LiveVerdure

ASX Release
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Live Verdure Announces Creation of AI Category Advisory Council

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 announce the formation of a new AI Category Advisory Council and the appointment of its initial members. This initiative marks a significant milestone in Live Verdure's commitment to leveraging advanced AI technologies to drive innovation and growth. The AI Category Advisory Council will collaborate with the LV1 Board and the Decidr executive team to develop and refine the company's overall AI Organisational strategy and priorities, focusing on AI category positioning, structuring and monetisation.

Highlights

- Proof of Concept in the Edible Beauty business has resulted in the identification of new opportunities to apply the AI technology more broadly in a number of sectors
- Live Verdure has created an AI Category Advisory Council to assist and provide advice to the Board and Decidr executive team to accelerate the commercial opportunities available
- First appointees to the AI Category Advisory Council are Mr John Poynton AO, and Mr Craig Hodges
- The AI Category Advisory Council represents a significant step forward in the company's journey to harness the full potential of AI

AI Enablement POC Progress

The proof of concept ("POC") being conducted with Decidr in the Edible Beauty business has demonstrated the transformative potential of AI integration. The progress in the POC development has resulted in the identification of new opportunities to apply AI more broadly across other industries, showcasing AI's versatility and potential to revolutionise a number of sectors. The creation of the AI Category Advisory Council is a direct result of these promising outcomes, highlighting the need for specialised input to guide and expand our AI strategies across all product lines and services.

AI Category Council Context & Purpose

AI is at the forefront of business transformation, offering capabilities far beyond traditional technologies. By harnessing AI, we aim to transition Live Verdure from a human-centric operational model to an AI-driven organisation. This shift is not merely about adopting new technology; it is about fundamentally rethinking how we operate to achieve scalable, data-driven decision-making and personalised customer experiences.

The formation of the AI Category Advisory Council is a critical step in advancing Live Verdure's strategic vision. This aligns with our ongoing efforts to integrate AI across all facets of our operations, driving efficiency, enhancing customer engagement, and unlocking new revenue streams by extending the AI solutions to other categories. The Council's creation is a direct response to the rapidly evolving AI landscape and the need for expert category guidance to navigate these opportunities effectively.

AI Category Council Members

John Poynton AO - Chair, Poynton Stavrianou, Non-Exec Chair, Strike Energy, Non-Exec Director, Perth Airport Pty. Ltd.

Category Expertise - Finance, Infrastructure & Property
John Poynton brings decades of advisory and capital markets experience across equity, debt, infrastructure, and property. Prior to establishing Poynton Stavrianou, John was chair of Hartley Poynton (now Euroz Hartleys) for 10 years and subsequently was a co-founder and the executive chair of Azure Capital.

He has served on the boards of several ASX-listed companies, including Austal, Alinta and Multiplex as well as federal government entities including EFIC, the Reserve Bank Payments Systems Board and the Future Fund Board of Guardians.

John's expertise in strategic financial management and governance will be crucial in shaping Live Verdure's AI organisational strategy and identifying new growth opportunities.

Craig Hodges - Executive Director, Sydney Beer Co., Former Founder & Executive Chairman, King Content

Category Expertise - FMCG, Content Marketing
Craig Hodges has over 20 years of experience in founding, leading, and investing in early-stage businesses that leverage technology, marketing, and sales. He was the co-founder of King Content, a leading content marketing and media company that was acquired by Isentia in 2017. Craig's experience extends to his role as a board member of several startups and his advisory work with venture capital firms. His passion for creating innovative, scalable businesses will contribute significantly to developing effective AI Org sales and development strategies for LV1. Craig's insights into content marketing and digital strategy will help align the company's goals with broader business objectives, driving growth and market expansion.

John and Craig bring extensive experience in strategic financial management, content marketing, and brand management, respectively. Their collective expertise will be instrumental in helping to shape Live Verdure's AI Organisational strategy. We anticipate adding more members to cover major product and service categories, ensuring comprehensive guidance across all areas of our business.

AI Organisations: A New Business Paradigm

The advent of AI Organisations represents a transformative shift in how businesses operate and compete. These entities leverage advanced AI to optimise decision-making, streamline operations, and enhance customer interactions. AI's scalability and efficiency allow processing vast amounts of data rapidly, enabling real-time decision-making and efficient resource allocation. Enhanced personalisation capabilities provide a deeper understanding of customer preferences and behaviours, driving satisfaction and loyalty.

Live Verdure's strategic partnership with Decidr plays a pivotal role in the company's AI enablement strategy. Decidr's advanced AI capabilities, including its multi-agent model and architecture, are designed to transition businesses from a co-pilot to an autopilot approach. This means AI takes the lead in driving business outcomes through goal-oriented processes, function-agnostic applications, and continuous improvement via human-in-the-loop (HITL) inference tuning. The Decidr platform enables rapid onboarding and seamless integration of AI into business operations, ensuring minimal disruption while maximising efficiency and innovation.

Commitment to Innovation and Growth

Live Verdure's AI Category Advisory Council represents a significant step forward in the company's journey to harness the full potential of AI. By leveraging the expertise of the Council and Decidr's cutting-edge technology, Live Verdure aims to enhance its operational efficiency, drive market expansion, and deliver exceptional value to its shareholders.

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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.