ASX Release

17 March 2022

LV1 continues US ecommerce expansion with launch of 13 Seeds on Walmart.com

Highlights

- "13 Seeds" product range now available on Walmart.com for customers in the US.
- Products currently offered include TheraJoint+ with TheraNight+ expected to go live shortly and additional SKUs scheduled to go live throughout 2022.
- Walmart.com receives over 100,000,000 unique visitors each month.
- Walmart is the world's largest company by revenue, ranking number one in the Fortune Global 500 in 2021[1].
- Approval of our existing product range is a key milestone in LV1's ecommerce expansion strategy in the US, building on previously announced launch on the Amazon US marketplace and retail distribution agreement with Trulife.

Live Verdure Ltd (ASX: LV1) ("LV1", "Live Verdure" or the "Company") is pleased to announce we are continuing to execute against our ecommerce expansion strategy in the US, after receiving approval from Walmart Inc (Walmart) to begin selling 13 Seeds products through Walmart.com.

The approval for listing on Walmart.com will see 13 Seeds products, TheraJoint+ and TheraNight+, sold on Walmart's ecommerce platform. The Walmart.com platform is exceptionally high volume, receiving approximately 100,000,000 visitors each month. This opportunity is strategically material for LV1 as it accelerates the Walmart approval process for future product expansion. New products are expected to launch throughout 2022, as they are developed.

[1] Global Fortune 500, 2021, *https://fortune.com/global500/*

Walmart.com sales in the US amounted to more than US$43 billion in 2021, a 70% increase from 2020. These figures make it the second largest ecommerce marketplace in the US, behind Amazon[2]. LV1 began selling our 13 Seeds products on Amazon US in mid-2021 *(ASX Announcement 26 May 2021)*.

Walmart.com and LV1 are both able to terminate the engagement at any time. Revenue from this platform to LV1 is not yet known and will be subject to orders being received by Walmart customers. The Company looks forward to providing the market with updates of sales through this platform in upcoming quarterly reports.

LV1 Managing Director Ran Vaingold, said:

> *"The availability of 13 Seeds products in the US market via the two largest ecommerce marketplaces, and into bricks and mortar stores through our distribution partner Trulife, not only delivers incremental revenue, but also builds brand awareness."*

-Ends-

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This announcement has been authorised for release by the Board of LV1.

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 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.

[2] https://www.statista.com/statistics/1109330/walmart-ecommerce-sales-by-division-worldwide/