LiveVerdure

ASX Release
17 August 2021

Former L'Oreal MD to Spearhead Market Launch of "8 Seeds" Skincare

Highlights

- Live Verdure Ltd ("LV1") is proud to announce the appointment of Mark Tucker, former L'Oréal Managing Director, as General Manager (GM) of "8 Seeds" Skincare.
- As GM of Skincare, Mark will finalise the "8 Seeds" skincare range through leading the development, sales and marketing of "8 Seeds" dermatologically focused range of skin care products both in Australia and overseas
- 8 Seeds will launch online and with local and overseas retailers.
- Mark will also work on the launch and go-to-market strategy for 8 Seeds products in the DtoC channel and B2B2C through LV1's partnership with THG.
- Mark has significant experience in FMCG, pharmacy and B2B distribution, sales and marketing, procurement, distribution, and operations.
- Mark is recognised for his achievements as MD of L'Oréal Australia, growing revenue from $12m to $400m.

After initially joining LV1 in an advisory capacity *(ASX Announcement 3 June),* Live Verdure Limited (ASX: "LV1" or "the Company") is proud to announce the appointment of Mark Tucker as General Manager of "8 Seeds" Skincare; effective immediately.

Mark's significant experience at all stages of the growth curve will be incredibly valuable to LV1 as he begins to expand and finalise our 8 Seeds product portfolio. Mark will also work closely with our strategic partner THG Ingenuity *(ASX Announcement 9 March)* to launch and scale the 8 Seeds brand globally.

Mark is a visionary Executive with over 30 years of experience building and leading 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.

Notably, Mark held the position of Managing Director at L'Oréal Australia for 8 years, and prior to that, General Manager Consumer for 6 years. During his tenure, revenue grew from A$12m to more than 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 his vast knowledge, practical experience, and extensive distribution network, the company now distributes to leading retailers in Australia, New Zealand, Canada, the United States, and Europe.

In addition to his fixed remuneration, Mark will be granted a further 1 million unlisted options (2 million in total) in accordance with the Company's Employee Securities Incentive Plan. These options are exercisable at $0.30 (30 cents) per option, expiring 3 years from the grant date, with various vesting dates.

Newly appointed GM of Skincare, Mark Tucker, said: "Advising Ran and the Board of LV1 for the past few months has served as the perfect starting block for launch into this permanent role. Judging by what we have achieved already, I can confidently say that joining LV1 as GM of Skincare will be an exciting and rewarding opportunity for myself and the company. Now is the perfect time to build "8 Seeds" into a brand with both immediate and long-term appeal, and I look forward to bringing our hard work to fruition."

LV1's Managing Director, Ran Vaingold, said: "Since coming on board earlier in the year, Mark has already proven his value, so we are thrilled to have him join us in a permanent capacity. As one of Australia's leading beauty and skincare entrepreneurs, with decades of global experience in growing online and offline 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."

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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 fast-growing consumer brands "13 Seeds" and "8 Seeds", with Tasmanian hemp as its hero ingredient.

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.