LiveVerdure

ASX Release
24 August 2022

MARK TUCKER APPOINTED CHIEF EXECUTIVE OFFICER

Highlights

- Live Verdure Ltd ("LV1") is proud to announce the appointment of Mark Tucker, former L'Oréal Managing Director, as Chief Executive Officer (CEO) of the Company.
- As CEO, Mark will be instrumental in continuing to shape and execute against LV1's growth strategy - to scale existing brands and acquire businesses that share Live Verdure's vision.
- Mark has significant experience in Skincare, FMCG, pharmacy, and B2B distribution as well as sales and marketing, procurement, distribution, and operations from his tenure as Managing Director of L'Oréal Australia, growing revenue from $12m to $400m.

Live Verdure Limited (ASX: "LV1" or "the Company") is proud to announce the appointment of Mark Tucker as Chief Executive Officer, effective immediately.

Mark's significant experience at all stages of the growth curve is invaluable to LV1 as the company begins to consolidate and grow Edible Beauty (ASX Announcement 24 August) under its acquisition strategy. Mark will also work to profitably scale LV1's existing brands, 13 Seeds and 8 Seeds, in Australia and internationally.

Mark is a visionary Executive with over 30 years of experience building and leading, both large corporations and startups across Australia, New Zealand, and the Asia Pacific region. He has also successfully created and launched brands across many major beauty categories.

For 8 years, Mark held the position of Managing Director at L'Oréal Australia, 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 a combination of vast knowledge, practical experience, and his extensive distribution

network, the company is now a leading retailer in Australia, New Zealand, Canada, the United States, and Europe.

As a result of the appointment, Mr Ran Vaingold will immediately step aside as Managing Director, moving to Non-Executive Director of the Company. Ran played a pivotal role as Managing Director of the Company since December 2020, overseeing the beginning of the Company's listed journey. Ran remains a highly supportive substantial shareholder of LV1.

A summary of the key terms of the CEO's agreement are included in Annexure A

Newly appointed CEO, Mark Tucker, said:

> *"I am delighted to take on the CEO role at Live Verdure and help steer the business into a period of rapid revenue growth and profitability. The foundations are in place, and the time is right to deliver results for shareholders and stakeholders. The business unit verticals are in markets currently experiencing growth, and we have the opportunity to build strongly over the next three to five years and beyond. I fully endorse the Board's powerful strategic vision, and with world-class execution, we can deliver outstanding short and long-term results. I am very excited to be leading this opportunity."*

LV1's Chairman, Gernot Abl, said:

> *"I am delighted Mark has agreed to be appointed as our CEO. His depth of knowledge, energy, and leadership has already been of significant value to the Company, and his appointment as CEO further strengthens our foundations for success. Taking advantage of his execution expertise over the next stage of the Live Verdure journey enables the LV1 Board and team to play to our strengths as well. I would like to personally thank Mr. Vaingold for his significant contribution to the Company and look forward to working with him in a non-executive capacity as we continue to execute against our acquisition strategy"*

-Ends-

For further information, please contact:

Gernot Abl

Non-Executive Chairman

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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 skincare company that 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, focusing on building long-term relationships where consumers return time and time again to shop for more wellness products.

Annexure A - Summary of Key Terms and Conditions of Employment

Mark Tucker

Role	Chief Executive Officer
Commencement	24 August 2022
Term	Ongoing until terminated in accordance with the provisions for termination.
Remuneration	Mr Tuckers remuneration package comprises a base salary of A$250,000 per annum (ex-Superannuation)
Short Term and Long-Term Incentives	The Company may at its sole discretion and subject to compliance with the Corporations Act and the ASS Listing Rules, invite the Executive to participate in a short term and/or long-term incentive plan. Any such incentive plan will be governed by a separate agreement between the Company and the Executive.
Options	The Company will issue to Mr Tucker (or his nominee) the following: (a) 3,000,000 Options (25c strike with 3-year expiry), which will be subject to the following vesting conditions: (i) 50% vest in the 12 months from the date of this Agreement; and (ii) Remain options vest monthly for the following 12 months at the rate of 125,000 per month
Termination	The employment may be terminated in accordance with the provisions for termination, being by either party with 3 months' notice.
Other Provisions	The Agreement also contains general provisions in relation to confidential information and non-compete arrangements.