LiveVerdure

ASX Release
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Distribution of TheraJoint+ on Amazon Australia Marketplace Commences

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 TheraJoint+ product is now available on the Amazon Australia marketplace.
- With total annual sales exceeding AU$1bn[1], Amazon Australia is one part of the global marketplace Amazon, widely considered to be the world's largest online retailer.
- Amazon Australia provides Live Verdure with another channel to broaden its customer base and increase TheraJoint+ visibility and sales, initially in the Australian market.
- LV1 and their customers also benefit from Amazon's advanced transaction services, including payment processing and fraud protection.
- Online marketplaces are a rapidly growing segment of Direct to Consumer e-commerce landscape and will enable Live Verdure to efficiently and cost-effectively launch into other global markets at speed.

Live Verdure Ltd (ASX: "LV1" or "the Company") is pleased to announce that "13 Seeds" TheraJoint+ product is now available on Amazon Australia. TheraJoint+ is available for purchase by customers who prefer to shop on the Amazon marketplace, with orders fulfilled from stock held at Amazon's distribution centre in Melbourne. Live Verdure will simultaneously drive TheraJoint+ sales (and manage order fulfilment) through its existing sales platforms.

Amazon Australia

Amazon Australia experienced 600% growth between 2016 – 2019, becoming one of the leading online marketplaces in the country, with total sales exceeding AU$1bn for CY20[2].

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.

[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

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

LV1 will take advantage of Amazon Australia's growth, reputation, and decreased delivery times due to its multiple distribution centres across the country to expand our product reach and even further improve 13 Seeds customer satisfaction.

The Online Marketplace Model

As per the Amazon model, every seller and their brand must first be approved. Live Verdure achieved this approval earlier in the year *(ASX Announcement 6 April)* and has since offered our 13 Seeds products for sale via the Amazon marketplace as an additional DtoC 'shopfront'.

Live Verdure maintains control and flexibility over the product packaging, price of each item, logistics processes, and how products are marketed within the quality assurance framework Amazon has established. This framework 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.

Amazon receives a commission fee for every LV1 product sold through its platform. In return, Amazon Australia 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 our current high level of customer service is maintained.

Enhanced Brand Discovery

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

One of Amazon Australia's key drivers for brands to join their marketplace is that Amazon acts as a **discovery channel**, suggesting the brand and products to customers shopping for similar items. When successful, this feature also amplifies the launch of new products within existing markets and existing products into additional regions within the global market.

Live Verdure has already seen an increase in brand recognition since approval as a seller on Amazon Australia. We expect the addition of TheraJoint+ to the available products will lead to an even broader customer base and increased sales across the range.

[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: "LV1 aims to have our products in every health and wellness conscious household across the globe. To make that happen, we are ensuring that 13 Seeds products are recognised, high quality and accessible, and that our customer service and shipping times are first-rate. Given the sales and positive feedback from customers who have purchased other 13 Seeds products on Amazon Australia, it was a natural progression for LV1 to offer TheraJoint+ on this e-commerce platform as well".

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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 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.