LiveVerdure

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General Meeting Chairman's Address

Live Verdure Ltd (ASX: LV1) ("LV1", "LiveVerdure" or the "Company"), owner of Health & Wellness brands Edible Beauty, 13 Seeds and strategic partner of Decidr.ai ("Decidr), is pleased to present a copy of the Chairman's Address to be made at the General Meeting to be held in Sydney commencing at 3:30pm AEST today.

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For further information, please contact:

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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), via eCommerce digital marketing channels to existing and new customers. Live Verdure is committed to making innovative products that are high quality, sustainable and provide effective results for their consumers.

The company is also 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.

LV1 Chairman's Address

Good afternoon LV1 Shareholders and other interested attendees.

On behalf of the board, it is my pleasure to welcome you to our General Meeting. Your support has been instrumental in executing on our strategy to date, as we continue making LV1 the template for the new category of AI Organizations.

Reflecting on Our Journey

Over the past year, Live Verdure has made significant strides in strengthening our position in the health, wellness, and skincare markets. Our brands, Edible Beauty and 13 Seeds, have continued to resonate with consumers, driven by our commitment to high-quality, sustainable, and effective products. We have seen growth in our direct-to-consumer channels and have optimised our operations to improve efficiency and profitability.

Strategic Focus and Achievements

Our strategic review has centred on amplifying our existing businesses while exploring new frontiers to support these businesses. We have focused on improving our customer acquisition and retention strategies, which have yielded positive results. Edible Beauty, for example, has seen significant improvements in its operations, reflecting our efforts to optimise marketing and performance.

Our partnership with Decidr.ai (Decidr) has evolved from our strategy to drive growth and efficiencies, and is becoming a cornerstone support component for this strategy. Decidr's AI platform capabilities have the potential to transform our operations, enhancing efficiency, personalization, and scalability across our brands. The successful completion of the first stage of the proof of concept (POC) with Decidr in the Edible Beauty business is a testament to this potential.

Decidr: Pioneering AI in Wellness

One of the most exciting aspects of our journey is our work with Decidr. As we explore the intersection of wellness and technology, Decidr stands out as a transformative force in support of our vision. The Decidr platform is designed to integrate AI into business operations seamlessly, driving efficiency, innovation and growth.

Our intent with Decidr is to apply its capabilities to all digital and knowledge tasks within the group to improve business performance and open new growth opportunities in the application of this technology. Decidr's massive multi-agent model and architecture are designed to transition today's co-pilot AI approach, where humans work with AI to enhance efficiency, to an autopilot approach, where AI takes the lead in driving business outcomes. This means goal and outcome-oriented processes, function-agnostic applications, and continuous improvement through human-in-the-loop (HITL) inference tuning. The end result is an organisation not limited by human resources, but driven forward by AI specialists continuously enhancing system performance to achieve business goals.

The Emergence of AI Organisations

We are entering an era where AI organisations will become a new paradigm in business. These entities, powered by advanced AI factories, will operate with unprecedented efficiency and agility.

AI organisations will differ fundamentally from traditional human-centric businesses. Powered by all of the knowledge of humankind, perfect memory and continuously networked, AI Organisations are goal-oriented and continuously learn from data, improving their performance and adapting to

changing conditions. The shift to AI organisations is not about replacing human tasks with machines; it's about augmenting human capabilities and unlocking new levels of performance. These organisations will vastly outperform traditional businesses by being more responsive, innovative, and customer-centric.

At LV1, we are at the forefront of this transformation, and our strategic partnership with Decidr positions us to harness the full potential of AI.

Capital Management and Financial Strategy

Our ambitious strategy is grounded in a commitment to delivering value to our shareholders. We have carefully managed our capital to support both our existing operations and our ambitious growth plans. This balanced approach ensures that we can pursue new opportunities while maintaining the stability and integrity of our core businesses.

The recent appointment of Mr. David Brady as Chief Financial Officer is a strategic move to support our financial and AI-led business enablement strategies. Mr. Brady brings a wealth of experience and a proven track record of driving growth and financial performance in high growth businesses, which will be invaluable as we continue to execute our plans.

Conclusion

In closing, I want to reiterate my gratitude to all our shareholders, employees, and partners for their support.

Our AI-led growth strategy positions us well for the future. We are committed to creating exceptional value to our customers and shareholders alike, and I look forward to demonstrating the outcomes of this investment in the near future.

Thank you.

David Brudenell
Non-Executive Chairman
Live Verdure Ltd