ASX Release
30 June 2021

"13 Seeds" Premium Brand Refresh

Highlights

- Live Verdure Ltd ("LV1"), owner and operator of premium health and wellness Direct to Consumer (DtoC) brand "13 Seeds", is pleased to announce its global brand and website refresh.
- This brand and website refresh forms one part of Live Verdure's refined strategy; focusing on a broader high-margin DTC product range.
- New products are being developed through LV1's knowledge of consumers health and wellness needs, ensuring its existing high levels of consumer trust and overall experience are maintained.
- Reinvigorating the brand visuals also allows "13 Seeds" to stay current with market trends and consumer sentiment, potentially attracting a broader audience and more retail partners.



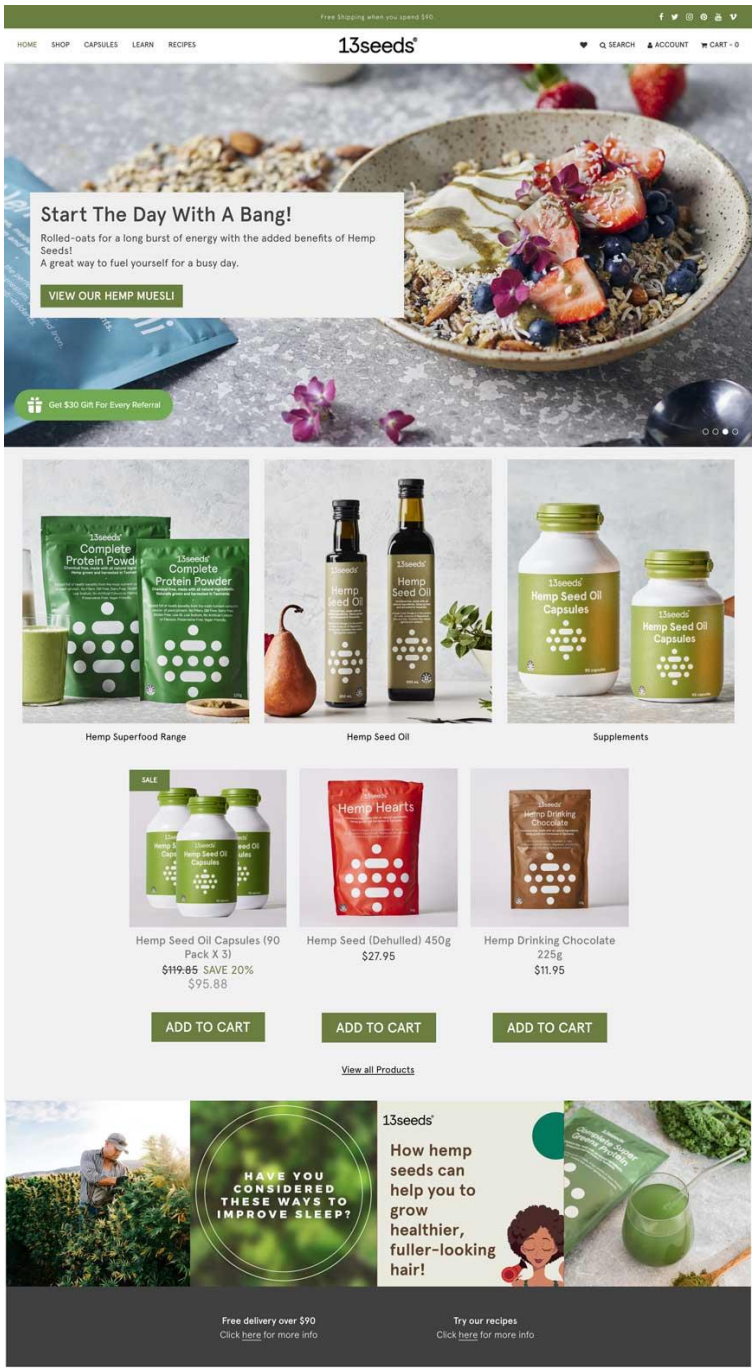






Live Verdure Ltd (ASX: "LV1", "Live Verdure" or "the Company") is pleased to announce the global brand and website refresh for our brand "13 Seeds". LV1 wanted to update the 13 Seeds visuals, bringing the brand in line with our dynamic business and customers. We aimed for a fresh and clean design that aligns with the consumer-oriented principles and research-backed approach the brand 13 Seeds and LV1 have always pursued.

This brand refresh is only one part of Live Verdure's refined strategy. Building on LV1's knowledge of consumer needs, we are now looking at the health and wellness industry from a wider viewpoint. This customer-facing outlook formed the basis of a new innovative, higher-margin product range, being developed under the guidance of our CTO Jonathan Do *(ASX Announcement 23rd March 2021).*



With the goal to improve a broader range of health conditions for our consumers, LV1 has begun to incorporate more superfood ingredients in our new products. Given LV1's customer focus and no longer being limited by having only one hero ingredient (Hemp), we expect LV1's high level of consumer trust and overall experience to improve even further with the upcoming launch.

These new products will be launched over the course of 2021 via our e-commerce platform (https://13seeds.com.au/) and through other channels such as Amazon in Australia and the US. The company looks forward to updating the market as these products become available to consumers.

LV1's Managing Director, Ran Vaingold, said: "Having a strong, identifiable brand is critical to our growth strategy and extending our product reach. Live Verdure continues to demonstrate our role as leaders in this industry by simplifying our message to consumers through this new look and feel which supports our products that have always been easy to understand. We are also excited to be using our years of experience to target even more areas of the health and wellness market, which will undoubtedly resonate with our consumers and shareholders."

-Ends-

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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 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.