

INVESTORPRESENTATION

FEBRUARY 2021





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.



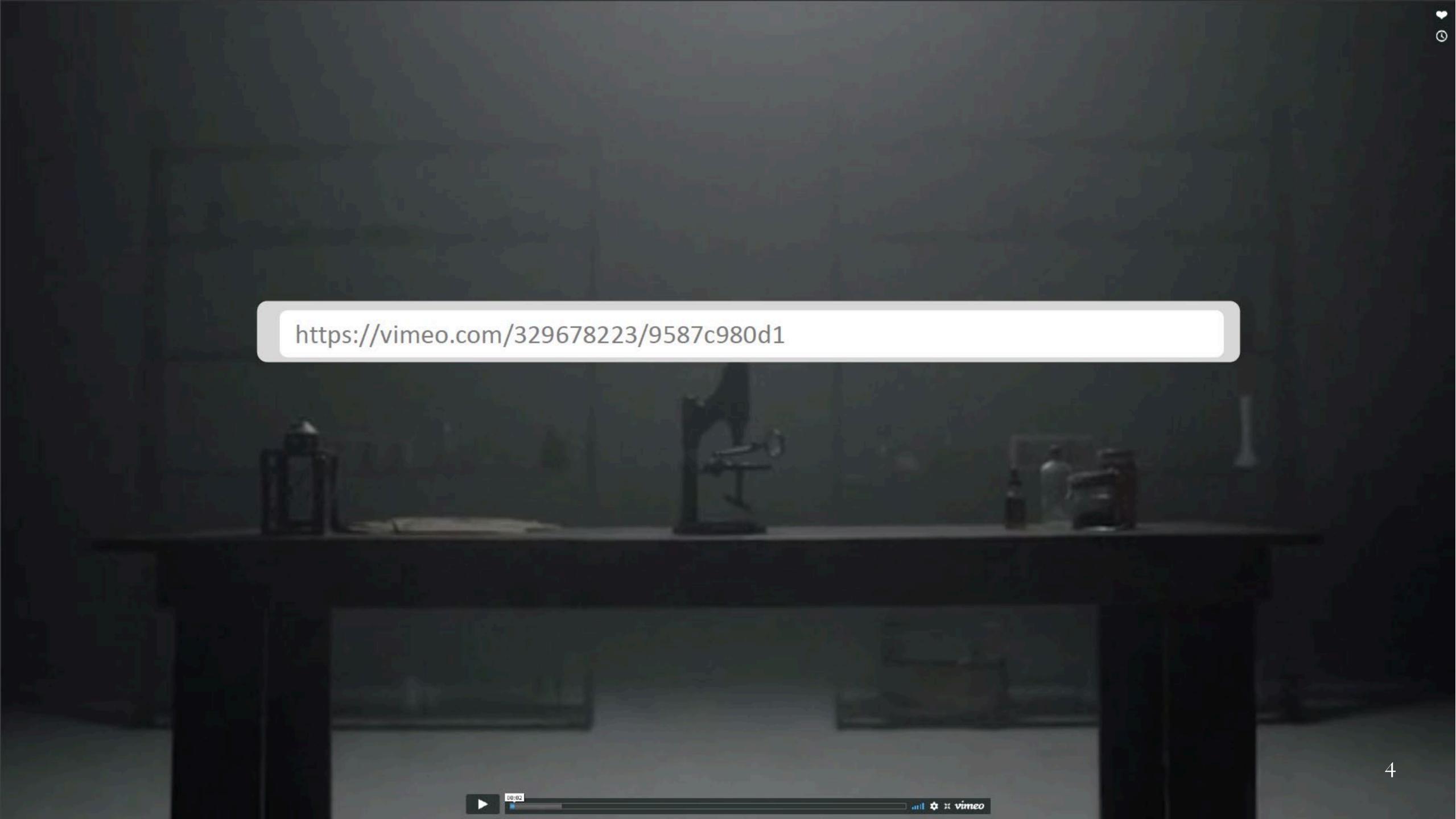
THE COMPANY: LifeVantage(NASDAQ: LFVN)

We believe the secret to unlocking your potential is found in your DNA. LifeVantage is dedicated to helping you master it.

We are 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, and we have already made strides to achieve it. 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 subscription-based entrepreneurial vehicle.

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







NASDAQ Ticker	LFVN	Share price ¹	\$9.28
Shares outstanding ¹	14.2 million	Float ¹	12.7 million
Market Capitalization ¹	\$131.5 million	Enterprise Value ¹	\$111.8 million
Average Daily Volume ¹	73,070	Fiscal 2020 Revenue	\$232.9 million
Cash at December 31, 2020	\$19.7 million	Fiscal 2020 Adjusted EBITDA ²	\$24.0 million
Debt at December 31, 2020	Debt free	Fiscal 2020 Adjusted EPS ²	\$0.86

INDUSTRY TRENDS



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 optimize 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
 - Biohacking is using science and personalized results to take control of and upgrade your body, your mind and your life
- Our mission is to "Biohack the Aging Code" through the relentless pursuit of science-based nutrigenomic products with the intent of helping our customers live longer, healthier lives



COVID-19 UPDATE

- Rising unemployment and economic environment driving elevated interest in secondary income opportunities
 - Have seen accelerated enrollment of new distributors
- Well positioned in wellness
 - Rising global interest in health
- Building and supporting community of like minded individuals
- Leveraging tools to meet rising consumer interest
 - Successfully transitioned to virtual events
 - Library of online content
 - Enhanced technology investments supporting distributors
 - Revamped social media activities in early fiscal 2020 positioning us well for what would occur





BIOHACKING PRODUCTS

PATENTED

Several U.S. and international 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 LSU

University of Colorado Denver

Colorado State University

Auburn University

Virginia Commonwealth University

Texas Tech University

PEER-REVIEWED PUBLISHED RESEARCH

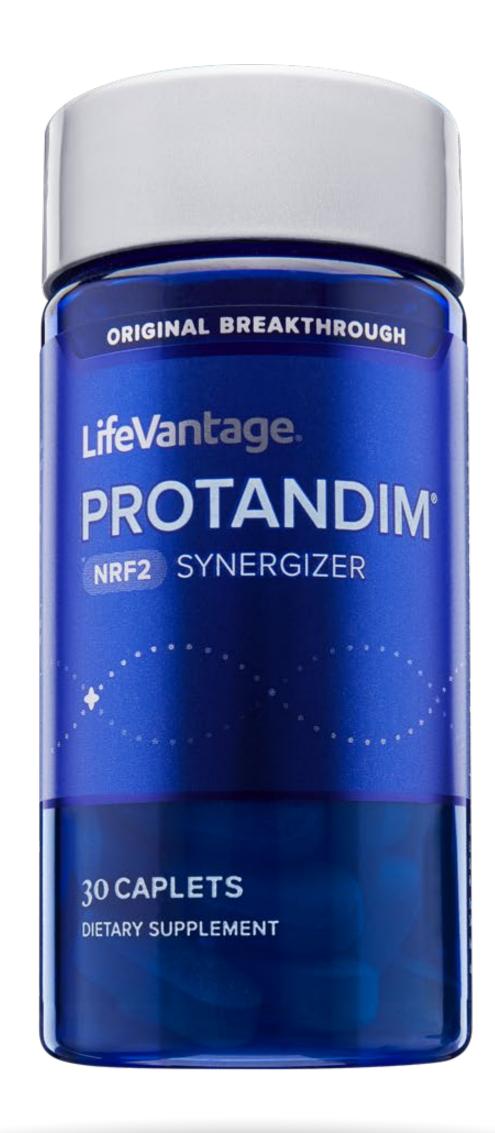
Research published in the following medical journals:

Free Radical Biology & Medicine

Enzyme Research

Circulation

American Journal of Physiology—Lung Cellular and Molecular Physiology



LifeVantage PROTANDIM * NRF2 SYNERGIZER**

BACKED BY 31 CLINICAL STUDIES AND COUNTING. INCLUDING:

In a study conducted by the National Institute of Aging and published in the journal "Aging Cell", Protandim Nrf2 Synergizer was

"proven to significantly increase the lifespan of male mice, with a 7% increase in median survival. This is the only nutritional supplement tested that has been proven to increase the median survival in mice, thus delaying the aging process."

In a human clinical study published in "Free Radical Biology and Medicine", vol 40, issue 2, Protandim Nrf2 Synergizer was also proven to reduce oxidative stress by an average of 40% in only 30 days.

LifeVantage.

PROTANDIM®

TRI-SYNERGIZER

THREE OF THE MOST PROMINENT THEORIES OF AGING

PROTANDIM NRF2 SYNERGIZER

- Oxidative stress theory of aging
- Created to activate the Nrf2 pathway, a pathway responsible for antioxidant production that supports antioxidant defenses and detoxification processes.*

PROTANDIM NRF1 SYNERGIZER

- Mitochondrial theory of aging
- Created to activate the NRF1 pathway, a pathway responsible for mitochondrial health and deliver nutrients know to support mitochondrial*

PROTANDIM NAD SYNERGIZER

- Sirtuin theory of aging
- Created to activate NAD and NAD-dependent pathways to activate sirtuin proteins and healthy longevity*



^{*}These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.











PROTANDIM TRI-SYNERGIZER

VITALITY STACK

OMEGA+

PROBIO

AXIO







TRUESCIENCE SKIN CARE



TRUESCIENCE HAIR CARE



PETANDIM FOR DOGS



INDUSTRY TRENDS



DIRECT SELLING IN THE U.S.

PEOPLE INVOLVED IN DIRECT SELLING

Direct Sellers

6.8 million direct sellers build a business full time (30 or more hours/week) or part-time (fewer than 30 hours/week) and sell products/services to consumers and may sponsor people to join their team

Full-time 0.9 million





Part-time

Customers

More than 36.9 Million Customers (Excludes those who have not signed an agreement with a direct selling company)



Preferred Customers

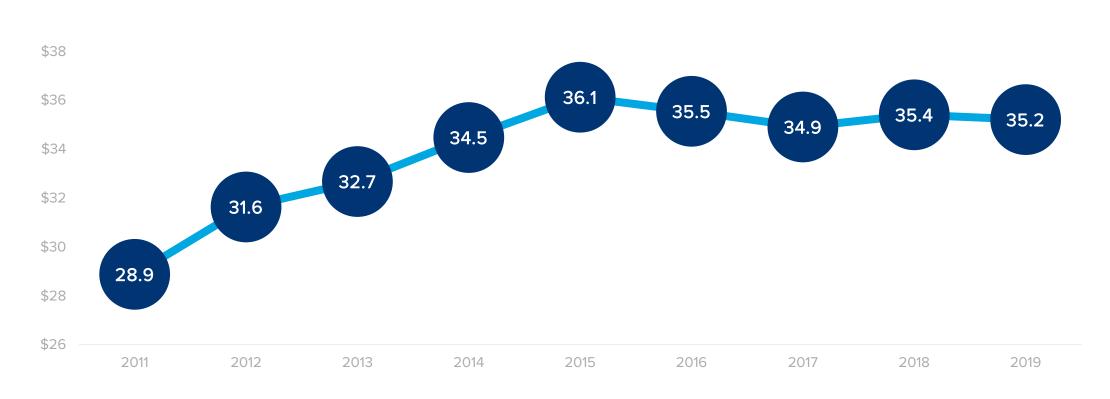




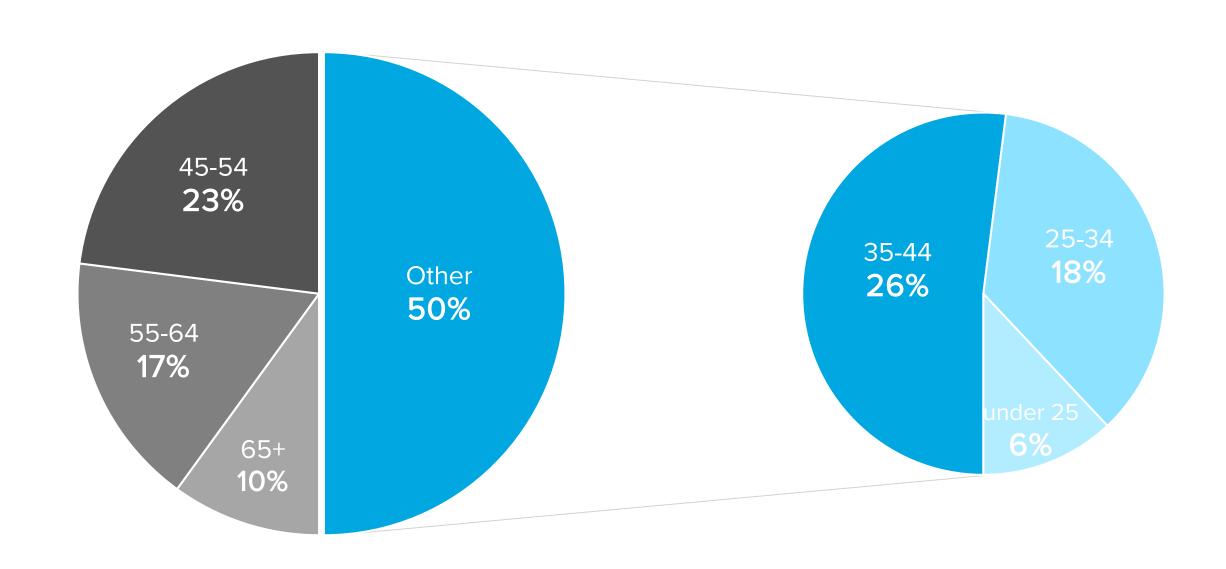


US RETAIL SALES

(in billions)



PEOPLE INVOLVED BY AGE



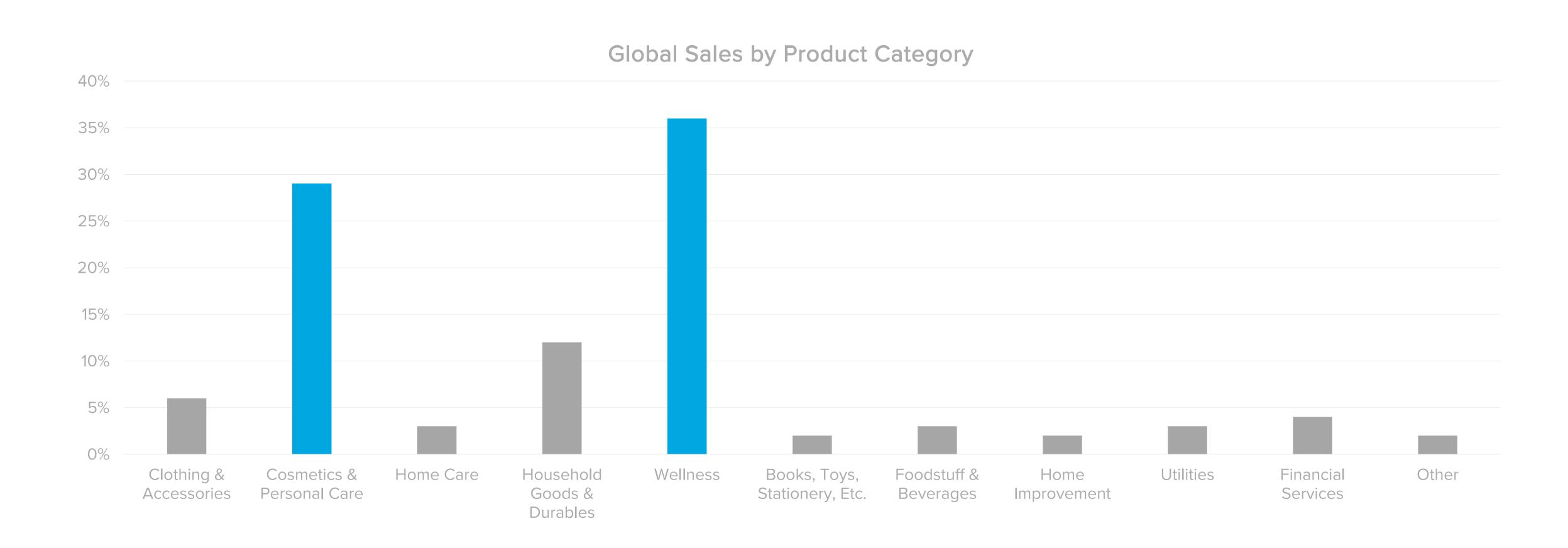
Source: 2019 Direct Selling Association Data

Definitions:

ADDRESSING KEY CATEGORIES



LIFEVANTAGE PRODUCTS ADDRESS THE TWO LARGEST CATEGORIES OF DIRECT SELLING GLOBALLY



ADDRESSING GLOBAL MARKETS



LIFEVANTAGE OPERATES IN 7 OF THE 10 LARGEST DIRECT SELLING MARKETS GLOBALLY





GROWTH OPPORTUNITIES

GEOGRAPHICAL

Greater China expansion utilizing an e-commerce model

Opened Taiwan June 2018

Opened Austria September 2018

Opened Spain March 2019

Opened Ireland May 2019

Opened Belgium June 2019

Opened New Zealand November 2019

Opened in Singapore September 2020

Launched NFR sales in Malaysia September 2020

EXPANDING DISTRIBUTOR BASE

While most companies are scrambling for customers to talk about and recommend their products, we have over 68,000 created both organically and through our "Red Carpet" program

FOCUS ON DRIVING SUBSCRIPTION PLATFORM

70% of current revenue derived from subscriptions

NEW PRODUCTS

TOOLS AND TECHNOLOGIES

EXPANDING DISTRIBUTOR BASE

Enhancing the demographics and skillset of our 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

- 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

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 biohacking protocol

Tri-Synergizer Stack
Vitality Stack
Beauty Stack

Introduced Vitality Stack Packets, providing convenient single-day serving size for on-the-go customers

FLAGSHIP PRODUCTS TO KEY GROWTH MARKETS

Launched Protandims in Mexico, Thailand, and Australia

NEW PRODUCT LAUNCHES

FY2018 – Omega+, TruScience Hand Cream

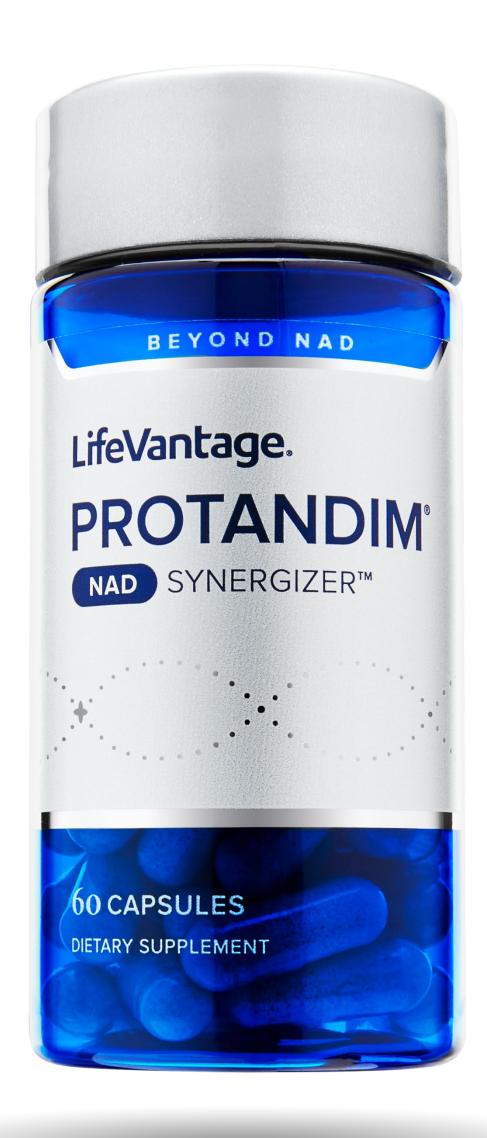
FY2019 – TrueScience Hair Care System® in October 2018

FY2019 – PhysIQ System® Update in February 2019

FY2020 – Protandim NAD and Protandim Tri-Synergizer in October 2019, Protandim S in Japan in April 2020

FY2021 – Limited Edition Axio Flavors

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LifeVantage.

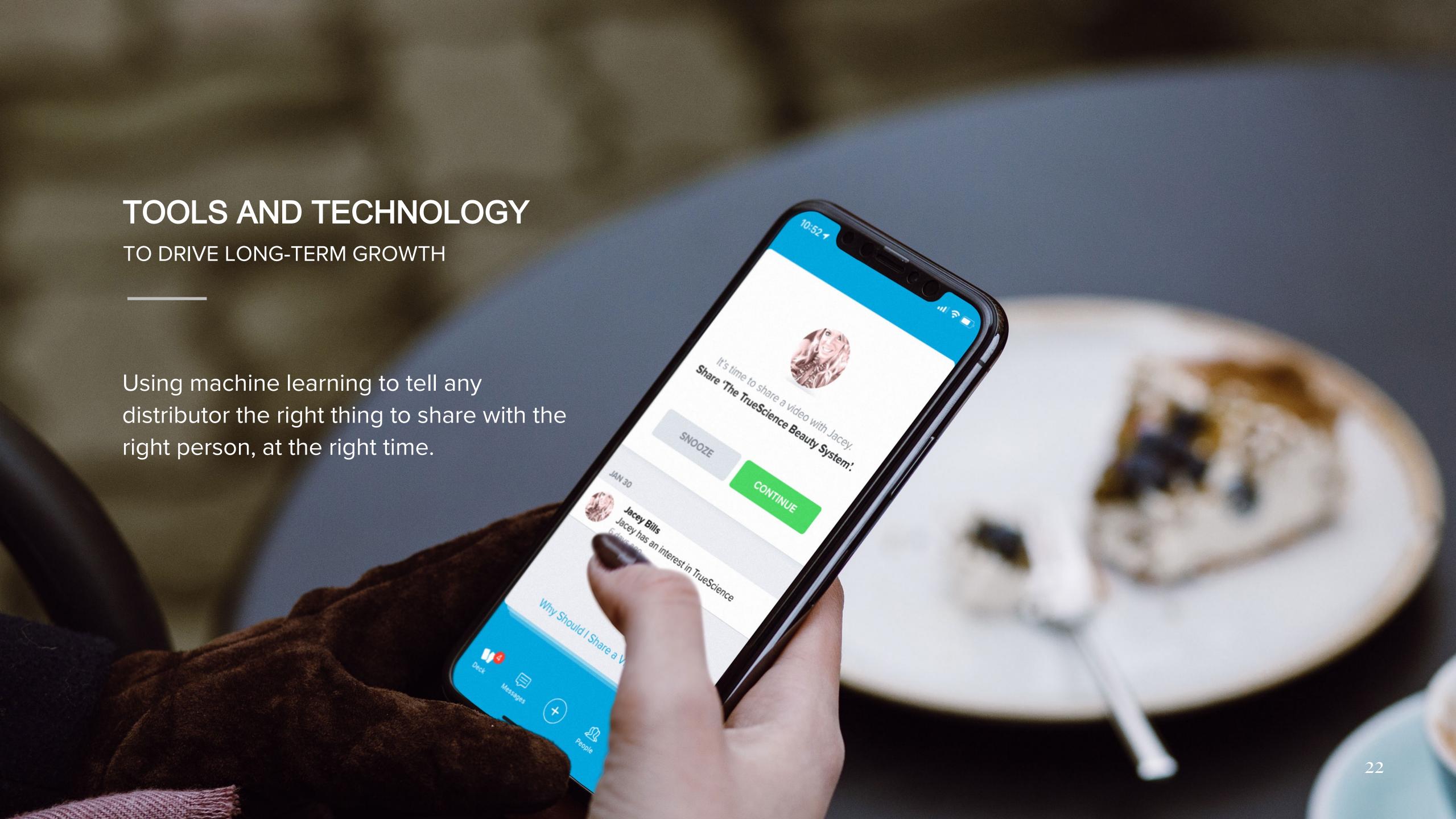
PROTANDIM®



THE NEWEST MEMBER OF THE PROTANDIM FAMILY

- A Nutrigenomics breakthrough shown to activate NAD and NAD-dependent pathways to activate sirtuin proteins and healthy longevity*
- Sirtuins are responsible for supporting a healthy vascular system, maintaining cholesterol levels already in the healthy range, supporting the body's healthy inflammation response, supporting joint health, heightening mental focus, improving mood, motivation, energy, and much more*
- Sirtuin activity declines as we age ≃60%*
- Protandim NAD Synergizer can increase sirtuin activity by 100% in 24 hours*

Launched October 2019



FINANCIAL OVERVIEW

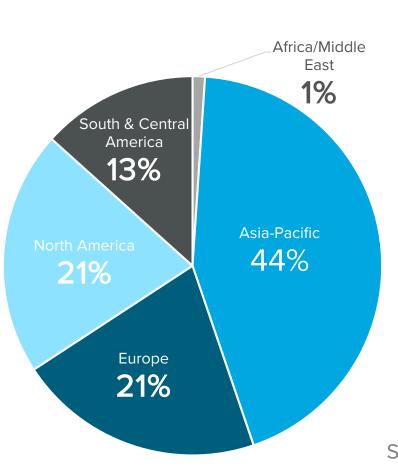


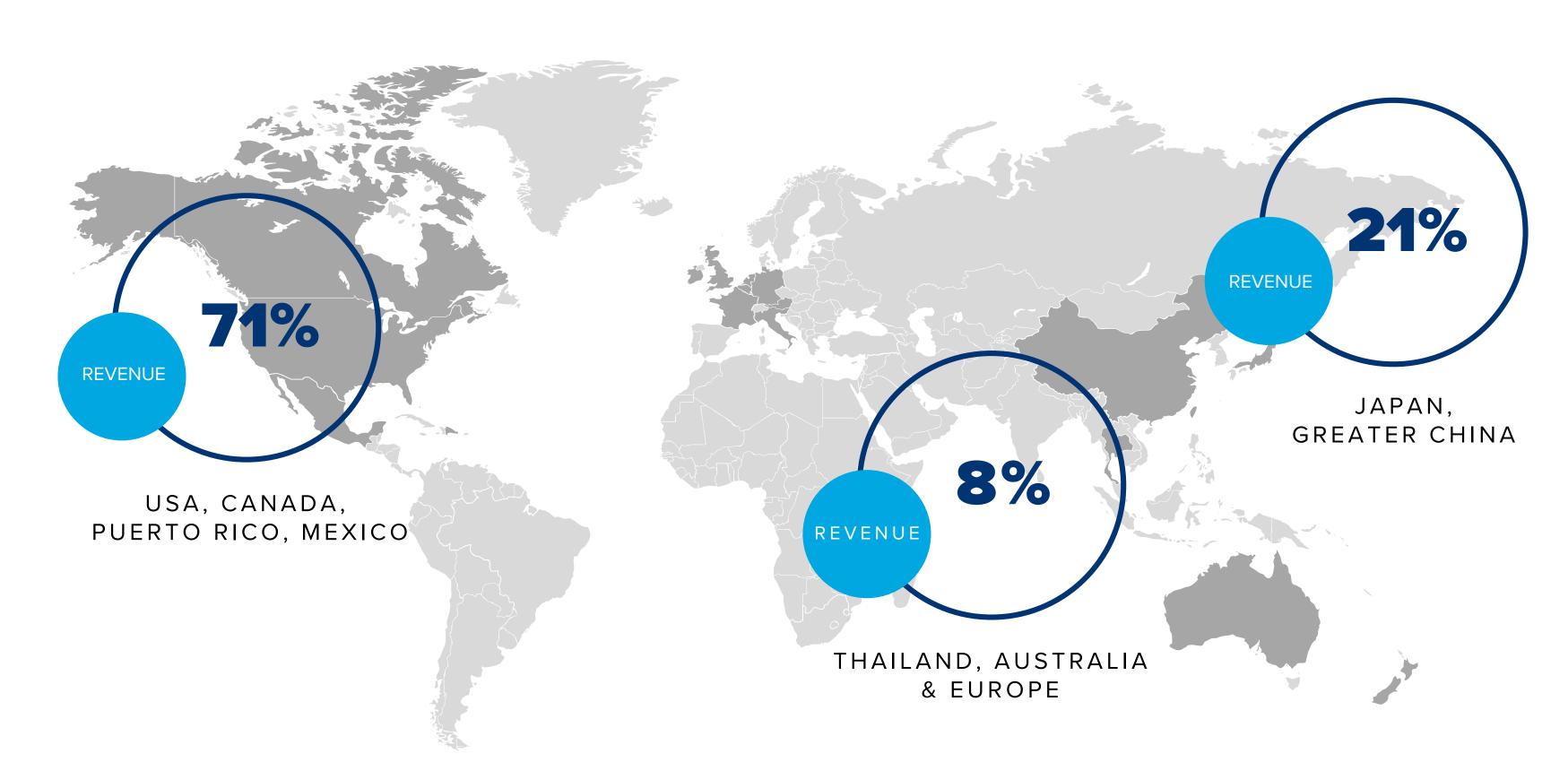


GLOBAL REACH

AT LIFEVANTAGE PERCENTAGE OF SALES BY AREA



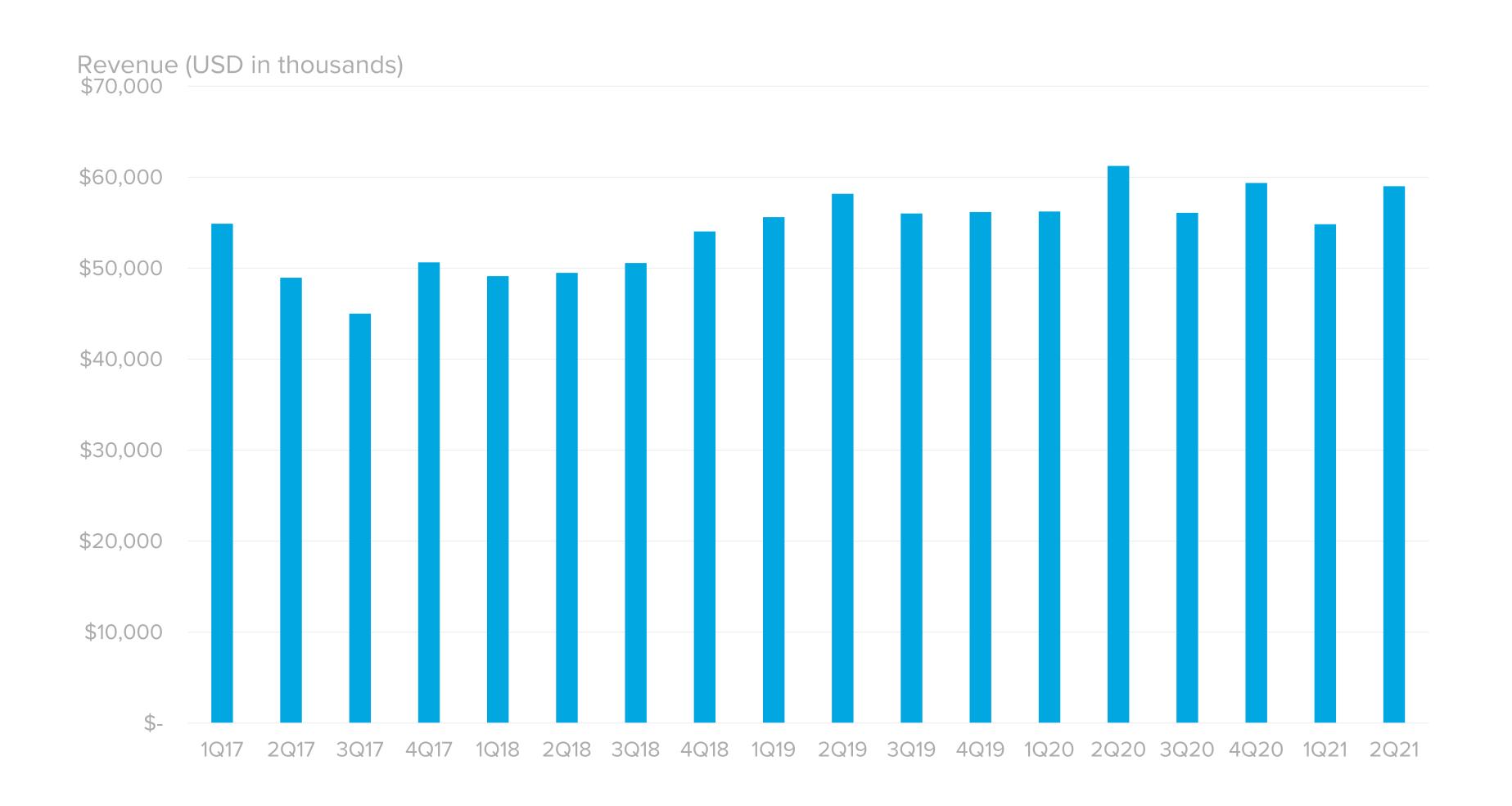






SALES HISTORY

LIFEVANTAGE





STRATEGIC PILLARS OF THE IFEVANTAGE GROWTH STRATEGY

Become Masters of the Biohacker Subscriptions

- Focus on product innovation and customer growth
- Enhancing the customer experience through introduction of a customer referral and loyalty program

Attract and Create Influencers

- Drive distributor growth
- Red Carpet program
- International growth New market launches planned for fiscal 2021 and beyond

Make LifeVantage as Easy to Use as Uber

- Develop and leverage technology
- Introduction of a standardized field duplication system

Build the Foundation for the Future

- New sustainable corporate office opens in fiscal 2021
- Enhance our technology foundation
- Incorporate sustainability into products, packaging, work practices, culture and communication



BUSINESS MODEL

LIFEVANTAGE

(as % of revenue)	FY 2018	FY 2019	FY 2020	Long-term Target
Gross Margin ¹	82.4%	83.2%	83.7%	84.0%
Commissions and Incentives	48.3%	48.1%	47.9%	48.0%
SG&A ²	29.0%	30.3%	28.6%	24.0%
Operating Margin ³	5.1%	4.8%	7.2%	12.0%
Adjusted EBITDA Margin ³	7.3%	8.1%	10.3%	14.5%

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

¹Non-GAAP adjustments to FY 2018 gross margin to exclude the benefit related to a change in estimate for the accrual of import duties. A full reconciliation of FY2018 adjusted earnings are included at the end of this presentation

² Non-GAAP adjustments to FY 2017 to FY2019 SG&A to exclude expenses associated with the audit committee review, class action expenses, non-recurring legal expenses, insurance reimbursement and recruiting, severance and management transition fees. A full reconciliation of FY2017 to FY2019 adjusted earnings are included at the end of this presentation

³ Non-GAAP adjustments to FY 2017 to FY2019 include the adjustments noted above. A full reconciliation of FY2017 to FY2019 adjusted earnings are included at the end of this presentation

INVESTMENT SUMMARY

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

Continuous focus on product innovation and international market opportunities position us for growth

Highly efficient, subscription based business model with strong cash flow and high incremental margins



APPENDIX



RECENT OPERATING RESULTS COMPARISON

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CONDENSED CONSOLIDATED STATEMENTS OF OPERATIONS

(Unaudited)		st Recent Quarter	Prior `	Year Period	Year over Year Change	Se	revious quential Quarter	Sequential Change
(In thousands, except per share data)	Q2 of	Fiscal 2021	Q2 of	Fiscal 2020	%		Fiscal 2021	%
Revenue, net	\$	59,007	\$	61,242	(3.6%)	\$	54,827	7.6%
Cost of sales		10,189		10,230			9,398	
Gross profit		48,818		51,012	(4.3%)		45,429	7.5%
Commissions and incentives		27,151		29,235			25,633	
Selling, general and administrative		16,218		18,131			16,299	
Total operating expenses		43,369		47,366			41,932	
Operating income		5,449		3,646	49.5%		3,497	55.8%
Interest expense		(9)		(41)			(6)	
Other expense, net		133		(148)			(141)	
Total other expense		124		(189)			(147)	
Income before income taxes		5,573		3,457			3,350	
Income tax expense		(1,761)		846			(899)	
Net income		3,812		4,303	(11.4%)		2,451	55.5%
EPS (Net income per share, basic)	\$	0.27	\$	0.31	(12.9%)	\$	0.17	58.8%
EPS (Net income per share, diluted)	\$	0.26	\$	0.30	(13.3%)	\$	0.17	52.9%
Weighted average shares, basic		14,193		13,902			14,269	
Weighted average shares, diluted		14,439		14,562			14,695	
Non-GAAP Items								
Adjusted EBITDA*		6,706		5,957	12.6%		6,722	(0.2%)
Adjusted Net Income*		3,554		4,561	(22.1%)		3,633	(2.2%)
Adjusted EPS (Net income per share, diluted)*	\$	0.25	\$	0.31	(19.4%)	\$	0.25	0.0%
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^{*} 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)

Six Months ended

	Fiscal Year ended June 30,					December 31,			
(In thousands, except per share data)	 2018		2019		2020	2019		2020	
Revenue, net	\$ 203,204	\$	225,958	\$	232,915	\$ 117,470	\$	113,835	
Cost of sales	34,848		37,973		37,964	19,421		19,587	
Gross profit	168,356		187,985		194,951	98,049		94,248	
Commissions and incentives	98,193		108,620		111,571	56,009		52,785	
Selling, general and administrative	59,840		69,551		67,914	35,817		32,517	
Total operating expenses	158,033		178,171		179,485	 91,826		85,302	
Operating income	10,323		9,814		15,466	6,223		8,946	
Interest expense	(456)		(323)		(120)	(89)		(15)	
Other expense, net	(319)		(261)		(685)	(228)		(8)	
Total other expense	 (775)		(584)		(805)	(317)		(23)	
Income before income taxes	9,548		9,230		14,661	5,906		8,923	
Income tax expense	 (3,787)		(1,801)		(3,112)	 158		(2,660)	
Net income	 5,761		7,429		11,549	6,064		6,263	
EPS (Net income per share, basic)	\$ 0.41	\$	0.53	\$	0.82	\$ 0.44	\$	0.44	
EPS (Net income per share, diluted)	\$ 0.41	\$	0.50	\$	0.79	\$ 0.42	\$	0.43	
Weighted average shares, basic	13,992		14,055		14,105	13,908		14,225	
Weighted average shares, diluted	14,136		14,980		14,599	14,515		14,547	
Non-GAAP Items									
Adjusted EBITDA*	14,910		18,249		23,968	10,672		13,428	
Adjusted Net Income*	7,194		8,889		12,488	6,488		7,188	
Adjusted EPS (Net income per share, diluted)*	\$ 0.51	\$	0.59	\$	0.86	\$ 0.45	\$	0.49	

^{*} 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

		As of June 30,						As of December 31,			
(Unaudited, in thousands, except per share data)	2018		2019		2020		2019		2020		
Cash and Cash Equivalents	\$	16,652	\$	18,824	\$	22,138	\$	14,479	\$	19,726	
Current Portion of Long-term Debt, net		2,000		1,454		-		484		-	
Long-term Debt, Net of Discount Total Debt		3,412 5,412		1,454		0		484		<u>-</u>	
Net Cash (Cash and equivalents less total Debt) Net Cash per share, diluted	\$	11,240 0.80	\$	17,370 1.16	\$	22,138 1.52	\$	13,995 0.96	\$	19,726 1.36	
Total Assets		51,142		55,273		58,877		55,018		74,426	
Total Stockholders' Equity Book Value per share, diluted	\$	21,947 1.55	\$	27,199 1.82	\$	33,254 2.28	\$	29,098 2.00	\$	35,516 2.44	
	Fiscal Year ended June 30,						Septen	onths ended ember 30,			
(Unaudited, in thousands, except per share data)		2018		2019		2020		2019		2020	
Net Cash Provided by (Used in) Operating Activities Capital Expenditures	\$	13,256 4,649	\$	17,789 2,506	\$	18,326 2,681	\$	5,765 1,633	\$	4,840 1,532	
Free Cash Flow		8,607		15,283		15,645		4,132		3,308	
Free Cash Flow per share, diluted	\$	0.61	\$	1.02	\$	1.07	\$	0.28	\$	0.23	



NON-GAAP RECONCILIATIONS

LIFEVANTAGE

Adjusted Net Income

(Unaudited, in thousands, except per share data)	Fiscal Year ended June 30,		Three Mont Decemb		Six Months ended December 31,		
	2018	2019	2020	2019	2020	2019	2020
GAAP net income	\$5,761	\$7,429	\$11,549	\$4,303	\$3,812	\$6,064	\$6,263
Adjustments:							
Executive team recruiting and transition expenses	207	_	_	_	_	_	21
Class-action lawsuit expenses	659	564	703	55	(396)	187	213
Executive team severance expenses, net	374	(79)	_	_	19	_	74
Other nonrecurring legal and accounting expenses	51	530	103	_	_	99	_
Accelerated depreciation related to change in lease term	_	_	456	152	_	152	101
Insurance reimbursement	(425)	_	_	_	_	_	_
Change in estimate of accrued import liabilities	(863)	_	_	_	_	_	_
Lease abandonment	_	_	_	_	_	_	830
Tax impact of adjustments	(42)	445	(323)	51	119	(14)	(314)
Tax expense impact of revaluation of deferred tax assets	1,472	_	_	_	_	_	_
Total adjustments, net of tax	1,433	1,460	939	258	(258)	424	925
Non-GAAP net income:	7,194	8,889	12,488	4,561	3,554	6,488	7,188
Diluted earnings per share, as reported	0.41	0.50	0.79	0.30	0.26	0.42	0.43
Total adjustments, net of tax	0.10	0.10	0.06	0.02	(0.02)	0.03	0.06
Diluted earnings per share, as adjusted*	0.51	0.59	0.86	0.31	0.25	0.45	0.49

^{*} May not add due to rounding



NON-GAAP RECONCILIATIONS

LIFEVANTAGE

EBITDA and Adjusted EBITDA

(Unaudited, in thousands)	Fiscal Y	ear ended Ju	ıne 30,	Three Mont Decemb		Six Months ended December 31,		
	2018	2019	2020	2019	2020	2019	2020	
GAAP net income	\$5,761	\$7,429	\$11,549	\$4,303	\$3,812	\$6,064	\$6,263	
Interest expense	456	323	120	41	9	89	15	
Provision for income taxes	3,787	1,801	3,112	(846)	1,761	(158)	2,660	
Depreciation and amortization	1,325	1,895	2,777	709	651	1,245	1,782	
Non-GAAP EBITDA:	11,329	11,448	17,558	4,207	6,233	7,240	10,720	
Adjustments:								
Stock compensation expense	3,196	5,525	4,919	1,547	983	2,918	1,447	
Other expense, net	319	261	685	148	(133)	228	8	
Other adjustments	66	1,015	806	55	(377)	286	1,253	
Total adjustments	3,581	6,801	6,410	1,750	473	3,432	2,708	
Non-GAAP Adjusted EBITDA:	14,910	18,249	23,968	5,957	6,706	10,672	13,428	