LiveVerdure

ASX Release
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Transformative Strategic Partnership with THG Ingenuity to Launch "8 Seeds" Skin Care Brand Globally

Highlights

- Live Verdure Ltd ("LV1"), owner of the fast-growing direct-to-consumer ("DTC") hemp brand "13 Seeds", is pleased to announce the launch of its all-natural, cruelty-free, vegan-friendly, Skin Care brand "8 Seeds".
- To assist with the launch and to scale both brands globally, LV1 is also thrilled to announce it has signed a 5-year agreement with THG Ingenuity, the technology services division of THG plc, a global technology platform and consumer brands owner operating in **over 200 markets**.
- THG listed on the London Stock Exchange in September 2020 and specialises in taking DTC brands to launch, supporting the growth of LV1's existing and future brands in key global markets.
- LV1 will leverage THG Ingenuity's data analytics capabilities to update and expand the development of "8 Seeds", LV1's new skincare and cosmetics range - targeting a multi-country launch in 2021 for at least the 5 SKU's already under development.
- THG's end-to-end eCommerce infrastructure, THG Ingenuity, will provide a full-service solution including localised digital capabilities and full-service supply chain services to LV1, connecting LV1 brands directly with consumers across multiple global markets - including North America, Europe, and Asia.
- Initially targeting 3 priority markets across North America and Europe, with an option to expand into further markets in FY 2022 and beyond.

Live Verdure Limited (ASX: "LV1" or "the Company") is pleased to announce a transformative strategic partnership with THG plc, the global technology platform specialising in taking brands direct to consumers.

THG Ingenuity

THG Ingenuity[1] – the technology services division of THG – is a global proprietary technology platform specialising in taking brands direct to consumers. With over 200 brands already leveraging its expertise, the platform offers LV1 an end-to-end eCommerce solution, access to its digital platform and full-service supply chain (including global fulfillment and modular digital services) to build global scale for LV1's existing and future brand portfolio.

LV1 is able to mitigate the risk and cost associated with developing its own multi-country eCommerce solution by partnering with THG Ingenuity, which can develop custom global solutions suitable to rapidly deploy across multiple markets. Leveraging THG Ingenuity's continuous investment in proprietary technology, operations, brand, and data allows LV1 to remain laser-focused on investing in the development of multiple new products, across new and existing categories during 2021 and beyond.

[1] https://www.thgingenuity.com/

Benefits of Hemp Skincare

The oil produced by pressing hemp seeds contains lipids that closely mimic the lipids found in human skin. These lipids are important to the moisturising and hydration of the skin. Importantly, hemp seeds and hemp seed oil also contain anti-inflammatory properties that can be used topically, allowing for a wide variety of skincare uses and applications.

LV1 has expanded its knowledge to begin the development of a range of hemp skincare and beauty products to be launched under the 8 Seeds brand.

LV1 will now collaborate with THG to launch 8 Seeds - globally. By 2025, the global skincare market is estimated to be US$189.3 billion, expanding at a CAGR of 4.4%[2]. Increasing demand for natural, herbal, and organic skincare products that have no adverse effects is also expected to boost the market growth[3] further. LV1 believes 8 Seeds' initial range of 5 Skin Care SKUs, with hemp oil as its hero ingredient, will be perfectly suited to leverage this market growth.

Growth Drivers

The key building blocks to enable this growth, as also referenced in the company presentation (ASX Announcement - 15 February 2021) together with THG Ingenuity, include:

- Scaling 13 Seeds activity via direct-to-consumer channels globally;
- Collaborating to launch its 8 Seeds skincare range, maximising LV1's Australian and Tasmanian provenance;
- Significant cross-selling opportunities between both Brands delivering a solution of "Inner and Outer health"; and
- Staged global expansion of both 8 Seeds and 13 Seeds into North America, Europe and Asia in FY21 and beyond.

The Company looks forward to keeping the market informed and updated in future quarters.

LV1's Managing Director, Ran Vaingold, said the partnership was important for bringing LV1's current product suite and future product innovation to more consumers at a time when the natural beauty and nutrition category is thriving. "We are delighted to announce our partnership with THG Ingenuity. Combining our already deep understanding of consumers' purchasing behaviour, with THG Ingenuity's digital brand services, cross-border expertise and sophisticated technology means we can rapidly deploy into multiple markets in what is a fast-evolving Direct to Consumer retail environment."

THG Ingenuity's CEO, John Gallemore, said: "The partnership will enable LV1 to take its new brands to market and reach an international DTC audience, in a growing beauty sector that offers a wealth of opportunities to

[2] https://www.grandviewresearch.com/press-release/global-skin-care-products-market

[3] https://www.grandviewresearch.com/press-release/global-skin-care-products-market

brands with a strong eCommerce proposition. We are looking forward to working with LV1 on this exciting long-term partnership."

-Ends-

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This announcement has been authorised for release by the Board of LV1.

About Live Verdure (ASX:LV1)

Live Verdure Limited (ASX:LV1) ("**LV1**" or the "**Company**") is an Australian Direct to Consumer (DtoC) plant based food, nutraceutical and skin care company which owns fast growing hemp consumer brand "13 Seeds", with Tasmanian hemp as its hero protein.

LV1 is being built based on a deep understanding of our consumers' purchasing behaviour, with a focus on building long-term relationships where consumers return again and again to shop for more wellness products.

THG (www.thg.com) is a vertically integrated digital-first consumer brands group, retailing its own brands, in beauty and nutrition plus third-party brands, via its proprietary technology platform to an online and global customer base. THG is powered by THG Ingenuity, its proprietary end-to-end e-commerce technology, infrastructure and brand building platform.

THG Ingenuity: Provides an end-to-end direct-to-consumer e-commerce solution for consumer brand owners under Software as a Service licences, in addition to stand-alone digital services, including hosting, studio content and translation services and Beauty product development and manufacturing.

APPENDIX A

Material Conditions of the Strategic Partnership with The Hut Group

Term of the Strategic Partnership	The partnership is for an initial 5-year term or until terminated in accordance with the Termination clause below.
Commercial Terms	In accordance with the terms of the agreement, the specific commercial terms around pricing remain confidential. LV1 anticipates generating revenue through sales in multiple new geographical markets and across multiple new product categories. Given the partnership has only recently commenced, any revenue impact (quantum and timing) of the strategic partnership with THG Ingenuity cannot yet be ascertained. LV1 will keep the market updated on material business activities under the THG Ingenuity strategic partnership as they come to light.
Termination	The strategic partnership can be terminated: ● After the initial 3 year period by providing 6 months notice; ● Immediately at any time by written notice if either party: (i) commits a material breach of its obligations in accordance with the agreement; (ii) either party ceases to trade; (iii) becomes insolvent; (iv) a person is appointed to manage or take control of whole or part of the assets of the entity; (v) being subject to a COVID-19 event for a continuous period of more than 30 days.