LiveVerdure

ASX Release
15 March 2024

LV1 Board Changes

Highlights

- Live Verdure Ltd ("LV1"), is pleased to announce the appointments of David Brudenell as non-executive Chairman and Adrian Bunter as non-executive director of the Company.
- David and Adrian will be instrumental in continuing to shape and execute LV1's previously announced strategy of developing cutting-edge, AI-based solutions to create new growth opportunities for LV1 businesses and to use this technology to streamline costs.
- David has significant technology experience extending into Artificial Intelligence, where he led the Global Solutions & Advanced Research teams at Appen (ASX:APX).
- Adrian's background in working with early-stage and high-growth technology startups, especially in the B2B space, like Employment Hero and ezyCollect, will help guide Live Verdure as it develops and grows.

Live Verdure Limited (ASX: "LV1" or "the Company") is pleased to announce the appointments David Brudenell and Adrian Bunter, effective immediately.

About David Brudenell - Non-Executive Chairman

David's significant public, private and technology startup experience will be incredibly valuable to LV1 as the company continues to develop and scale new artificial intelligence ("A.I") and machine learning ("M.L.") solutions within its recently incorporated R&D subsidiary ("Decidr.AI"). David will work with Paul Chan and the Decidr.ai team to further develop and deploy Decidr solutions to profitably scale LV1's existing 13 Seeds and Edible Beauty brands, in Australia and internationally.

Currently, David is an executive at HR/fintech scale-up Flare. David's executive roles have included a decade as Executive Vice President at global market research company Pureprofile where he participated in its public listing (ASX:PPL), Managing Director at Fleet and Consumer Lending company Eclipx (ASX: ECX), and Chief Product and Digital Officer for Universum, which was sold to Axel Springer SE. During his 20 years of experience, David has participated in numerous start-up, venture capital, M&A and public markets activities.

David's recent technology experience also extends into Artificial Intelligence, where he led the Global Solutions & Advanced Research teams at Appen (ASX:APX), the largest provider of training data for artificial intelligence applications. This team worked at the frontier of generative AI and machine learning for the largest global technology companies and federal agencies.

David also serves as an advisor for several US-based Artificial Intelligence and Consumer companies.

About Adrian Bunter - Non-Executive Director

Currently, Adrian is a partner of Modus Partners Australia, a boutique specialist technology, media and commerce financial advisory firm operating out of Australia and AsiaPac. He is an experienced professional adviser and non-executive director with over 25 years' experience working with both established and early stage businesses to assist them with transactions and growth ranging from mergers and acquisitions, divestments of businesses, debt/equity raising, IPOs and strategy development and execution. Adrian's first 16 years of his career were with PwC working with private businesses before focusing purely on corporate advisory in the broad technology sector in specialist firms.

Adrian has worked with many early stage businesses as a hands-on adviser and angel investor to help commercialise, grow and to increase the value of the business.

Adrian is also on the board of and advises several high growth, technology businesses, ranging from early-stage pre-revenue companies through to early-stage ASX listed companies Carly Holdings Limited (ASX:CL8) and 8Common Limited (ASX:8CO) through to larger high growth businesses, like ezyCollect and Australian unicorn, Employment Hero. Adrian is also a member of the Executive Committee of one of Australia's leading angel investing group, Sydney Angels.

Adrian is a Chartered Accountant, a Senior Associate of Finsia and has completed a Bachelor of Business and a Graduate Diploma in Applied Finance.

As a result of the new appointments, Live Verdure Limited's founding directors, Mr Gernot Abl and Mr Ran Vaingold will resign from the board. Both played pivotal roles in the Company from before its IPO in December 2020. Corey Montry will remain on the LV1 board.

Newly appointed Chairman, David Brudenell, said: "I am delighted to take on the Chairman's role at Live Verdure and help steer the business into a period of growth for our health & wellness brands. This growth will be underpinned by robust commercial stewardship and new technology that will amplify our current processes and approaches and create new growth opportunities in this transformational period that we are in. This is a very exciting opportunity to be leading."

LV1's outgoing Chairman, Gernot Abl, said: "I am delighted to hand the reins to David. His appointment positions LV1 for further success as it begins its next growth phase. His depth of knowledge, energy, and leadership will be invaluable to the Company and I am excited to see how the future unfolds. I would also like to personally thank Mr. Vaingold for his significant contribution to the Company since before our IPO."

As part of their remuneration package, the newly appointed Directors will be issued options, with 2 million unlisted options allocated to Mr Brudenell and 1 million unlisted options allocated to Mr Bunter, both options grants will have an exercise price of $0.75 (75 cents) per option and expiring 3 years from issue ('Director Options'). The Director Options will be issued following shareholder approval at the next general meeting of shareholders.

The Company has also entered into an agreement with CPS Capital Group Pty Ltd ("CPS Capital" or "CPS"), for additional advisory services ('Agreement'). As part of the consideration for services provided, the Company will, subject to ASX & shareholder approval, issue CPS and/or its nominees 18 million unlisted options exercisable at $0.10 with a 3-year expiry from the date of issue.

-Ends-

For further information, please contact:

David Brudenell

Non-Executive Chairman

E: dbrudenell@liveverdure.com.au

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

About Live Verdure (ASX:LV1)

Live Verdure is an Australian Health, Wellness, and Skincare company making a range of naturally-based products with effective active ingredients. Its products are primarily sold Direct-to-Consumer (D2C), using the Company's websites to market directly to a growing database of loyal consumers. Social media paid advertising is also used to introduce new consumers to Live Verdure's product ranges and database. Live Verdure is committed to making innovative products that are high quality, sustainable and provide effective results for their consumers.

The company is now focused on delivering growth and business-wide optimisations by developing and deploying cutting-edge technical applications into the existing 13 Seeds and Edible Beauty business ecosystems. LV1 will also leverage this technology to fuel innovation through new product development, allowing its existing businesses to develop pioneering new products, services, and customer experiences in the plant-based food, nutraceutical and skin care markets, to unlock rapid growth and gain a competitive edge for its existing businesses and its go-to-market strategy.