LiveVerdure

ASX Release
22 April 2021

Successful FDA Registration and Commencement of US Sales

Highlights

- Live Verdure Ltd ("LV1"), owner of the fast-growing direct-to-consumer ("DtoC") brands "13 Seeds" and "8 Seeds", is pleased to announce successful FDA registration of our "13 Seeds" co-manufacturers.
- The first shipment of hemp-based gel capsules from our nutraceuticals range has arrived with our 3rd party logistics ("3PL") supplier in the US.
- US sales have now commenced.
- Live Verdure Ltd will now continue expand its marketing push in the US, via:
    - Leveraging its strong digital capabilities to drive significant high and low intent traffic to its online assets and increase conversion rates; and
    - Exploring local online affiliate and social media channels for DtoC sales.
- North America is the largest player in the global nutraceuticals market which is forecast to grow to US$722.5 billion by 2027.
- Live Verdure Ltd continues to advance discussions with additional distribution partners and US-based Global Online Marketplaces.

Live Verdure Ltd (ASX: "LV1" or "the Company") is pleased to announce the successful FDA registration of our co-manufacturers.

In addition to this, the first shipment of hemp-based gel capsules from our nutraceuticals range has arrived with our 3PL supplier based throughout the USA, and US sales have already commenced.

Successful FDA Registration

Live Verdure worked closely with our manufacturing partners to ensure their registration with the FDA was achieved. All product labelling has now been updated as per FDA guidelines, for sale in the US market. Marketing collateral and online content has also been created specifically to target the US market. LV1 has now commenced digital promotion campaigns to increase brand awareness, drive traffic to sales channels and grow revenue from US consumers even further.

The Nutraceuticals Market

Nutraceuticals are food-based substances consumed for the potential prevention and/or treatment of illness and disease[1].

The global nutraceutical market size was valued at US$382.51 billion in 2019 and is expected to expand at a CAGR of 8.3% to USD 722.5 billion by 2027[2]. After North America, Japan and China are the next largest nutraceuticals consumers. Together, these nations make up about 78% of the total nutraceuticals market in the Asia Pacific region.[3]

Following the COVID-19 pandemic, personal health has become more important than ever for the general public. Understandably, it's becoming increasingly common for consumers to include nutraceuticals in their daily diet.

Increased global awareness of, and concern for health and wellness are just some of the factors driving sales and revenue growth. Subsequently, the nutraceuticals industry is potentially positioned for even further expansion and success in 2021 and beyond.

The US Nutraceuticals Market

LV1 has chosen to enter the largest consumer market in the world, the US market, as its first international market for the following reasons:

- The US Is the largest consumer of nutraceuticals globally,
- The US has one of the highest percentages of eCommerce users per capita,
- Australian products are perceived in the US as high quality and very healthy; and
- Online marketing content can be easily localised and scaled across the country, with no language barriers and low geopolitical risk (i.e. no trade wars).

LV1 will continue to expand Its marketing push in the US by:

- Leverage its strong digital capabilities to drive significant high and low intent traffic to its online assets and increase conversion rates;
- Exploring local online affiliate channels; and
- Maximising the use of Social Media for DtoC sales.

Live Verdure also continues to advance discussions with additional distribution partners and US-based Global Online Marketplaces. Live Verdure will update the market on this front in the coming weeks as discussions continue to progress.

1 https://pharmaceutical-journal.com/article/ld/1-what-is-a-nutraceutical

2 https://www.grandviewresearch.com/industry-analysis/nutraceuticals-market

3 https://www.unleashedsoftware.com/blog/the-nutraceutical-industry-in-2021-top-trends-and-projections

LV1's Managing Director, Ran Vaingold, said: "The US nutraceutical market is the biggest in the world and the launch of our "13 Seeds" brand in the US marks a huge step towards achieving global expansion. Consumers worldwide value high-quality products and our 100% Tasmanian hemp seed oil is top of its class."

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ASX Release authorised by Mr Gernot Abl

About Live Verdure (ASX:LV1)

Live Verdure Ltd (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 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.