LiveVerdure

ASX Release
23 March 2021

New Product Development to be Spearheaded by Ex Swisse Wellness' PDM, Now LV1's Chief Technical Officer

Highlights

- Live Verdure Ltd ("LV1"), owner of the fast-growing direct-to-consumer ("DTC") hemp-based brands "13 Seeds" and "8 Seeds", is pleased to announce the appointment of Jonathan Do as Chief Technical Officer ("CTO").
- Jonathan brings over 11 years of scientific expertise and experience in New Product Development ("NPD"), across the nutraceuticals, skincare, and beauty verticals, to the management of LV1's current and future Research and Development team.
- Jonathan, a qualified Pharmaceutical Formulation Chemist, has previously held senior roles at global companies such as Melrose Health, Swisse Wellness, Nutribiotech, Catalent, and GlaxoSmithKline.

Live Verdure Limited (ASX: "LV1" or "the Company") is pleased to announce the appointment of Jonathan Do as Chief Technical Officer ("CTO"); effective immediately.

Jonathan is a qualified Pharmaceutical Formulation Chemist with over 11 years of new product development and formulations experience - across multiple verticals - including nutraceuticals, skincare, and cosmetics.

New Product Development is vital for a company's organic growth and customer retention. Appointing Jonathan Do as CTO represents Live Verdure's continued investment in NPD, and will enable LV1 to:

- consistently increase sales through the development and subsequent launch of new products;
- engage more often with its existing consumers by offering a wider range of in-demand and high-quality products;
- maintain its competitive advantage;
- continue to build on its "category innovator" credentials; and
- test, then act upon, emerging consumer trends.

In the position of Technical and Product Development Manager at Swisse Wellness, Jonathan developed Australia's first Vitamin, herbal and mineral supplement to have been approved under China's strict new "Blue hat" filing system. Jonathan also led the development of multiple health and beauty hero products such as the "Swisse Ultiboost Golden Collagen".

As New Product Development Manager at Nutribiotech, a leading nutritional supplement producer with locations in China, Korea, the US, and Australia, Jonathan led the concept development, scale-up, and commercial production of supplements in the form of capsules, tablets, liquids, and powders. His involvement

ensured these products were a success not only on a scientific level, but also delivered on quality, profitability, and market trends.

As a Formulation chemist in Catalent's Innovation and Developmental services team, Jonathan was the master of research and development for multiple innovative OTC drug products. Jonathan also currently has a patent-pending on a unique capsule delivery system, which he invented during his time at Catalent.

In addition to Jonathan's fixed remuneration, he will be granted 2 million unlisted options in accordance with the Company's Employee Securities Incentive Plan exercisable at $0.30 (30 cents) per option, expiring 3 years from the grant date and with various vesting dates.

LV1's Managing Director, Ran Vaingold, said: "The appointment of Jonathan Do marks an important step towards optimising all touchpoints with our customers, ensuring Live Verdure delivers both quality experiences and outstanding products time and time again. Jonathan's unique skill set and experience compliments LV1's strategy across its entire product range; to develop high-quality Australian hemp-based products to be sold into a growing global market. Continuous innovation and product development are in our DNA. We truly believe Jonathan shares this trait and therefore will be a perfect addition to LV1's team."

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ASX Release authorised by Mr Gernot Abl

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 brands "13 Seeds" and "8 Seeds", with Tasmanian hemp as its hero protein.

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