LiveVerdure

ASX Release
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Live Verdure Announces Launch of Edible Beauty AI POC

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), provides the following update on the AI Enablement proof of concept ("POC") being deployed in the Edible Beauty business with Decidr technology.

Highlights:

- Stage 1 of the POC has successfully transitioned into the Stage 2 implementation of initial AI workflows and outputs that are now live in the Edible Beauty business.
- The initial launch is seeing intelligent micro-agents completing tasks across key areas including website customer interactions, 3rd party platform integrations, front and office and back office workflows.
- All the workflows have been built and will be progressively released over the quarter following in-market feedback with full deployment completing in Q1 FY'25.

Proof of Concept ("POC") Development and Objectives

Stage 1 of the POC, consisting of scoping, knowledge task capture, and workflow selection, was successfully completed in early June. We are now pleased to announce that Stage 2 of the POC has achieved a critical milestone with initial AI workflows and outputs now live in commercial settings in Edible Beauty.

Decidr technology is being applied and intelligent micro-agents are completing tasks across many areas in Edible Beauty including website customer interactions, in 3rd party platforms, front office, and in back office workflows. As a standard process with technology releases, these micro-agents are being progressively scaled up as percentages of total tasks in each business area.

Being a holistic AI Enablement Platform, the Decidr POC Stage 2 phase has initiated a number of critical outcomes since the completion of Stage 1 in early June and includes the ongoing development in the following areas:

1. Multiple types of Edible Beauty data have been integrated securely into the Decidr Edible Beauty instance including direct API integration of Shopify, Xero, Klavio, Calendly and Google Sheets. Additionally, ad-hoc data such as historical PDFs, PowerPoint Presentations, meeting transcripts, .CSV files, customer emails and customer service interactions have also been integrated to create high-context data for Decidr multi-agents.

2. An intelligent on-site Agent called "*Ava*" has been released. Ava is a collection of multi-agents in the Decidr platform which are working towards a series of goals set by Edible Beauty management. *Ava* has been deployed as an avatar and acts in the same way as the founder of Edible Beauty. Ava was not programmed with any preset workflows or classic logic but rather acts intelligently by synthesising general knowledge from large language models with high-context Edible Beauty data in Decidr.

3. Based on customer interactions, a prospective customer can also be routed into an exclusively developed and AI-handled marketing workflow to book a virtual skin assessment. This workflow

is dynamic based on customer interaction and handles all customer and back office scheduling, working with multiple systems to communicate and maximise conversion outcomes whilst minimising human involvement and costs.

4. A real-time FAQ built and managed by Decidr micro-agents that is continually updated based on prospect and customer interactions.

5. Decidr micro-agents write blog content weekly. Multiple micro agents review real-time visitor behavioural data, customer interactions and purchases. They automatically and intelligently review multi-period purchasing trends by SKU against budget and forecasts including this intelligence in determining what blog content will assist overall company conversion goals. These blogs are then shared with Edible Beauty marketing teams to approve and publish.

6. A fully built and managed email campaign series with the goal of increasing repeat orders by customers, facilitated by Decidr agents. These campaigns are based on Decidr agents making intelligent decisions based on average current customer repeat purchasing rates, product volumes and estimated average usage rates. Decisions on these calculations and estimates are being completed by micro-agents without any training data.

7. Inventory management recommendations conducted by micro-agents that are referencing real time purchasing and conducting forecasting to find optimum stock outcomes for the business.

All of these workflows have been built and will be progressively released over the quarter following in-market feedback with full deployment completing in Q1 FY'25.

The proof of concept deliverables will demonstrate the application of Decidr technology and an AI-organisational approach in multiple business areas within the Edible Beauty business.

When asked about her experience with the Decidr POC, Managing Director and Founder of Edible Beauty, Anna Mistos said:

"The POC has been a fairly light touch for me. Ava [intelligent agent] writes like I would to a customer which is very exciting as I can scale my personalised approach and process with many more people. In these POC areas, the team can now work on other activities to grow the business. It's also exciting to think that this intelligence is based on all of the data in our company. I'm looking forward to having more AI roles in the company."

We look forward to sharing further updates as we continue to harness AI's potential to drive innovation and growth at Live Verdure.

The Company does not consider that the AI Enablement proof of concept ("POC") being deployed in the Edible Beauty business with Decidr technology will be immediately financially material. However, it is strategically material. There is no other material information relevant to assessing the impact of the POC on the price or value of the Company's securities.

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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.