATE financial, social, and community wellness through direct selling to help a global network of independent Consultants earn extra income in a way that fits their life.

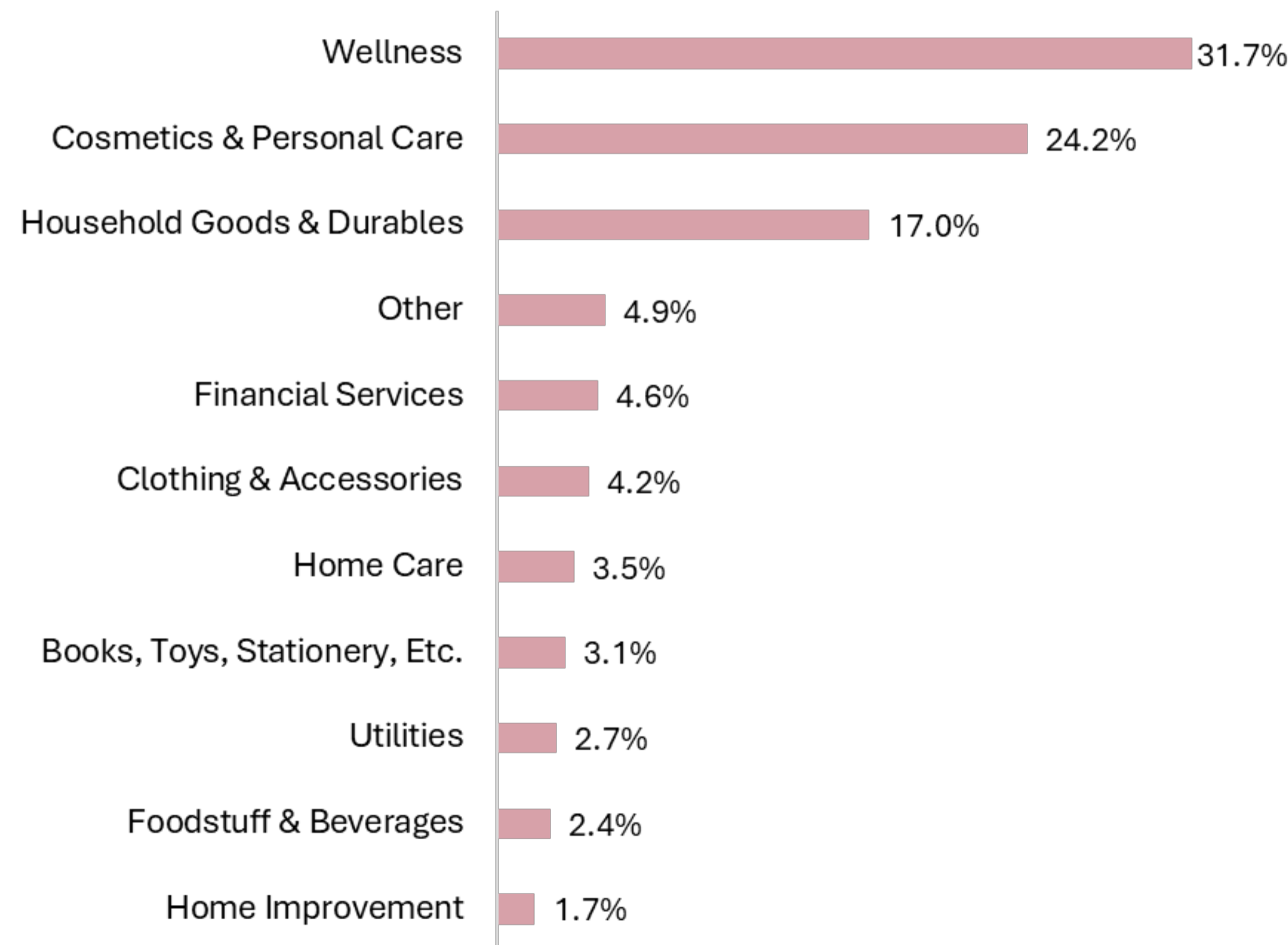
Our mission is to inspire the remarkable through wellness products and entrepreneurial programs that help people feel better and fuel their purpose.



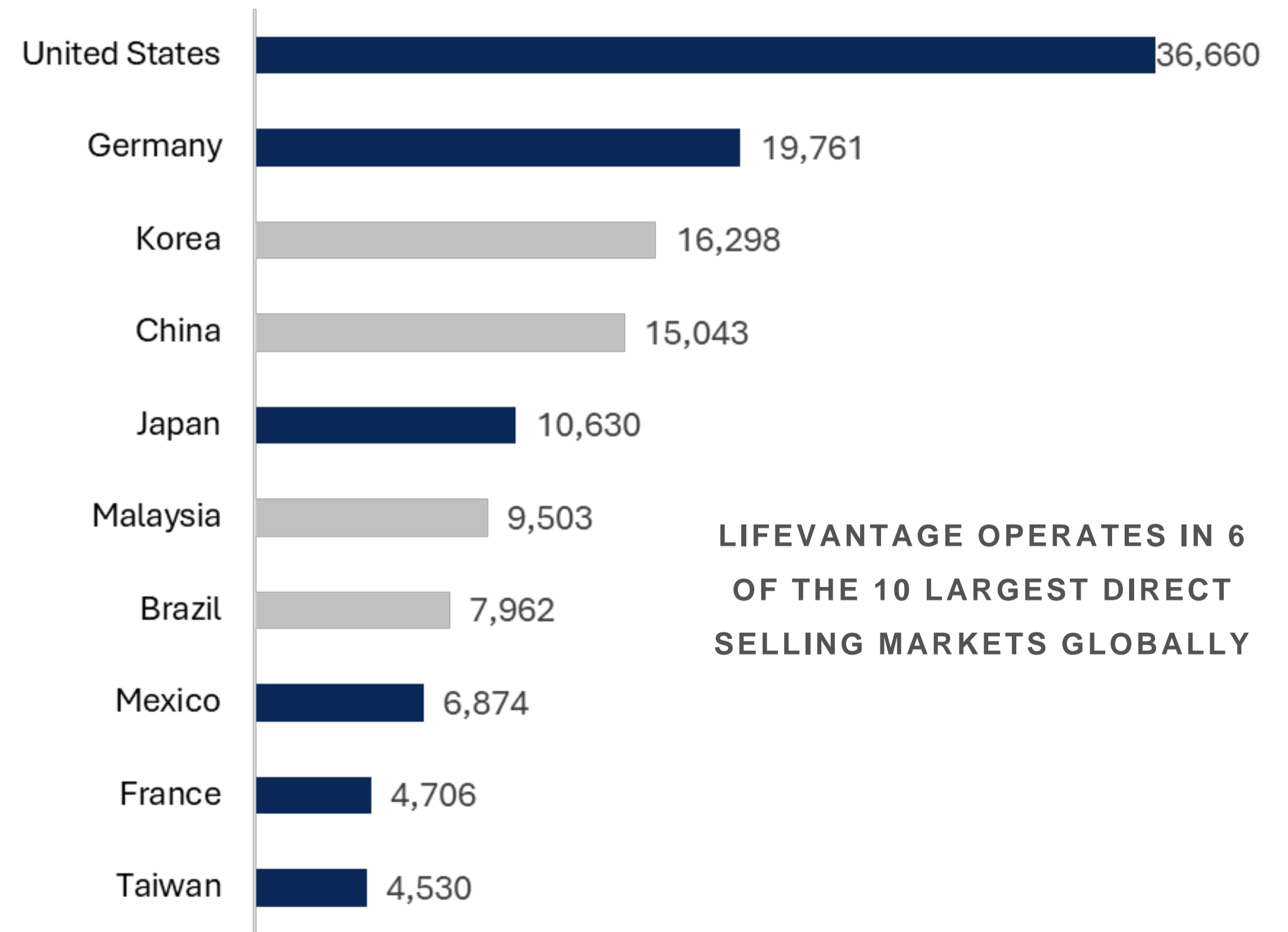
# Optimal Position for Direct Sales Industry

ADDRESSING THE TWO LARGEST CATEGORIES IN THE LARGEST MARKETS

### Global Sales by Product Category



### Top 10 Direct Selling Markets Globally

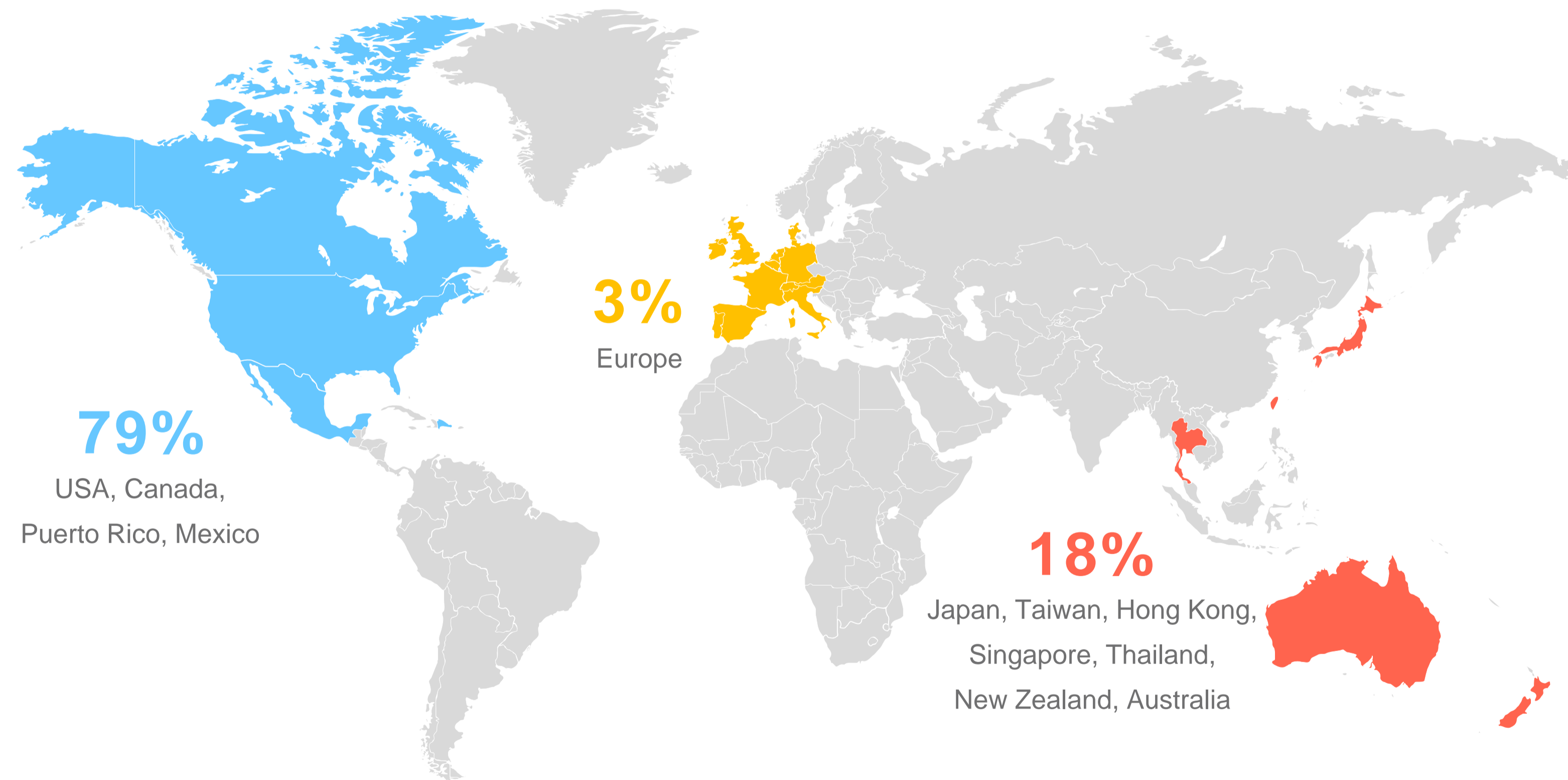


**LIFEVANTAGE OPERATES IN 6 OF THE 10 LARGEST DIRECT SELLING MARKETS GLOBALLY**

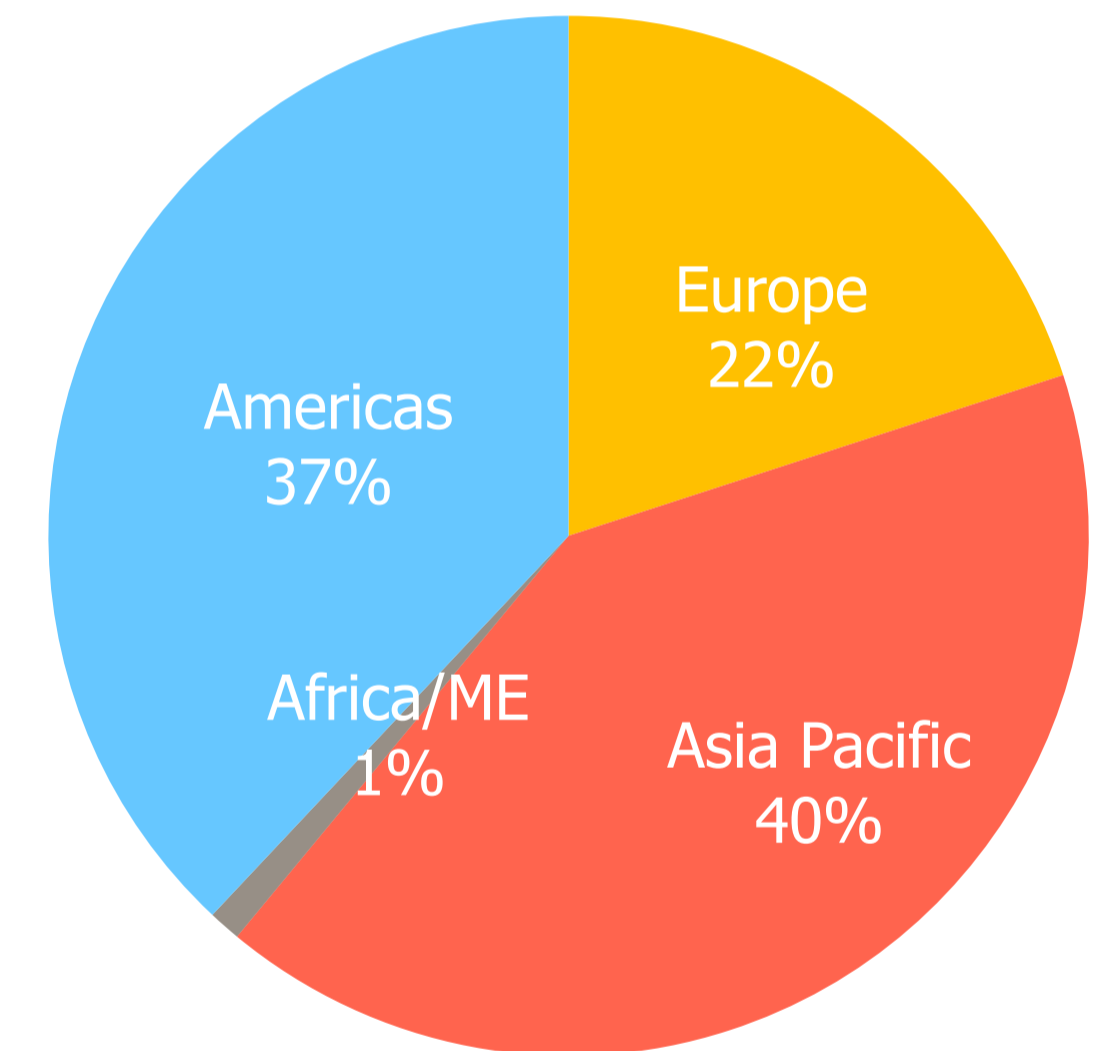


# Activation Around the Globe

## LIFEVANTAGE PERCENTAGE OF SALES BY AREA



\$167.7 Billion Industry\*



\*Source: World Federation of Direct Selling Associations 2023 Data

Note: Company revenue as of the quarter ended 12/31/2025



# Acquisition of LoveBiome

- Leader in the emerging microbiome health sector
- Started in 2022
- Driven by a mission to help people live long, healthy meaningful lives through superior and innovative microbiome care.
- Desire to be the most advanced approach to microbiome health on the market led to the development of P84, which launched in March 2025.
- Active Consultant base in US, Taiwan, and Europe

## TIMELINE

- September 3 – Acquisition announcement
- October 1 – Acquisition close, product integration begins (rolling)
- November 1 – Integration into Evolve Compensation Plan





# The Activation Approach - Take It To Make It

As the years go by, the toll of time, the environment, and daily choices add up. Most turn to supplements to fill the voids left by modern life. But the truth is, supplements meet basic needs but often fall short when it comes to restoring true health. **With Activation, you #takeittomakeit. We take supplementation a step further, using unique, science-based formulas that unlock your genes to restore optimal cellular function.** This superior approach to wellness works with your biology, empowering your body to make the things (antioxidants, proteins, peptides, hormones, etc.) you need for better health.



TAKE IT

# Protandim<sup>®</sup> Nrf2

MAKE IT

# Antioxidants

Oxidative stress is a key contributor to the signs of aging, and Protandim Nrf2 Synergizer is the only supplement shown to reduce oxidative stress by 40% in just 30 days. Support your body's own production of powerful antioxidants to fight the signs of aging. **Did you know your own antioxidants are more than 1,000,000X more powerful than any supplement you can take? \***

## 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



TAKE IT

# Healthy Glow Essentials

MAKE IT

# Antioxidants, Collagen

Life is hard on your body. You need **antioxidants** to fight stress, stay balanced and recover. You need **collagen** support because it's crucial and your body stops making enough in your early 20's. Do nothing and let life and aging process take things downhill, or you can take the patent-pending Healthy Glow Essentials Stack.

While Protandim Nrf2 reduces oxidative stress, TrueScience® Liquid Collagen increases collagen density by 100% by activating the body's collagen production, replenishing depleting collagen levels, and maintaining those levels by reducing enzymes that break down collagen.

Together, these products work in tandem to break the cellular stress cycle and restore vital immune function.\*



TAKE IT

# MindBody GLP-1 System™

MAKE IT

## GLP-1

This innovative, patent-pending System is clinically shown to naturally increase GLP-1 by an average of 200% as it balances hunger hormones—no injections or prescriptions required. Build better habits, achieve your ideal weight, and become a stronger, healthier you. <sup>‡</sup><sup>Ω</sup><sup>◇</sup>

### MindBody GLP-1 System™ Benefits

- Naturally increases GLP-1 <sup>Ω</sup>
- Supports sustainable weight loss and wellness for results you can see and feel <sup>\*‡</sup>
- Helps balance hunger hormones to increase satiety via gut-brain axis, so you feel fuller, longer\*
- Quiets “food noise” to cut down cravings and reduce the desire to snack\*
- Helps maintain blood sugar levels already within a normal healthy range\*



<sup>‡</sup> Results may vary. Typical weight loss using this product in a 12-week weight management program is 1–2 pounds per week. This product should be used in conjunction with a healthy diet and regular exercise. Consult with a healthcare provider before starting any weight loss program. <sup>Ω</sup> Results based on a randomized 12-week human clinical study. <sup>◇</sup> MindBody is a dietary supplement and not a replacement for any prescription therapy for a disease.



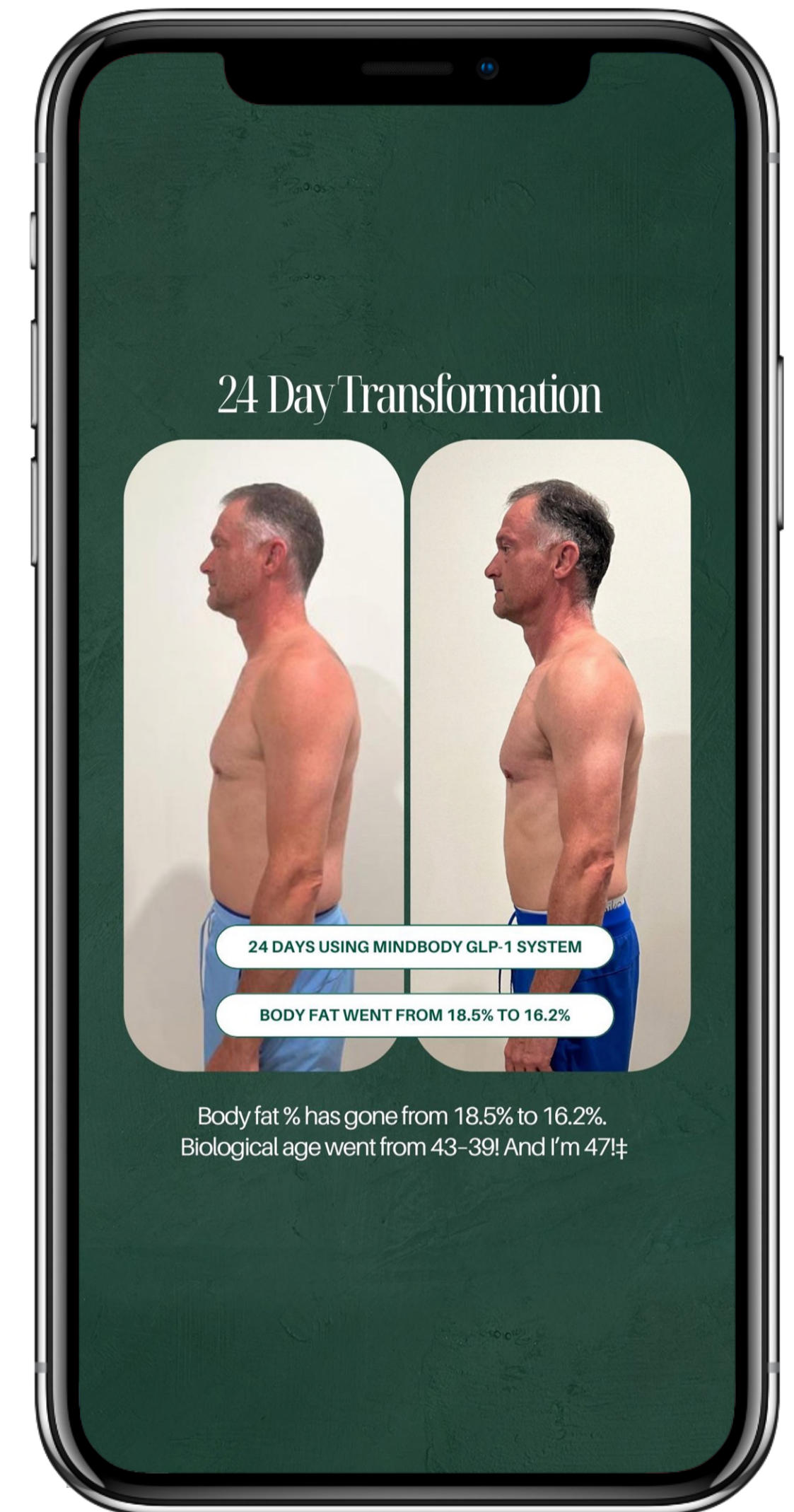
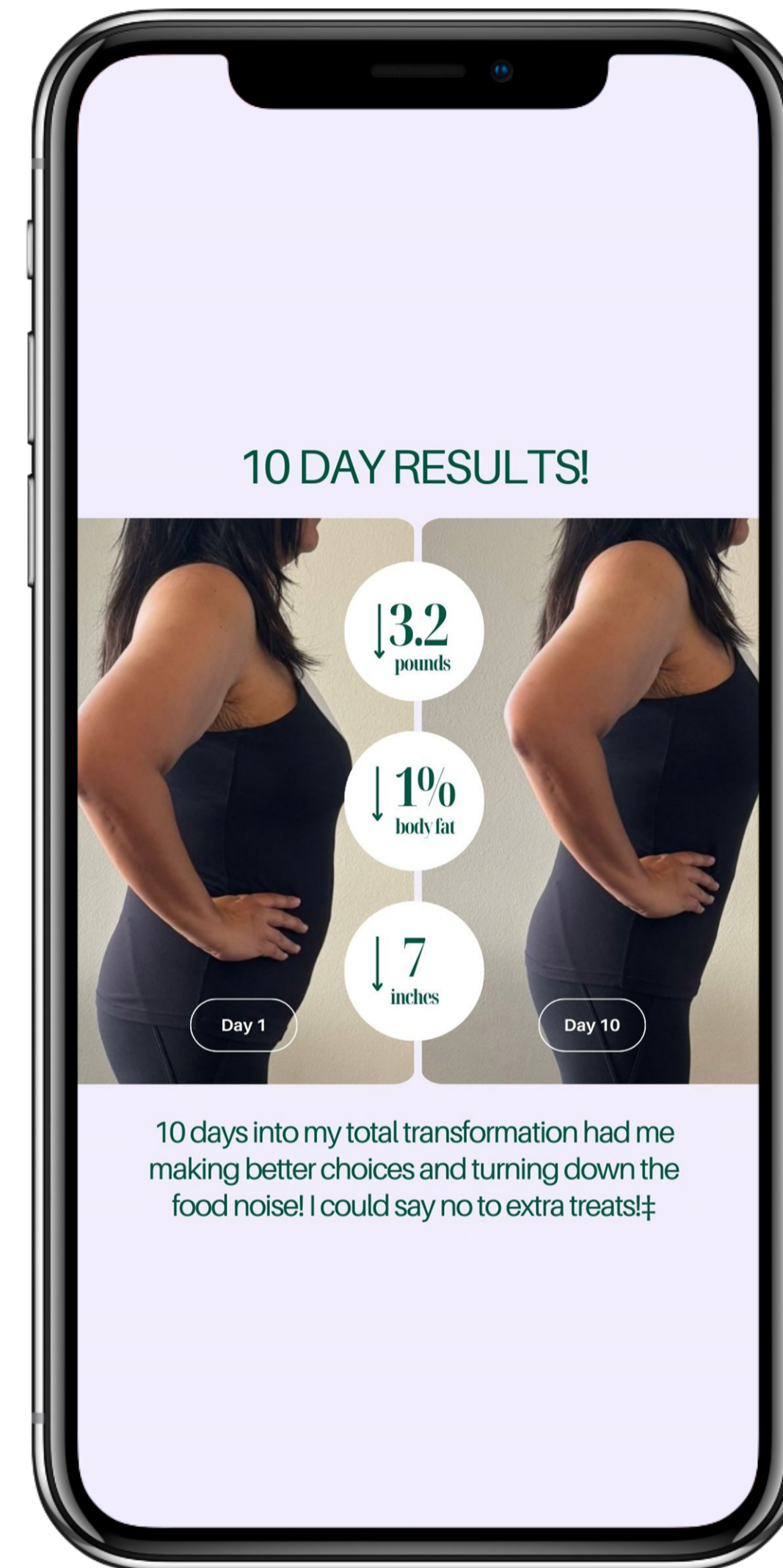
# Transformative, Patent-Pending Results

Key findings from U.S. clinical studies on the MindBody GLP-1 System™ include:

- Over 200% average increase in GLP-1 over 12 weeks<sup>‡‡</sup>
- Average weight loss of 11 pounds within 12 weeks, with some participants losing up to 25 pounds<sup>‡,‡‡</sup>
- Up to 9% decrease in total body fat percentage <sup>‡,‡‡</sup>
- Up to 24% decrease in visceral fat<sup>‡,‡‡</sup>
- Up to 9% decrease in subcutaneous fat<sup>‡,‡‡</sup>
- Up to 6% increase in skeletal muscle<sup>‡‡</sup>
- 100% of weight lost was from fat, not muscle<sup>‡,ΩΩ</sup>

In addition to these physical results, participants reported notable changes in their relationship with food:

- 95% reported decreased sugar cravings<sup>ΩΩ</sup>
- 89% reported decreased fast-food cravings<sup>§§</sup>
- 86% reported decreased cravings for salt and soda<sup>§§</sup>
- 85% now eat for health instead of emotions<sup>ΩΩ</sup>
- 81% reported increased ability to resist snacking<sup>§§</sup>
- 89% ate less at meals<sup>§§</sup>
- 86% reported feeling less hungry<sup>§§</sup>



<sup>‡‡</sup> Results based on the averaged data of two 12-week randomized human clinical studies. <sup>ΩΩ</sup> Results based on a randomized 12-week human clinical study (Study A, N=56). <sup>§§</sup> Results based on a randomized 12-week human clinical study (Study B, N=107). <sup>‡</sup> Results may vary. Typical weight loss using this product in a 12-week weight management program is 1–2 pounds per week. This product should be used in conjunction with a healthy diet and regular exercise. Consult with a healthcare provider before starting any weight loss program.

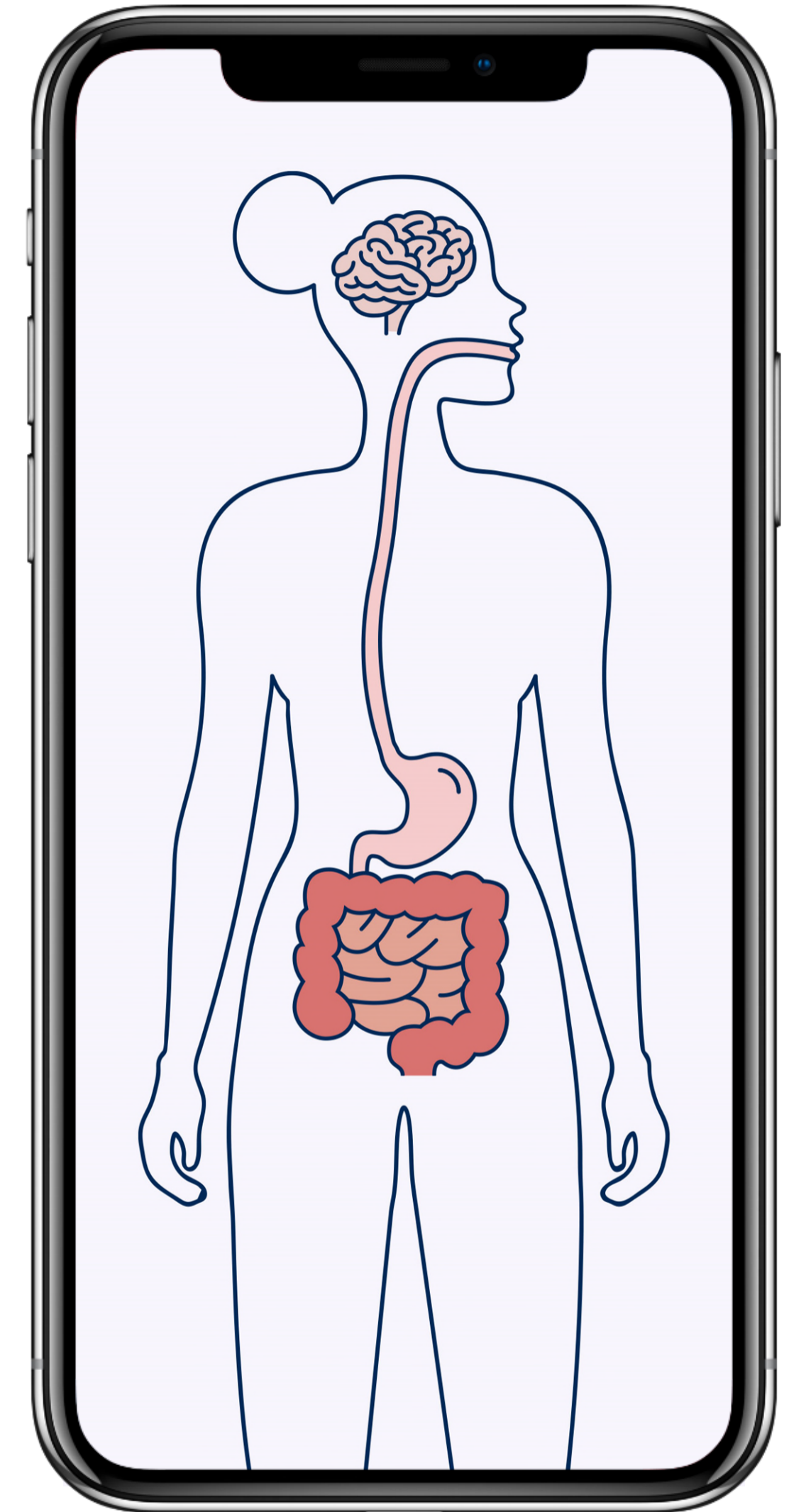


# A Natural Approach

## What is GLP-1?

GLP-1 (Glucagon-like Peptide – 1) is a hormone produced naturally in the lower GI tract. It regulates appetite and blood sugar levels, while slowing down the rate at which food leaves the stomach. GLP-1 communicates with the brain along the brain-gut axis to promote feelings of fullness or satiety, among other important health benefits. When GLP-1 is at ideal levels in your body, we are less likely to overeat or succumb to cravings. However, genetics, poor diet, and a sedentary lifestyle can lead to low GLP-1 levels in the body

The patent-pending MindBody GLP-1 System™ targets a demographic looking for a natural approach to GLP-1 health benefits. Staying true to the Activation differentiation, this innovative, two-product solution is clinically shown to increase GLP-1 production naturally with a powerful blend of nutrients. This approach works with your body instead of against it, aiming to balance levels of naturally occurring GLP-1.



# Understanding the Weight Loss Market

## GLP-1 MARKET OVERVIEW

In recent years, drugs including those classified as semaglutides and tirzepatides, have not only changed the approach to diabetes treatments, but obesity and weight management as well. This broad class of drugs work by mimicking hormones that stimulate the release of insulin to increase feelings of fullness and reduce appetite.

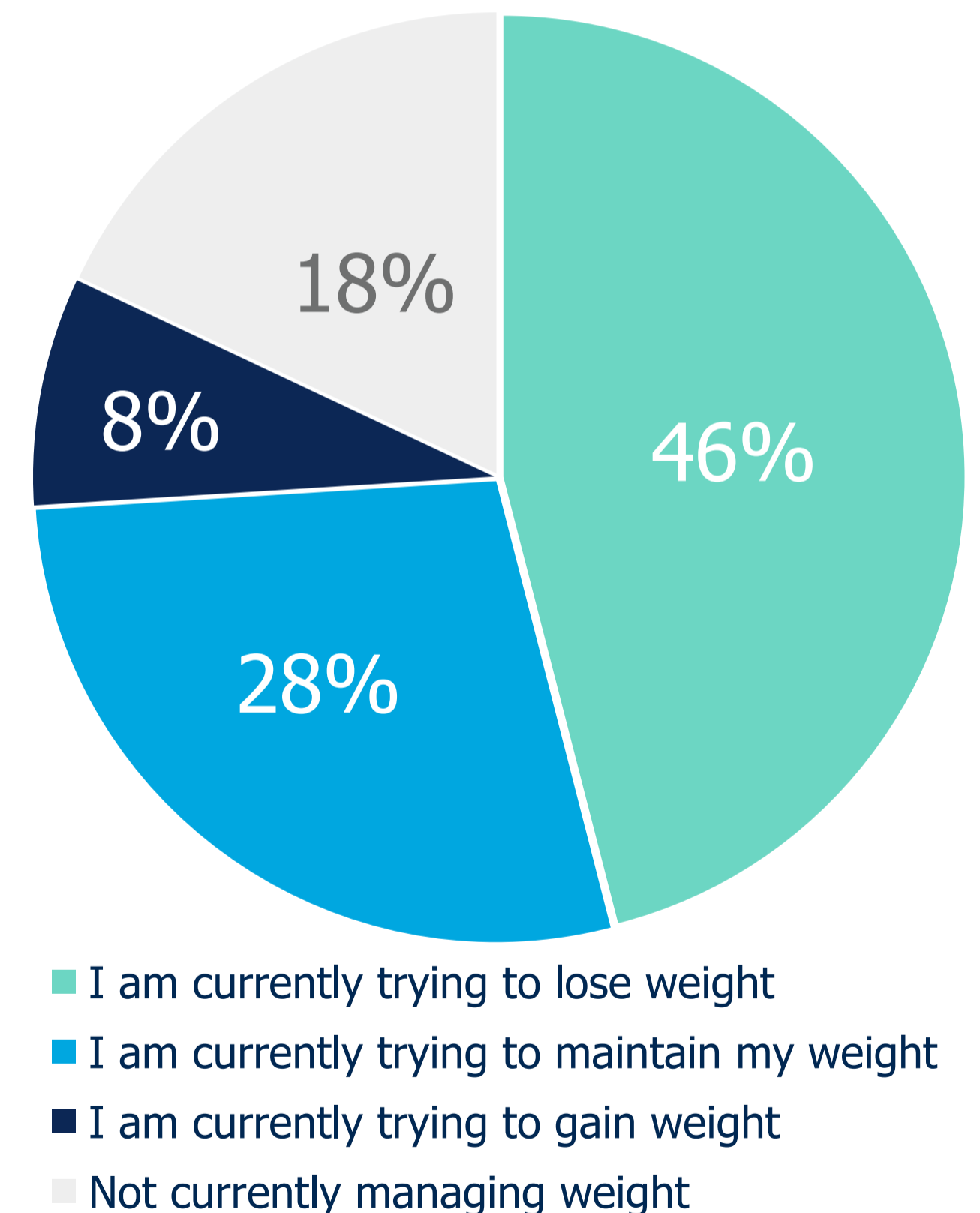
- The GLP-1 drug market was valued at USD 19.2 B in 2023.
- The industry is projected to grow from USD 23.2 B in 2024 to USD 88.2 B by 2032, a compound annual growth rate (CAGR) of 21.00%.
- The development of next-generation therapies, increasing prevalence of diabetes and preference for non-insulin therapies are primary drivers for propelling the market growth.

## WEIGHT MANAGEMENT IN THE US

Interest in GLP-1 is fueled by a market looking for solutions with **82% of adults currently managing weight.**

The number of US adults (18+) in 2021 = ~260.9 M

- 120 M trying to lose weight
- 73.1 M trying to maintain weight
- 20.8 M trying to gain weight



TAKE IT

# LoveBiome™ P84

MAKE IT

# Gut Peptides

Your gut plays an essential role. Often referred to as your second brain, it's in constant communication to ensure your entire body is functioning properly. However, your gut gets hit hard with daily attacks from your environment, diet, lifestyle and aging factors. Things can get out of balance – fast.

When it comes to gut health, most people think supplementing their microbiome with pre and probiotics will solve their concerns. But it's confusing to know what you need and supplementation will never address the root issue.

P84 is your easy, all-inclusive, delicious daily antidote to the onslaught, blending naturally derived ingredients that work together to help your body address gut issues at the root source –regulating, repairing and restoring this vital organ from the lining to the microbiome. It's a 3 in 1 approach that takes out all the guesswork, activating your cells so your gut, and health, can thrive – despite the daily onslaught.\*

A new, more foundational approach to gut health is here – P84.



# Gut Health: A \$32B Market Opportunity Transforming Global Wellness

The gut health market represents one of the most exciting frontiers in wellness and preventive care, with strong momentum and long-term growth potential. Global gut health supplement sales are **projected to reach \$14.4 billion in 2025**, with forecasts indicating an expansion to **\$32.4 billion by 2035**, fueled by a robust CAGR of **8.4%**. This growth is driven by the rapidly increasing recognition of the gut microbiome as a cornerstone of systemic health—impacting immunity, mental well-being, metabolism, and chronic disease prevention. As consumer awareness rises and science continues to validate the central role of gut health, the market is poised for sustained demand, offering investors a compelling opportunity to participate in a category that sits at the intersection of science, consumer lifestyle, and long-term health outcomes.

## QUICK STATS

- INDUSTRY VALUE (2025): USD 14,432.0 MILLION
- FORECAST VALUE (2035): USD 32,390.0 MILLION
- FORECAST CAGR: 8.4%
- LEADING SEGMENT IN 2025: PROBIOTIC SUPPLEMENTS (41.2% SHARE)
- KEY GROWTH REGION: NORTH AMERICA, ASIA-PACIFIC, EUROPE



# Stacks + Subscriptions for Health Synergies — Inside and Out

We offer several product stacks designed for Subscription. Each provides a unique health solution by delivering activation synergies when the products are used together. Consumers save on products and see and feel even more benefits while Consultants earn more from higher overall consumer spending.

Subscriptions are a proven business strategy to encourage consumers to stay longer and spend more. Recurring Subscription orders account for 70% of monthly revenue.





## 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.





# Accelerating Growth

HISTORY & FOCUS FOR THE FUTURE

# Significant Progress with Key Strategic Initiatives

PRODUCT / PLATFORM DEVELOPMENT / CAPITAL ALLOCATION

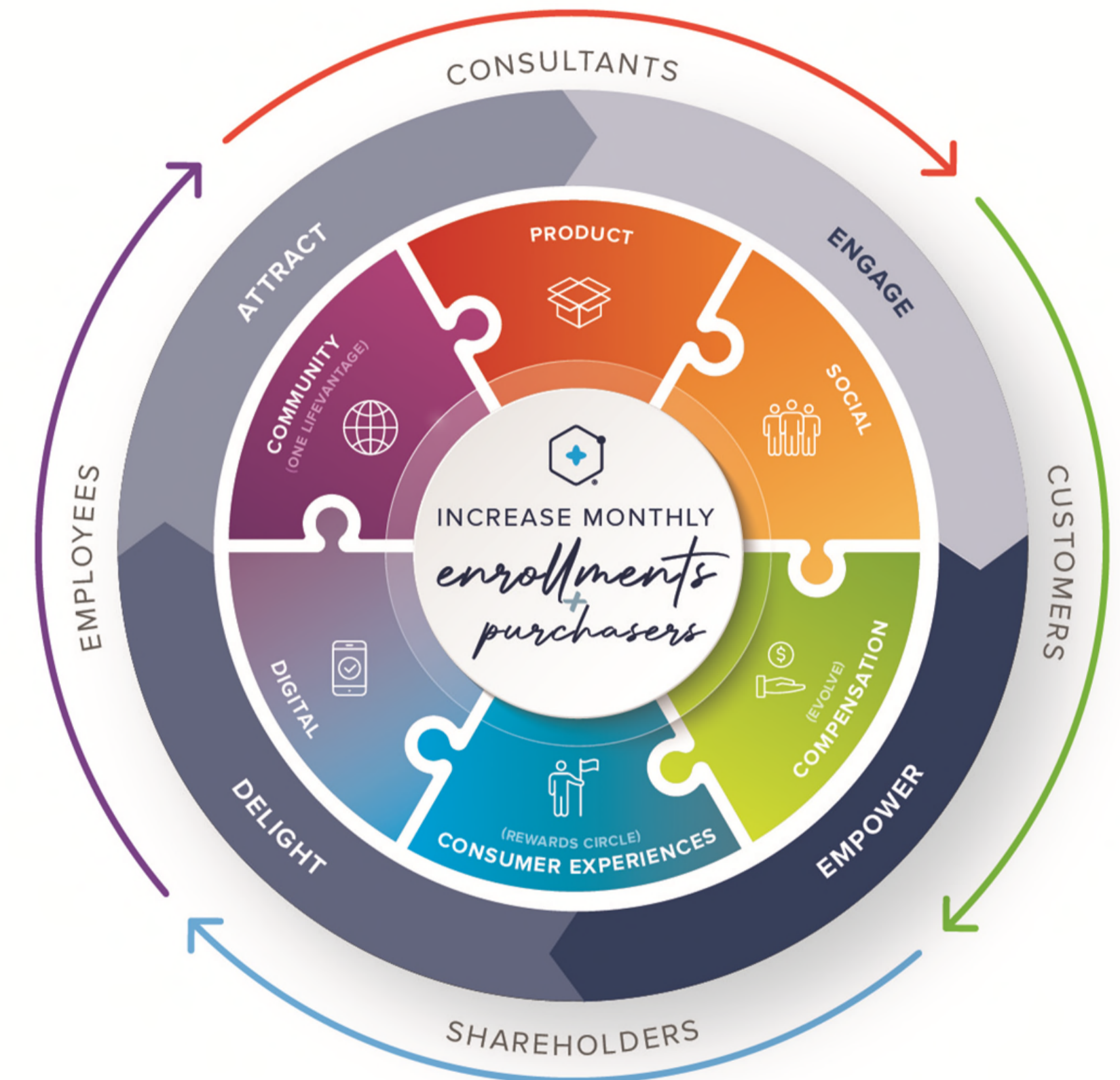


# Laser-Focused on the Experience

Since the launch of LV360 initiatives in 2023, LifeVantage has been laser-focused on increasing active monthly purchasers - enrolling new business builders and Customers, and retaining them longer - by focusing on six elements of our direct sales business – product, social, compensation, consumer experience, community and digital. 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 exciting products that fit current industry trends, meet a true health need, and are socially shareable. Our Activators are scientifically shown to be nutrigenomically active, and every product is designed with high-quality ingredients proven to provide demonstrable benefits.

## HIGHLIGHTS

- New LoveBiome P84 launched in 2025, attracts growing gut health consumers with comprehensive approach.
- New MindBody GLP-1 System launched in the US market October 2024 and internationally in 2025.
- TrueScience® recently leveled up with the latest in skin science for more visible benefits. The Activated Skin Care Collection is a simple and effective 4-step skin care regimen: TrueClean Refining Cleanser to cleanse and exfoliate; TrueRenew Daily Firming Complex for a cleaner, kinder retinol alternative; TrueLift Illuminating Eye Cream for 360° eye-area benefits; and TrueHydrate Brightening Moisturizer to deliver hydration and anti-aging benefits.

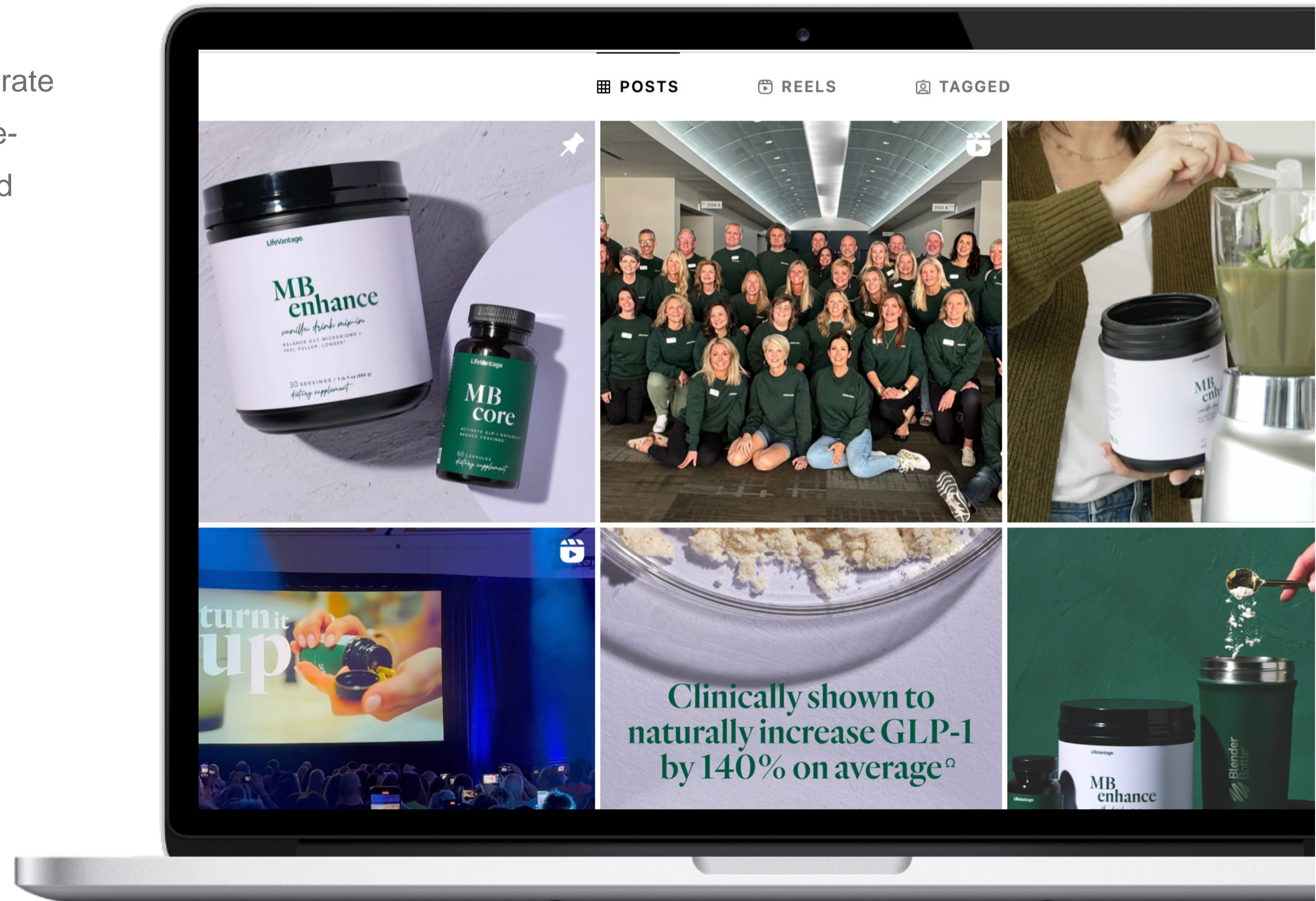


# #2 Social

Inspire a growing, engaged social community that encourages wellness enthusiasts to 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

- Attraction of Consultants with active social presence.
- Engaged our community by educating them about the science behind our products and motivating them with our LifeVantage mission and the benefits of being a Consultant.
- Created shareable video content to attract new customers, increase enrollers, and turn them into raving fans.
- Fostered a sense of active engagement by resharing social stories and maintaining Consultant Facebook groups.
- Equipped our field with knowledge and training through monthly product and business trainings.



# #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. You #EvolveAndEarn.
- Rewards Circle loyalty program supports Consultants' ability to retain Customers longer.
- Business incentives, including Drive ERA, create excitement and engagement.

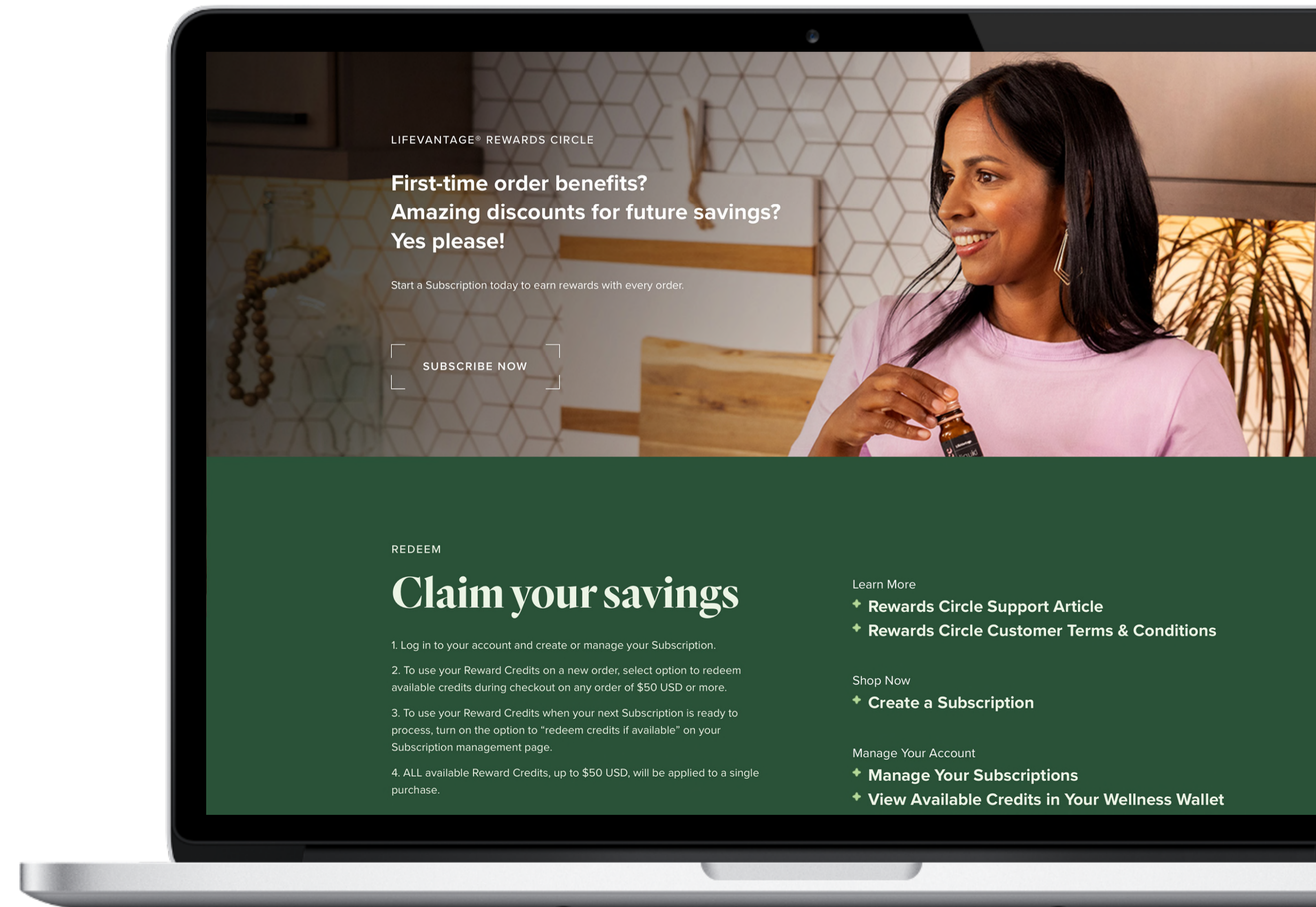


# #4 Consumer Experience

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. Consultants also receive shareable Discount Codes when their personal Subscription is sent.
- 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.

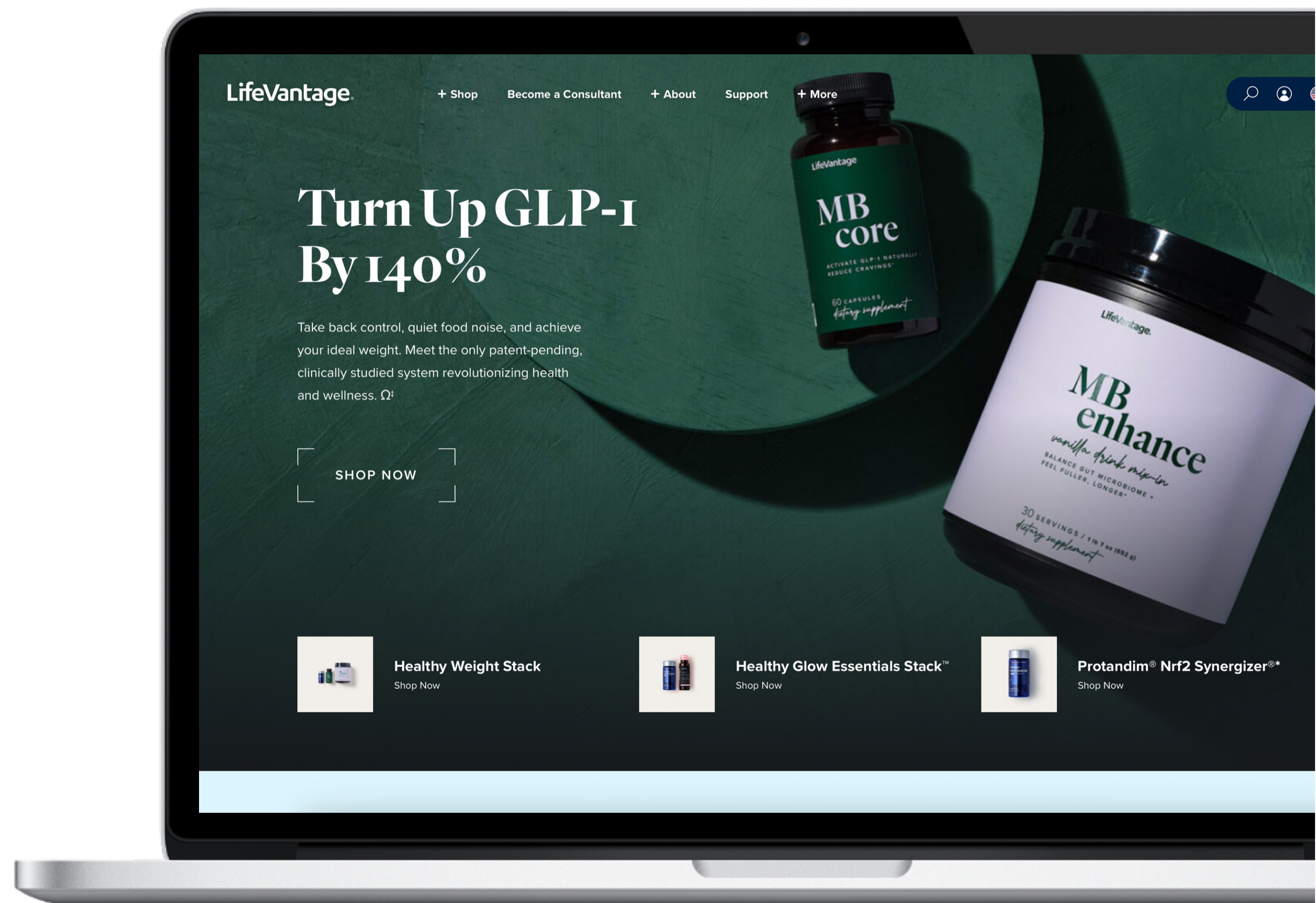


# #5 Digital

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

## HIGHLIGHTS

- Recently announced partnership with Shopify with better converting, AI-powered website launching 2026.
- 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 Activation Nation Community

Grow the community of those positively impacted by LifeVantage through building our Activation Nation and by leaving a legacy of a better world for all.

## HIGHLIGHTS

- Increased number of events to 4 times per year – 2 virtual and 2 in-person—to help keep Consultants active and engaged.
- Introduced comprehensive Evolve Perks program to motivate and recognize Consultant success at all ranks.
- Continued work toward meeting established goals for environmental, social, and governance priorities.
- Supported LifeVantage Legacy through service projects at events, employee community service hours, and by ongoing donations for those in need.



# Financial Overview



# Business Model

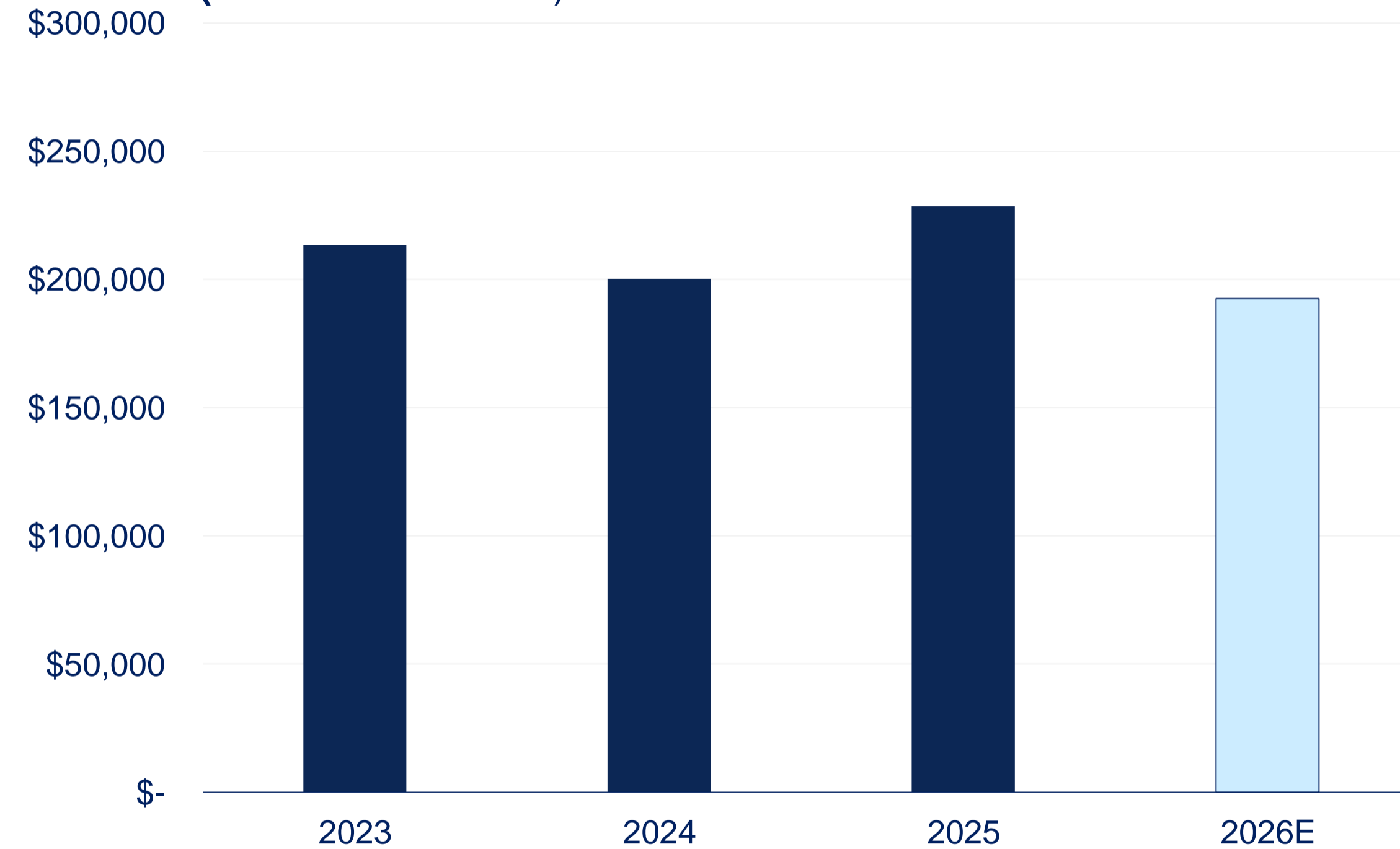
(as % of revenue)	FY 2021	FY 2022	FY 2023	FY 2024	FY 2025	Long-term Target
Gross Margin	82.7%	81.5%	79.7%	79.3%	80.4%	80.0%
Commissions and Incentives	47.0%	47.1%	44.4%	42.9%	44.7%	43.0%
SG&A*	26.9%	30.7%	32.9%	31.3%	29.8%	28.0%
Operating Margin*	8.7%	3.7%	2.4%	5.0%	5.8%	9.0%
Adjusted EBITDA Margin*	11.3%	6.2%	5.5%	8.5%	9.7%	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.



# Revenues

Revenue (USD in thousands)

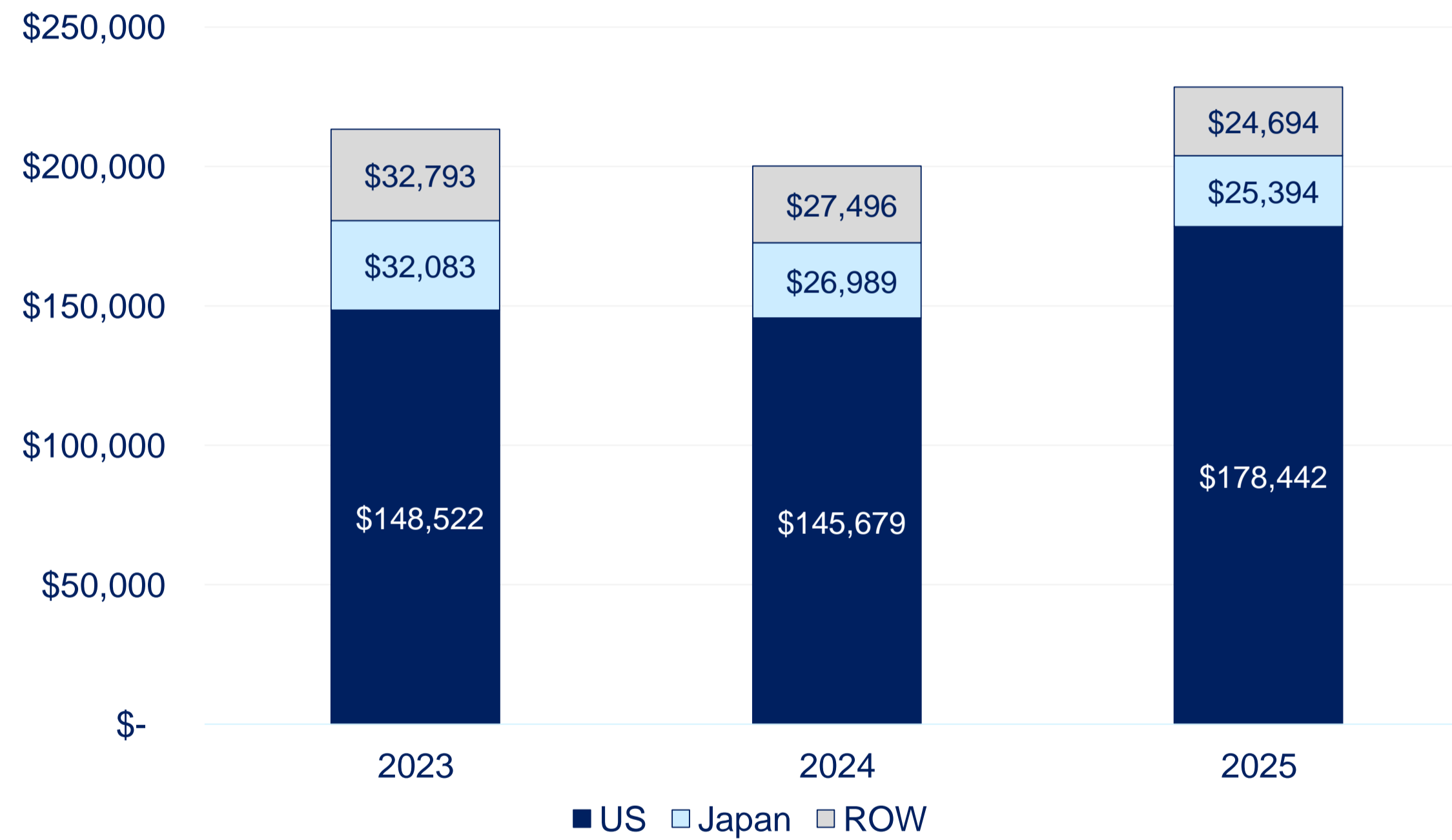


- FY26 revenue represents the midpoint of our guidance of \$185 million to \$200 million



# Revenues by Geography

Revenue (USD in thousands)



- Currently selling products in 18 countries
- USA largest market at 78% in FY25
- Japan next largest at 11% in FY25



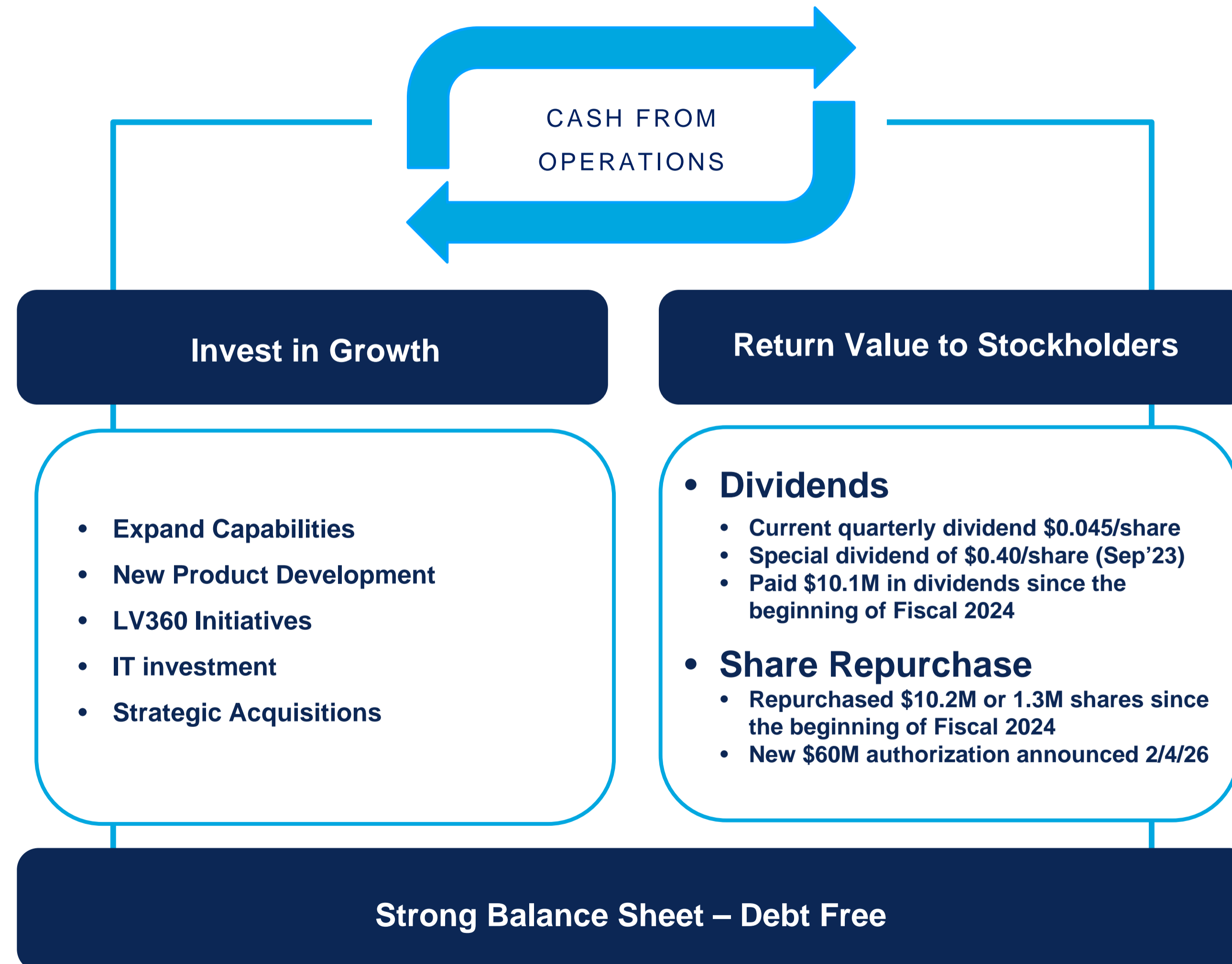
# Strong Balance Sheet

(USD in thousands)	December 31, 2025	December 31, 2024
Cash and Cash Equivalents	\$ 10,181	\$ 21,595
Inventory	18,978	17,467
Total Current Assets	38,557	45,790
<b>Total Assets</b>	<b>\$ 61,169</b>	<b>\$ 68,527</b>
Total Current Liabilities	19,013	27,549
<b>Total Liabilities</b>	<b>\$ 28,182</b>	<b>\$ 38,638</b>
Total Stockholders Equity	32,987	29,889
<b>Total Liabilities and Stockholders Equity</b>	<b>\$ 61,169</b>	<b>\$ 68,527</b>

- Debt Free
- \$19.5M in working capital at 12/31/25
- Clean Equity – only one class of common shares outstanding
- \$5M Revolving line of credit available
- \$75M Shelf Registration in place



# Robust Capital Allocation Priorities



# 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
- ✦ Modern business model allows Consultants multiple paths to income by rewarding them for selling to Consultants who also want to start a business AND to Customers who prefer to only purchase products.



# 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.

## Alissa Neufeld



CHIEF PEOPLE OFFICER | 02.20.2009

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

## 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).

## 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





## Raymond Greer

CHAIRMAN OF THE BOARD | 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.



## 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.



## Dayton Judd

BOARD MEMBER | SINCE 2024

Mr. Judd has served as the CEO of FitLife Brands, Inc., is a founder and Managing Member of Sudbury Capital Management, LLC. Prior to that, a Portfolio Manager for Q Investments, L.P., a multi-billion-dollar hedge fund, and held various positions at McKinsey & Company, Inc. He currently serves as Chairman of FitLife.



## 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.



## Raj Anbalagan

BOARD MEMBER | SINCE 2024

Mr. Anbalagan has been an independent member of our Board since August 2024. He has over 20 years of experience managing and executing large technology and e-commerce programs.



## 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.



## Steve Fife

BOARD MEMBER | SINCE 2021

Before LfVN, he was CFO and COO at Evidera, Inc. Prior to that, he was CFO for several publicly traded companies, including Active Power, Inc. and LECG. He also served in several senior financial roles for Gilead Sciences, Amkor Technologies and JDS Uniphase.



# LifeVantage Board of Directors

## BOARD OVERVIEW

Our Board is currently comprised of 8 individuals selected based on numerous criteria, including experience, education, achievements, knowledge, professionalism, integrity, and sound judgment.

## BOARD DEMOGRAPHICS

### Diversity

**13%** Female

**13%** Racially or Ethnically Diverse

### Age

**63** Average Age

**75% > 60**  
**25% < 60**

### Tenure

**6.4** Years Average Tenure

**63% 6+ Years**  
**37% Under 6 Years**

## CORPORATE GOVERNANCE HIGHLIGHTS

- 7 of 8 Directors are independent
- Separate Chair, CEO, and independent Director positions with clearly defined roles
- Board seeks average independent Director tenure of ten years or less for independent Directors as a group
- Director nominees selected based on robust qualification standards
- Annual Director elections with majority voting standard
- Supermajority vote not required to amend Bylaws/Charter
- Stockholders can call special meetings with 10% threshold



# LifeVantage Board of Directors

## BOARD OVERVIEW

### BOARD SKILLS, EXPERIENCE, AND QUALIFICATIONS



**C-Suite Leadership**  
Relevant C-Suite experience helps our Board advise, support, and oversee our management team to drive long-term value



**Health and Wellness**  
Extensive knowledge of the health and wellness industry brings a deep understanding of factors impacting our industry, operations, business needs, and strategic goals



**Digital / Technology**  
Technology experience helps our Board oversee cybersecurity and advise our management team as we seek to enhance the consumer experience and further develop our business strategies



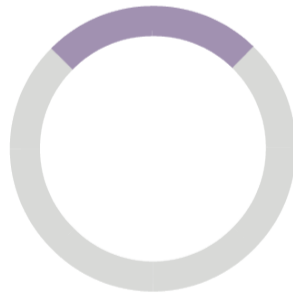
**Financial Expertise**  
Financial expertise assists our Board in overseeing our financial statements, capital structure, and internal controls



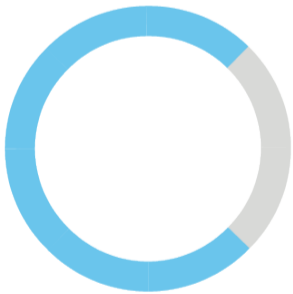
**Governance**  
Governance knowledge demonstrates our commitment to excellence in corporate governance



**International**  
Broad international exposure helps inform our global business and strategies



**Direct Selling**  
Extensive knowledge of the Company's business and direct selling industry provides our Board with insight into industry trends and strategies



**Sales, Marketing, and E-Commerce**  
Relevant sales and marketing experience helps drive revenue and long-term value



# Scientific Advisory Board





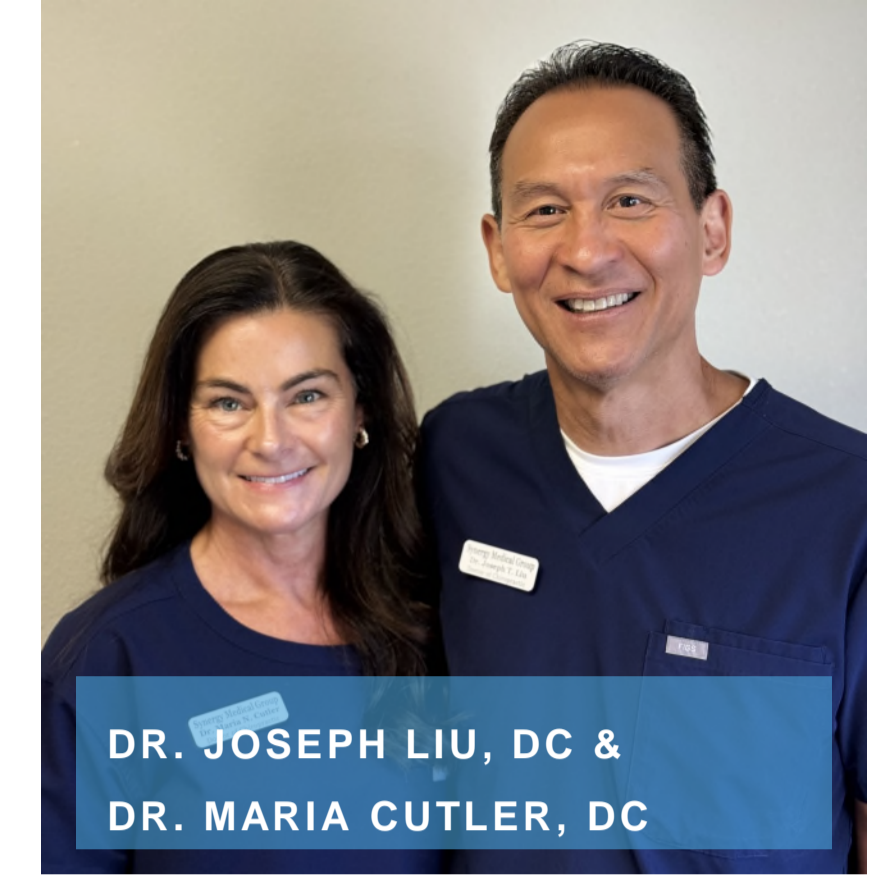
DR. MAYENNE AGUIRRE, MD



DR. CHERYL BONES, DC



DR. MELODY RODARTE, DO



DR. JOSEPH LIU, DC &  
DR. MARIA CUTLER, DC



DR. JESSICA BUHLER, DC



DR. JEFF PICCIRILLO, MD



DR. DORIAN BOSCH, MD



DR. KAT KADIN, DC

# Scientific Advisory Board

The Scientific Advisory Board provides expert guidance on research, formula development, and emerging scientific trends, while supporting the LifeVantage R&D team in driving innovation and advancing product excellence.



DR. GAIL PEARSON, MD



DR. MIKE OKOUCHI, DC



# 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
	Q2 of Fiscal 2026	Q2 of Fiscal 2025	%	Q1 of Fiscal 2026	%
<b>Revenue, net</b>	\$ 48,931	\$ 67,762	(27.8%)	\$ 47,561	2.9%
Cost of sales	12,722	13,195		9,745	
<b>Gross profit</b>	<b>36,209</b>	<b>54,567</b>	(33.6%)	<b>37,816</b>	(4.2%)
Commissions and incentives	19,895	32,525		20,695	
Selling, general and administrative	15,827	18,614		14,853	
Total operating expenses	35,722	51,139		35,548	
<b>Operating income</b>	<b>487</b>	<b>3,428</b>	(85.8%)	<b>2,268</b>	78.5%
Interest income, net	20	130		87	
Other expense, net	(34)	(469)		(114)	
Total other income (expense)	(14)	(339)		(27)	
Income before income taxes	473	3,089		2,241	
Income tax expense	(197)	(539)		(86)	
<b>Net income</b>	<b>276</b>	<b>2,550</b>	(89.2%)	<b>2,155</b>	87.2%
EPS (Net income per share, basic)	\$ 0.02	\$ 0.21	(90.5%)	\$ 0.17	88.2%
EPS (Net income per share, diluted)	\$ 0.02	\$ 0.19	(89.5%)	\$ 0.17	88.2%
Weighted-average shares outstanding:					
Weighted average shares, basic	12,643	12,211		12,398	
Weighted average shares, diluted	12,745	13,177		12,946	
<b>Non-GAAP Items</b>					
<b>Adjusted EBITDA*</b>	<b>3,880</b>	<b>6,474</b>	(40.1%)	<b>3,921</b>	(1.0%)
<b>Adjusted Net income *</b>	<b>1,888</b>	<b>2,952</b>	(36.0%)	<b>2,318</b>	(18.6%)
<b>Adjusted EPS (Net income per share, diluted)*</b>	<b>\$ 0.15</b>	<b>\$ 0.22</b>	(31.8%)	<b>\$ 0.18</b>	(16.7%)

\*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,			Six Months ended December 31,	
	2023	2024	2025	2024	2025
(In thousands, except per share data)					
<b>Revenue, net</b>	\$ 213,398	\$ 200,164	\$ 228,530	\$ 114,976	\$ 96,493
Cost of sales	43,387	41,440	44,864	22,686	22,467
<b>Gross profit</b>	<b>170,011</b>	<b>158,724</b>	<b>183,666</b>	<b>92,290</b>	<b>74,026</b>
Commissions and incentives	94,687	85,920	102,260	52,830	40,590
Selling, general and administrative	71,065	68,472	69,207	33,462	30,680
Total operating expenses	165,752	154,392	171,467	86,292	71,270
<b>Operating income</b>	<b>4,259</b>	<b>4,332</b>	<b>12,199</b>	<b>5,998</b>	<b>2,756</b>
Interest income, net	198	430	431	189	107
Other expense, net	(458)	(412)	(387)	(520)	(148)
Total other income (expense), net	(260)	18	44	(331)	(41)
Income before income taxes	3,999	4,350	12,243	5,667	2,715
Income tax expense	(1,459)	(1,413)	(2,438)	(1,291)	(284)
<b>Net income</b>	<b>2,540</b>	<b>2,937</b>	<b>9,805</b>	<b>4,376</b>	<b>2,431</b>
EPS (Net income per share, basic)	\$ 0.20	\$ 0.24	\$ 0.80	\$ 0.36	\$ 0.19
EPS income (Net per share, diluted)	\$ 0.20	\$ 0.23	\$ 0.75	\$ 0.34	\$ 0.19
Weighted-average shares outstanding:					
Weighted average shares, basic	12,557	12,458	12,251	12,166	12,520
Weighted average shares, diluted	12,567	12,986	12,987	12,903	12,824
<b>Non-GAAP Items</b>					
<b>Adjusted EBITDA*</b>	<b>11,721</b>	<b>16,962</b>	<b>22,111</b>	<b>10,902</b>	<b>7,802</b>
<b>Adjusted Net income *</b>	<b>3,055</b>	<b>7,614</b>	<b>10,649</b>	<b>4,885</b>	<b>4,206</b>
<b>Adjusted EPS (Net income per share, diluted)*</b>	<b>\$ 0.24</b>	<b>\$ 0.59</b>	<b>\$ 0.82</b>	<b>\$ 0.38</b>	<b>\$ 0.33</b>

\*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,			As of December 31,	
	2023	2024	2025	2024	2025
Cash and Cash Equivalents	\$ 21,605	\$ 16,886	\$ 20,201	\$ 21,595	\$ 10,181
Current Portion of Long-term Debt, net	-	-	-	-	-
<b>Net Cash</b> (Cash and equivalents less total Debt)	<b>21,605</b>	<b>16,886</b>	<b>20,201</b>	<b>21,595</b>	<b>10,181</b>
<b>Net Cash per share, diluted</b>	<b>\$ 1.72</b>	<b>\$ 1.30</b>	<b>\$ 1.56</b>	<b>\$ 1.67</b>	<b>\$ 0.79</b>
Total Assets	66,123	60,299	71,958	68,527	61,169
Total Stockholders' Equity	34,649	25,991	34,641	29,889	32,987
<b>Book Value per share, diluted</b>	<b>\$ 2.76</b>	<b>\$ 2.00</b>	<b>\$ 2.67</b>	<b>\$ 2.32</b>	<b>\$ 2.57</b>

(Unaudited, in thousands, except per share data)	Fiscal Year ended June 30,			Six Months ended Dec. 31,	
	2023	2024	2025	2024	2025
Net Cash Provided by Operating Activities	\$ 6,828	\$ 12,197	\$ 11,878	\$ 8,616	\$ 486
Capital Expenditures	3,067	2,245	1,371	841	1,523
Free Cash Flow	3,761	9,952	10,507	7,775	(1,037)
<b>Free Cash Flow per share, diluted</b>	<b>\$ 0.30</b>	<b>\$ 0.77</b>	<b>\$ 0.81</b>	<b>\$ 0.60</b>	<b>\$ (0.08)</b>
<b>Free Cash Flow Conversion</b>	<b>148%</b>	<b>339%</b>	<b>107%</b>	<b>178%</b>	<b>-43%</b>



# Non-GAAP Reconciliations

## LIFEVANTAGE

### Adjusted Net Income

(Unaudited, in thousands, except per share data)

	Fiscal Year ended June 30,			Six Months ended December 31,	
	2023	2024	2025	2024	2025
GAAP net income	\$ 2,540	\$ 2,937	\$ 9,805	\$ 4,376	\$ 2,431
Adjustments:					
Executive team recruiting and transition expenses	—	198	562	474	—
Executive and non-recurring severance expenses	607	220	244	188	—
Class-action lawsuit expenses, net of recoveries	(139)	—	—	—	—
MindBody GLP-1 System allowance for inventory obsolescence	—	—	—	—	2,368
LoveBiome acquisition costs	—	—	—	—	201
Change in fair market value of earnout	—	—	—	—	(300)
Nonrecurring proxy contest related expenses, net of credits	—	5,043	—	—	—
Accelerated depreciation related to change in lease term	116	—	—	—	—
Lease abandonment	227	—	—	—	—
Other nonrecurring expenses	—	308	248	—	36
Tax impact of adjustments	(296)	(1,092)	(210)	(153)	(530)
Total adjustments, net of tax	515	4,677	844	509	1,775
<b>Non-GAAP Net income:</b>	<b>3,055</b>	<b>7,614</b>	<b>10,649</b>	<b>4,885</b>	<b>4,206</b>
Diluted earnings per share, as reported	\$ 0.20	\$ 0.23	\$ 0.75	\$ 0.34	\$ 0.19
Total adjustments, net of tax	0.04	0.36	0.06	0.04	0.14
<b>Diluted earnings per share, as adjusted*</b>	<b>0.24</b>	<b>0.59</b>	<b>0.82</b>	<b>0.38</b>	<b>0.33</b>

\*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.



# Non-GAAP Reconciliations

## LIFEVANTAGE

### EBITDA and Adjusted EBITDA

(Unaudited, in thousands)

	Fiscal Year ended June 30,			Six Months ended December 31,	
	2023	2024	2025	2024	2025
GAAP net income	\$ 2,540	\$ 2,937	\$ 9,805	\$ 4,376	\$ 2,431
Interest (income) expense	(198)	(430)	(431)	(189)	(107)
Provision for income taxes	1,459	1,413	2,438	1,291	284
Depreciation and amortization	3,579	3,581	3,156	1,603	1,362
<b>Non-GAAP EBITDA:</b>	<b>7,380</b>	<b>7,501</b>	<b>14,968</b>	<b>7,081</b>	<b>3,970</b>
Adjustments:					
Stock compensation expense	3,188	3,280	5,702	2,639	1,379
Other expense, net	458	412	387	520	148
Other adjustments	695	5,769	1,054	662	2,305
Total adjustments	4,341	9,461	7,143	3,821	3,832
<b>Non-GAAP Adjusted EBITDA:</b>	<b>11,721</b>	<b>16,962</b>	<b>22,111</b>	<b>10,902</b>	<b>7,802</b>



*Thank you*

