

Rena Schultz

VICE PRESIDENT OF COMPLIANCE
LIFEVANTAGE



Compliance Corner



LifeVantage U.S. Income Disclosure Statement

LifeVantage Corporation® is a leader in the science of nutrigenomic Activation, offering science-backed products like Proteradim® activators, TrueScience® skin care, AOXD® drinks, Petandim® for dogs, and the MindBody GLP-1 System™. Founded in 2003 and listed on Nasdaq (LFVN), the company sells its products through independent Consultants who also share the business opportunity.

How do I join?

Depending on your goals and interests, you can join LifeVantage as a Customer or Consultant.

- CUSTOMER:** As a Customer, you can enjoy the benefits of LifeVantage products for personal use. Customers can purchase at One-time Retail prices or receive a discount by setting up a Subscription. Customers do not sell products, but their purchases contribute to Sales Volume for Consultants.
- CONSULTANT:** If you're interested in both the products and the business opportunity, you can join as a Consultant. Consultants enjoy greater discounts on products compared to Customers, and they have the opportunity to earn commissions by selling products directly to Customers and by building a sales team. Consultants can start their business by purchasing one of several Enrollment Packs, which contain various LifeVantage products at a discount. Or they can simply start with a \$50 Start Kit. The Start Kit includes a personalized website, business management tools, and access to the LifeVantage App. All items in the Start Kit are also included in Enrollment Packs. Consultants can build and grow their own team of Consultants, earning commissions not only on their personal sales but also on the sales generated by their Customers and team members.

What else should I know about being a Consultant?

As a Consultant, it's important to be aware of the costs associated with running your business.

While LifeVantage covers most expenses (e.g., product manufacturing, inventory, commission calculation and payment, website management, etc.), you may incur optional costs that can impact your net earnings from commissions and bonuses. Beyond the initial \$50 Start Kit, potential costs may include registration fees for in-person events (up to \$200 per person, excluding travel or accommodation), sales aids (\$20–\$50), shipping fees, applicable taxes, personal marketing materials, utilities, internet, gas, travel, and phone costs.

Being mindful of these potential operating costs will help you better prepare for your journey as a Consultant.

HOW DO CONSULTANTS EARN?

Consultants can earn money several ways through the Evolve Compensation Plan. To learn more about the Evolve Compensation Plan and the various ways to earn please visit lifevantage.com/us-en/evolve.



WHAT IF I CHANGE MY MIND?

Customers and Consultants can cancel their agreement at any time by notifying LifeVantage in writing or by emailing compliance@lifevantage.com. LifeVantage offers 100% satisfaction guarantee for Customers and Consultants. For further details, please visit the Return Policy section on the website at www.lifevantage.com.

Income Disclosure Statement

ALL CONSULTANTS IN THE UNITED STATES

The table below displays the average and median gross commissions earned from January 1, 2024, to December 31, 2024 (the "Period"). The table below only reflects commissions paid out to Consultants who qualified at a specific Rank that month and were compensated based on that Rank. In other words, the table below does not reflect those who earned zero commissions during the Period. It's important to note some Consultants may not earn commissions every month, or they may be paid at different Ranks as they build their business. Additionally, achieving a specific Rank does not guarantee a specific commission amount; certain qualifications must be met each month to earn commissions as further defined in the Evolve Compensation Plan.

During the Period, there were a total of 54,531 U.S. Consultants who had the opportunity to earn commissions under the Evolve Compensation Plan. Of these, 35.52% earned commissions while 64.48% did not. Consultants who did not earn commissions during the Period are not reflected in the table below.

| PAID-AS RANK | TOTAL COMMISSIONS PAID TO CONSULTANTS | AVERAGE MONTHLY COMMISSIONS AT PAID RANK | MEDIAN MONTHLY COMMISSIONS AT PAID RANK | LOWEST MONTHLY COMMISSIONS AT PAID RANK | HIGHEST MONTHLY COMMISSIONS AT PAID RANK | AVERAGE % OF PAID CONSULTANTS AS A % OF TOTAL CONSULTANTS | AVERAGE NUMBER OF MONTHS TO ACHIEVE RANK |
|-------------------------|---------------------------------------|--|---|---|--|---|--|
| CONSULTANT | \$21,720 | \$27 | \$17 | \$2 | \$1,544 | 2.23% | 0 |
| CONSULTANT 1 | \$1,575,689 | \$26 | \$18 | \$1 | \$1,226 | 43.19% | 1 |
| CONSULTANT 2 | \$2,220,333 | \$84 | \$57 | \$2 | \$3,291 | 22.25% | 1 |
| CONSULTANT 3 | \$2,365,616 | \$161 | \$128 | \$3 | \$3,296 | 11.56% | 2 |
| SENIOR CONSULTANT 1 | \$2,689,988 | \$316 | \$257 | \$43 | \$5,925 | 7.23% | 4 |
| SENIOR CONSULTANT 2 | \$3,688,807 | \$531 | \$444 | \$103 | \$4,751 | 5.22% | 4 |
| SENIOR CONSULTANT 3 | \$4,318,916 | \$934 | \$781 | \$184 | \$7,773 | 3.41% | 6 |
| MANAGING CONSULTANT 1 | \$6,760,908 | \$1,704 | \$1,446 | \$340 | \$17,833 | 2.45% | 11 |
| MANAGING CONSULTANT 2 | \$6,548,280 | \$3,403 | \$2,869 | \$817 | \$24,367 | 1.15% | 11 |
| MANAGING CONSULTANT 3 | \$7,225,417 | \$6,715 | \$5,236 | \$2,257 | \$79,617 | 0.65% | 20 |
| EXECUTIVE CONSULTANT 1 | \$9,518,967 | \$14,489 | \$11,449 | \$6,046 | \$102,949 | 0.36% | 30 |
| EXECUTIVE CONSULTANT 2 | \$5,355,716 | \$20,759 | \$19,118 | \$12,502 | \$47,381 | 0.16% | 41 |
| EXECUTIVE CONSULTANT 3 | \$5,012,921 | \$43,591 | \$40,311 | \$15,501 | \$126,544 | 0.07% | 51 |
| EXECUTIVE CONSULTANT 4 | \$3,931,409 | \$67,783 | \$61,251 | \$30,896 | \$151,030 | 0.04% | 39 |
| PRESIDENTIAL CONSULTANT | \$9,964,204 | \$131,108 | \$99,627 | \$68,552 | \$338,534 | 0.04% | 52 |

The average 12-month earnings of a typical Consultant who earned during the Period was \$683. The median 12-month earnings of all Consultants who earned during the Period was \$186.

The typical Consultant includes the Ranks of Consultant to Managing Consultant 3. The commissions detailed in this Income Disclosure Statement represent gross earnings during the Period and do not include potential additional costs as outlined on page 1. A Consultant's earnings will depend on individual diligence, effort, and market conditions. LifeVantage does not guarantee any income or Rank success. A copy of this Income Disclosure Statement must accompany any representations of potential compensation, income, or earnings.



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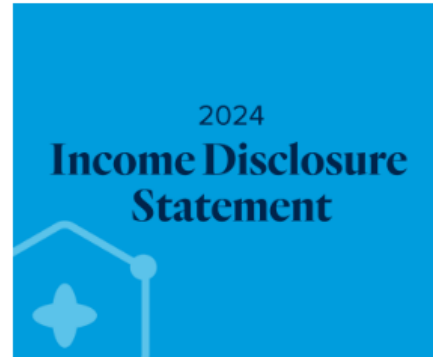
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**Everything you need to know,
starts here...**





2024 Income Disclosure Statement

February 18, 2025

The numbers are in and now you can better highlight what it's like to be a Consultant with the LifeVantage Income Disclosure Statement. This document shows you the average and median gross commissions earned from January 1, 2024, to December 31, 2024 broken down by rank.

Reference this document anytime you discuss making money with LifeVantage and you'll help potential Consultants set expectations on earning money with a LifeVantage business.

MacBook

