

**ASX Release
3 June 2021**

Former L'Oréal Managing Director Joins LV1 Advisory Board

Highlights

- Live Verdure Ltd ("LV1"), is proud to announce the appointment of Mark Tucker, former L'Oréal Managing Director, to the Advisory Board.
- Mark brings a unique blend of immediately relevant revenue growth experience and global retail networks.
- Mark has significant experience in FMCG, pharmacy and B2B distribution as well as sales and marketing, procurement, distribution and operations.
- Mark will initially work with LV1 to further develop the "8 Seeds" skincare range and launch it both online and in local and overseas retailers.
- Mark will also work with the LV1 Board and Management to continue to strategically refine and implement the Live Verdure strategy.

Live Verdure Limited (ASX: "LV1" or "the Company") is proud to announce the appointment of Mark Tucker as Strategic Advisor; effective immediately.

Mark is a visionary Executive with over 30 years of experience in building and leading both large corporations and startups, across Australia, New Zealand, and the Asia Pacific region. He has also achieved remarkable success in creating and launching brands across many major beauty categories.

For 8 years, Mark held the position of Managing Director at L'Oréal Australia, and prior to that, General Manager Consumer for 6 years. During his tenure revenue grew from A\$12m to in excess of A\$400m - making L'Oréal the leading beauty business in the Australian market.

More recently, Mark co-founded a successful startup in the natural health and beauty industry. Through a combination of vast knowledge, practical experience and an extensive distribution network, the company has now become a leading retailer in Australia, New Zealand, Canada, the United States and Europe.

Mark's significant experience at all stages of the growth curve will be incredibly valuable to LV1 as we begin to expand our product portfolio and scale revenue.

In addition to his fixed remuneration, Mark will be granted 1 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.

Newly appointed Strategic Advisor, Mark Tucker, said: “Having enjoyed the success of growing L’Oréal from a small revenue business to market leader in Australia, I am very excited to build a business of significant scale with LV1. I also see the opportunity to create a brand and product range utilising the extraordinary attributes of hemp seed as both current and intriguing. Beauty consumers are continually seeking products that perform better by combining the latest ingredients with the most up-to-date technological advancements. I firmly believe that now is the perfect time to build “8 Seeds” into a brand with immediate and long-term appeal.”

LV1’s Managing Director, Ran Vaingold, said: “Without a doubt, Mark is one of Australia’s leading beauty and skincare entrepreneurs. With decades of global experience in growing brands both online and offline, his contributions to LV1 will be immense. We are very much looking forward to working with him in growing “8 Seeds” into a leading Australian beauty brand.”

-Ends-

For further information, please contact:

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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 skincare company that owns the rapidly growing hemp consumer brand “13 Seeds” and “8 Seeds”, with 100% Tasmanian hemp as its hero ingredient.

LV1 is built based on a deep understanding of our consumers’ needs and purchasing behaviour. This company-wide focus on building and nurturing long-term relationships with our customers means they return time and time again to shop for more wellness products.