LiveVerdure

**ASX Release**
**6 April 2021**

# LV1 Commences Distribution on Amazon Australia Marketplace

**Highlights**

- Live Verdure Ltd ("LV1"), owner of the fast-growing direct-to-consumer ("DtoC") hemp-based brands "13 Seeds" and "8 Seeds", is pleased to announce "13 Seeds" products are now available on the Amazon Australia marketplace.
- Amazon Australia is one part of the global marketplace Amazon, widely considered to be the world's largest online retailer.
- Amazon Australia will provide Live Verdure with another channel to increase brand visibility, broaden its customer base and subsequently, increase sales, initially in the Australian market.
- LV1 and their customers will also benefit from Amazon's advanced transaction services including payment processing and fraud protection.
- Online marketplaces are a rapidly growing segment of the e-commerce landscape and will enable Live Verdure to easily and cost-effectively launch into other global markets at speed.
- Amazon Australia is one of the leading marketplaces in Australia with total annual sales exceeding AU$1bn[1].

Live Verdure Ltd (ASX: "LV1" or "the Company") is pleased to announce that "13 Seeds" products are now available on Amazon Australia. "13 Seeds" products will be available for purchase by customers who choose to shop on the Amazon marketplace, with orders fulfilled from stock held at Amazon's distribution centre in Melbourne. Live Verdure will simultaneously continue to drive sales (and manage order fulfillment) through its existing sales platforms, including the brand website: www.13seeds.com.au.

**Amazon Australia**

Amazon Australia's domain experienced 600% growth between 2016 – 2019 which has seen it become one of the leading online marketplaces in the country, with total sales exceeding AU$1bn for CY20[2].

[1] https://www.afr.com/companies/retail/amazon-australia-sales-exceed-1b-20210208-p570ii

[2] https://www.afr.com/companies/retail/amazon-australia-sales-exceed-1b-20210208-p570ii

Amazon Australia's sales are expected to quadruple by 2023, to more than $4 billion. In 2020, approximately 38% of shoppers surveyed had purchased through the Amazon marketplace, an increase from 25% in 2019.

Furthermore, about 50% of shoppers said they were likely to purchase from Amazon again (an increase from 38% in 2019)[3].

The aforementioned growth, coupled with multiple warehouses (or distribution centres) spread throughout Australia, will enable LV1 to take advantage of expanding audience numbers as well as reduced delivery times, to increase sales and further improve customer satisfaction.

**The Online Marketplace Model**

Under the Amazon model, Live Verdure has been approved to join their online marketplace platform and advertise the approved 13 Seeds products on its globally recognised marketplace.

Live Verdure will continue its DtoC approach and market its products directly to the consumer through the Amazon Australia marketplace as an additional 'shopfront'. Live Verdure will maintain control over the products displayed and the price of each item, as well as how products are marketed within the quality assurance framework Amazon has established. This ensures all products sold through Amazon Australia adhere to any product liability requirements, a feature that customers of Amazon have grown to know and love.

Live Verdure will maintain complete control and flexibility over its product packaging and logistic processes. Amazon is responsible for marketing the platform to consumers, providing the technology responsible for taking payments, and when necessary, providing a mechanism for dispute management. The majority of consumer enquiries will continue to be handled directly between Live Verdure and the consumer, ensuring the current high level of customer service is maintained.

Amazon will receive a commission fee for every Live Verdure product sold through the Amazon Australia platform.

**Enhanced Brand Discovery**

There are a number of advantages to online marketplaces compared to other e-commerce and online retail business models.

One of Amazon Australia's key drivers for participation by brands on their marketplace is that it is able to act as a **new discovery channel**, connecting customers with the brand and increasing the brand's profile.

Live Verdure is excited to utilise Amazon Australia as a discovery channel, leading to a wider customer base, increased sales and deeper brand awareness among their target market. When successful, this model can also be used to amplify the launch of new products within existing markets and the launch of existing products into additional regions within the global market.

[3] https://www.afr.com/companies/retail/channel-agnostic-retailers-best-placed-as-shift-to-online-accelerates-20210125-p56wqr

LV1's Managing Director, Ran Vaingold, said: "The launch of our 13 Seeds food range on the Amazon Australia marketplace is a fantastic first step in expanding our footprint. Australia is just one region where Amazon operates, and this arrangement will benefit our loyal Australian customer base today, while paving the way for Live Verdure to deliver our quality products to additional markets worldwide in the future."

**-Ends-**

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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.