ASX Release
14 July 2021

ASX Clarification Announcement

Further to the Company's Announcement dated 12 July 2021 (**Announcement**), the Company clarifies, as requested by the ASX, that the initial TheraJoint+ "sales campaign" was an email marketing campaign sent **only** to our existing customer database. As referred to in the Announcement, the "significant sales" achieved through this campaign over launch weekend comprised of approximately:

- ~$40,000 in total sales revenue, including ~$26,000 of TheraJoint+ sales revenue and ~$14,000 in sales revenue attributable to the Company's other products;
- Included record DtoC Sales on a single day of ~$19,000; and
- Included record number of DtoC Orders placed in a single day of 225.

As per the Announcement, LV1 is now working on expanding our sales and marketing campaigns across multiple social media channels and preparing the product for distribution on the Amazon AU and US global marketplaces.

We look forward to keeping the market updated with regard sales and upcoming new product development.

-Ends-

For further information, please contact:

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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.