LiveVerdure



ASX:LV1

COMPANY PRESENTATION

February 2021

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WHY LV1?
INVESTMENT HIGHLIGHTS

Sales growth fueled by "Direct-to-Consumer" high margin online channel

Proven business model with online sales increasing between FY2019 and FY2020.

Data Driven Sales & Marketing

Measured investment in automation, software and data analytics to further drive customer engagement.

Well positioned to leverage the plant-based mega trend

Plant-based diets & supplements are becoming a popular choice for clean, healthy and sustainable living.

Capital Light & Scalable

LV1 relies on high-quality 3rd party supply-chain partners with capital being allocated to sales and marketing and new product development - NOT to capital heavy activities such as cultivation, drying and processing.

Advanced Product Innovation Roadmap

Product portfolio and innovation pipeline designed to leverage growth opportunities across plant-based protein alternatives, food, and nutraceuticals categories.

Geographic Expansion

Favourable legislative change offers multiple market opportunities.

BENEFITS OF HEMP PROTEIN



Dietary Needs

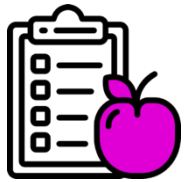
Efficiently delivers essential nutrients via Vegan and Vegetarian friendly products.



Quality of Protein

Hemp is a superior source of plant-based protein.

It contains more useable protein per gram than alternative plants.



Health Benefits

High in health benefits being:

- anti-inflammatory
- anti-bacterial
- anti-microbial



Nutritional Properties

Rich in antioxidants, minerals and fibre.

Hemp is a complete protein source with all essential 9 amino acids needed for optimal bodily function.



Ease of Digestion

Source of dietary fibre understood to promote healthy digestion and gut health.



Sustainability

Hemp is grown in-between other crops, making it more space efficient and sustainable than potato and bean alternatives.

COMPANY OVERVIEW

Live Verdure is Focused on the Development of a Range of High Margin Plant-Based Products Across Multiple Brands

LiveVerdure

Plant-Based Food Products

The established **13 Seeds** Plant Based Food Products brand is established and includes a range of 19 existing different plant-based foods utilising hemp seeds, protein and oil.

Plant-Based Nutraceuticals

The **13 Seeds** Nutraceuticals range currently consists of 2 products; Hemp Seed Oil Capsules and Hemp Super Greens Protein Powder.

New Product Development

LV1 intends to be at the forefront of product innovation development and will continue to develop new hemp-based and complimentary products through R&D.

WHY THE DIRECT-TO-CONSUMER BUSINESS MODEL?

Building a company based on a deep understanding of our consumers' purchasing behaviour, with a focus on building valuable, long-term relationships where consumers return again and again to shop for more wellness products.

Advantages of adopting the Direct-to-Consumer (DtoC) model for LV1

DATA



Collect customer and product data

APPLICATION



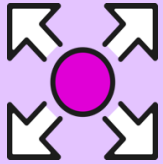
Able to adapt to demand swiftly by involving customers in the product development and manufacturing processes

PRICING



Control our prices and achieve higher profit margins

DISTRIBUTION



Easily control the distribution of our products on various distribution channels

EXPERIENCE



Collect feedback directly from our customers and act on it, driving increased customer satisfaction and life-time value

OUR PORTFOLIO STRATEGY









Plant-Based Foods

The global plant protein market, of which hemp protein forms a part of, is expected to register an estimated CAGR of 7%, during the forecast period, 2019-2024[1]

The global hemp food market is expected to grow at a compound annual growth rate (CAGR) of 24% between 2018-2022[2]

Australia is one of the fastest growing vegan markets in the world. More than 2 million Australians are now meat free[3].

Three consumer macro trends are the driving force behind the category expansion:

- Personal health concerns (cancer, heart disease)
- Animal welfare
- Environmental sustainability

1. Mordor Intelligence, 'Plant Protein Market – Growth, Trends and Forecast,' (2018): https://www.mordorintelligence.com/industry-reports/plant-protein-market
2. Business Wire, 'Top Factors Driving the Global Hemp-Based Foods Market - Technavio': https://www.businesswire.com/news/home/20180224005040/en/Top-Factors-Driving-Global-Hemp-Based-FoodsMarket
3. Source: Euromonitor International

OUR PORTFOLIO STRATEGY

Plant-Based Nutraceuticals

- The Australia nutraceuticals' market is estimated to register a CAGR of 7.5% during 2021-2026[1].
- Supermarkets and pharmacies as well as online (DtoC) are becoming the dominant channels to market of what was once viewed as a niche market segment.
- Hemp is high in protein and fibre and contain all 20 amino acids, including the 9 essential amino acids.
- Hemp products can therefore deliver on consumer's nutraceutical requirements with minimal processing.





13seeds
HEMP FARM TASMANIA



[1] Mordor Intelligence, Australia Nutraceuticals Market - Growth, Trends, Covid-19 Impact, and Forecasts (2021 - 2026)

PERFORMANCE IMPROVEMENTS FUELED BY STRONG CUSTOMER & DATA FOCUS



Revenue Growth

Quarterly sales of ~155k – **up 72%** compared to previous corresponding period.



Average Order Value

Average order value of $95 – **up 180%** compared to previous corresponding period.



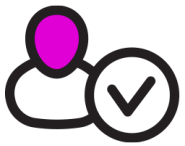
Customer Database

>30,000 consumers and advocates monitored through LV1's CRM platform - and now scaling[1].



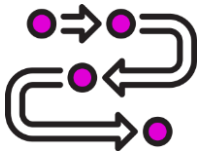
Repeat Customers

Significantly improved from ~17% to ~**46%** compared to previous corresponding period.



Customer Satisfaction

1000+ 5 Star reviews on our Google, product and social media pages.

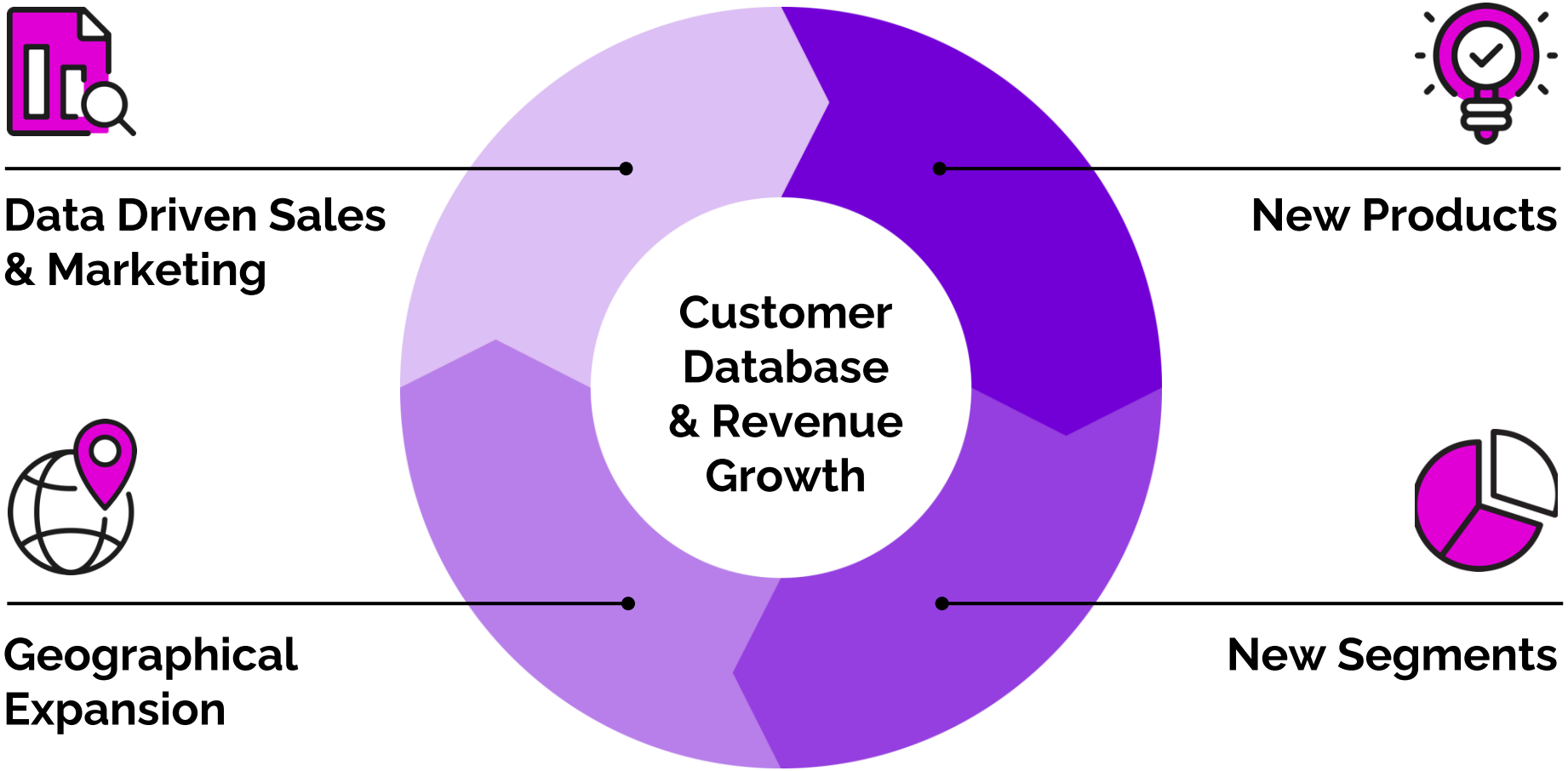


Supply Chain

Robust, scalable, capital light supply chain – leveraging high-quality 3rd party supply-chain partners. **~35 Tonnes** of Tasmanian hemp seed recently purchased.

[1] Consumers and advocates are defined as any person who engages with our brand, and has supplied us with their email.

KEY GROWTH DRIVERS



CORPORATE OVERVIEW

Capital Structure

Listed on the ASX via an IPO	December 2020
Capital Raised	A$5m
Shares subject to escrow of 12-24 months	15.22m
Total options on issue	12m

Current Shareprice	$0.21*
Shares on issue	55.3m
Market Capitalisation	$11.6m
Cash Reserves	$4.4m**
Enterprise Value	$7.2m

*As at 12 February 2021
** As at 31 December 2020

BOARD & MANAGEMENT



Gernot Abl

Non-Executive Chairman

Currently the Chairman of Esports Mogul Ltd (ASX: ESH).

Corporate finance professional with experience working with start up and ASX200 companies.

Significant experience in the online gaming and technology sectors.

Previously held senior management consulting and corporate finance roles with top tier professional services firms.



Ran Vaingold

Managing Director

Previously an Executive at a mid-market M&A firm focusing on food and agricultural space.

Experienced corporate strategy and investment banking professional with broad experience working with ASX200 and startup companies.

Founded the Melbourne office of a $400m asset manager advising startups on M&A and capital raising and strategy.

Holds an MBA from Melbourne Business School (Melbourne University) and a Bachelor of Business (Professional Accountancy) from RMIT University.



Corey Montry

Non-Executive Director

A former General Motors Executive with over 15 years of Finance & Accounting leadership experience working in U.S. multinational organisations.

GM Finance of Marlin Brands (Oaktree private-equity held leading portfolio of consumer brands focused on the living, gifting and convenience sectors).

Previous Regional Controller of Asia Pacific for Leidos (a $10B NYSE Defense & IT business) and Group Financial Controller for Metcash Trading (a $14B ASX 100 FMCG business).



Justin Mouchacca

CFO & Company Secretary

Justin is a highly experienced ASX-listed Company Secretary and Financial Officer.

Principle of JM Corporate Services. Company Secretary and Financial Officer of several ASX listed companies.

Qualified Chartered Accountant and Fellow of the Governance Institute of Australia.

HEMP INDUSTRY OVERVIEW

What is Hemp?

- Hemp (also referred to as “industrial hemp”) refers to the plant Cannabis Sativa L1.
- Hemp is a multi-purpose plant predominantly used for the fibre in the stem and oil in its seeds. It is typically consumed as de-hulled seeds, oil, powder or flour.
- In Australia, foods derived from the seed of the hemp plant were legalised on 12 November 2017.
- Hemp contains negligible amounts of the THC chemical.

Hemp vs Marijuana?

- Hemp and Marijuana refer to different varieties of plant from the genus Cannabis Sativa L. Hemp and Marijuana are genetically distinct and are further distinguished by use and chemical makeup.
- Marijuana is used to describe varieties of the Cannabis plant bred for its potent, resinous glands (known as trichomes). These trichomes contain high amounts of cannabinoids, including THC, well known for its psychoactive properties.
- Hemp, on the other hand, is used to describe a variety of the Cannabis Sativa L. plant that contains only trace amounts of THC (less than 0.3%) and is harvested for industrial use.

Addressable Market

- The global hemp-based products market is projected to grow at an extraordinary CAGR of 23.8% during the forecast period (2019 - 2029) and is expected to be valued at US$ 19.6 billion[1]
- The global hemp food market is expected to grow at a compound annual growth rate (CAGR) of 24% between 2018-2022[2].
- The global plant protein market, of which hemp protein forms a part of, is expected to register an estimated CAGR of 7%, during the forecast period, 2020-2025[3].
- The Australian nutraceuticals’ market is estimated to register a CAGR of 7.5%, during 2021-2026[4]. Currently, the market value is around USD$8.69 billion. Australia is an established market for nutraceuticals in the Asia-Pacific region, which contributed to about 5% of the global nutraceutical market in 2016[5].

Sources:
[1] Fact.Mr - Hemp Based Products Market Forecast, Trend Analysis & Competition Tracking
[2] Business Wire, ‘Top Factors Driving the Global Hemp-Based Foods Market - Technavio’
[3] Mordor Intelligence, ‘Plant Protein Market – Growth, Trends and Forecast,’ (2018)
[4] Mordor Intelligence, Australia Nutraceuticals Market - Growth, Trends, Covid-19 Impact, and Forecasts (2021 - 2026)
[5] Market Analysis on Euro Nutrition 2020

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