ASX Release
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INITIAL COMMERCIALISATION RESULTS OF POC AND STRATEGIC MOU WITH DECIDR GROUP

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 initial results of the proof of concept with Edible Beauty and the signing of a Memorandum of Understanding (MOU) with Decidr Group Pty Ltd. These results and strategic agreement represent an evolution in our approach to deploying and licensing Decidr's innovative AI technology, expanding its application beyond the initial proof of concept.

Highlights

- Edible Beauty/Decidr POC initial results for 'Ava' the intelligent on-site sales agent have been collected. When compared to the previous 12 months of human-powered chat function, the Decidr-powered deployment has shown performance increases throughout the customer funnel, resulting in a 52% increase in chat-initiated orders.
- Given the success of the initial POC results, LV1 is pleased to announce that it has executed a Memorandum of Understanding with Decidr Group Pty Ltd and Decidr.AI, securing Decidr's IP position and evolving our approach to AI technology deployment and licensing.
- Building on the success of the Proof of Concept (POC) with Edible Beauty, this MOU sets the stage for broader commercial applications of Decidr technology across multiple industries.
- The agreement outlines an initial capital commitment of AUD 2.5 million by LV1, with an additional AUD 7.5 million subject to agreed tasks and objectives, and the achievement of key milestones.

Preliminary results of Proof of Concept in Edible Beauty

The POC, launched in early July and deployed to 100% of online traffic in early August aimed to integrate Decidr's AI-driven solutions into Edible Beauty's existing platform to optimise business processes, improve customer engagement, and drive measurable outcomes.

One POC area - An intelligent on-site Agent called "Ava" was deployed. 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 was deployed without any preset workflows or classic logic but gained intelligence by synthesising general knowledge from large language models with high-context Edible Beauty data made available by the Decidr architecture.

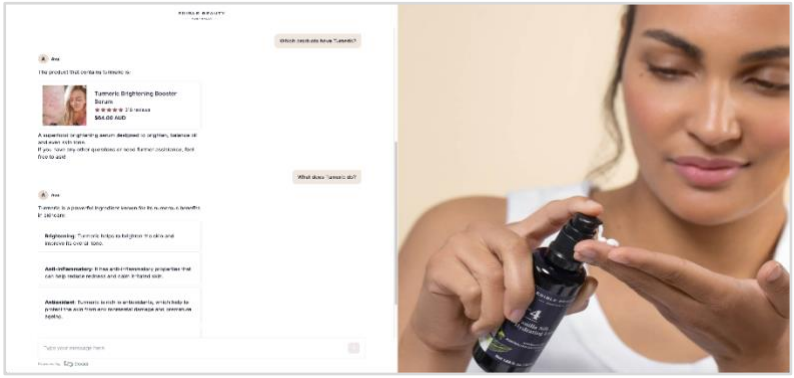

Figure 1 - Intelligent multi-agent 'Ava' operating on Edible Beauty

This POC area was also selected as there was 12 months of historical, human powered onsite chat for direct comparison of conversion and cost performance outcomes.

Customer interaction and sales conversion metrics from POC

In the comparison period, the 'Ava' delivered significant results across several customer areas. Within the first month of deployment to 100% of site traffic, over 25,000 visitor interactions were recorded with Ava available. Key performance metrics include:

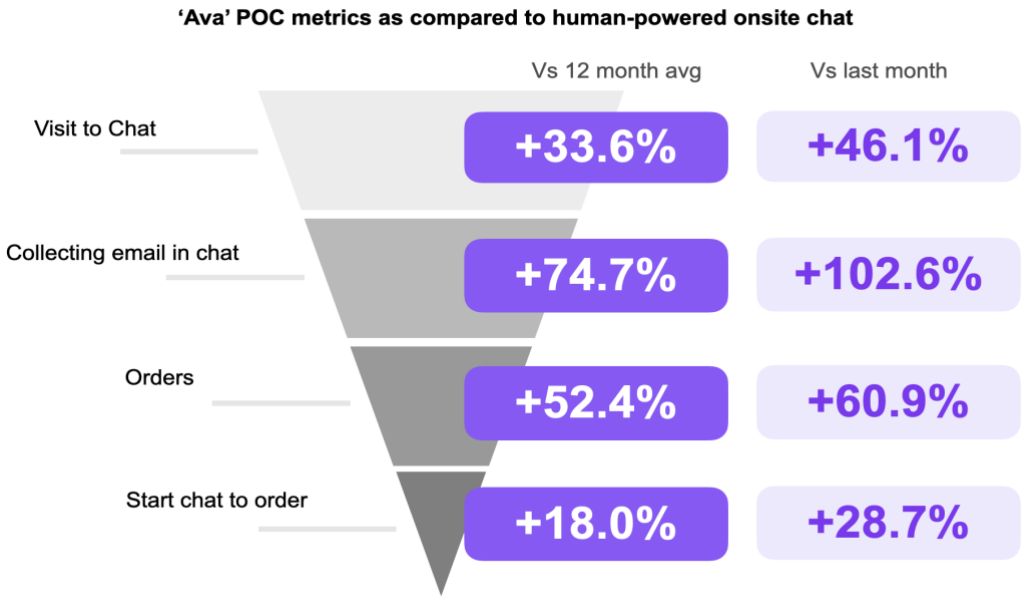

Figure 2 - comparative results from 'Ava' POC as compared to 12 months of human-powered chat

- **Visitors to Chat Start Conversion Rate:** Available 24 hours a day and able to handle unlimited concurrent sessions, Ava was able to capitalise on off-hours engagement opportunities.
- **Collecting email in Chat sessions:** The multi-agent goal was to drive conversions in chat. The networked nature of agents understood that email address capture led to higher overall customer conversion rates across time, so chat conversations were structured by the AI to capture email addresses at a higher rate. In addition to in session revenue opportunities, this expands the customer database which is known to convert over time.
- **Completed chat sessions:** Significantly expanded availability and near instant response with access to 100% of product data resulted in faster AI question response times and overall chat completion rates.
- **Visit to Order conversion rate:** Qualitative observations of chat sessions show that Ava (multi-agent system) was highly adaptable to prospect questions, combining Edible Beauty product data with externally available ingredient, usage, health and other data in highly nuanced responses. These responses were delivered near-instantly and woven into a quantitatively-proven skin quiz that increased conversion. It is believed that the overall funnel process has been improved, leading to the higher overall net sales conversion. In its first month of deployment, on an annualised basis, Ava is expected to drive incremental annual sales of 3-5%, without the need for human involvement, freeing up resources to be deployed to other areas.

Cost savings from POC

The comparable cost savings that Ava represents for Edible Beauty are significant. Edible Beauty visitor traffic largely comes from Australia, seven days a week across a 16 hour major activity window. Staffing this service at the levels of activity in the POC would require 2.5-3 full time resources. Additionally, this level of service would not be viable with full-time human resources.

Next steps in POC

With the initial success of the POC, it is expected that the Decidr multi-agent system will continue to increase its intelligence in approaching customer interactions to achieve its assigned goals. The Group is motivated to continue work in this and all POC areas with the goal of increasing overall company performance. The other POC areas continue to operate, capture data and conduct actions independently. The group will report on these areas as data becomes available.

Strategic Evolution in AI Technology Deployment

Following the successful implementation of the Proof of Concept in the Edible Beauty business, the Group has recognised the broad applicability and high replicability of Decidr's AI technology across multiple business functions and industries. As a result, LV1 and Decidr have agreed to pursue a more comprehensive licensing strategy, allowing the technology to be deployed on a larger scale.

LV1 Chairman, David Brudenell, commented: "The POC implementation at Edible Beauty has demonstrated the transformative potential of Decidr's AI technology. Given these results, and significant enquiries being received from businesses and investors interested in the Decidr technology, we are now taking the next step by expanding this technology's reach to other sectors via Decidr.ai. This strategic MOU sets the foundation for broader commercial applications and opens up potential deeper participation in Decidr.ai, which we believe will unlock significant value for LV1 and its shareholders."

Details of the MOU

Under the non-binding terms of the MOU, LV1 will continue to provide capital up to an initial capital contribution of A$2.5 million to Decidr.AI to fund the remaining POC stages and to further develop and commercialise the AI technology. This amount includes the original estimate of funding required for the POC stage and includes funding provided to date. This contribution is part of a larger potential investment of up to A$10 million, contingent on Decidr.AI achieving key milestones outlined in an agreed Product Roadmap.

The MOU also includes provisions for the exclusive licensing of the POC Product and future commercial-scale versions of the Decidr Product to LV1. This licensing arrangement will enable LV1 to integrate Decidr's AI technology into its existing businesses and explore new opportunities in other industries. Upon the provision of the initial A$2.5 million funding, Decidr will receive full ownership of the intellectual property associated with the technology, including all past developed IP.

Investment Criteria and Future Commitments

The investment by LV1 is structured to ensure that funds are deployed efficiently, with clear criteria and expectations for future investments. The initial A$2.5 million, of which the majority has been funded

out of cash reserves already, will support the final stages of the POC and the commencement of broader commercial applications. Additional funding of up to A$7.5 million will be contingent on Decidr meeting specific performance milestones, including revenue generation and cost savings metrics. This is expected to be funded from cash raised from option conversions in the near term. With this funding, and with the transfer of IP to Decidr, LV1's ownership interest will remain at 45%. Following the transfer of IP to Decidr, in the event that LV1 elects not to provide funding up to A$10m (in total) to Decidr, LV1's ownership interest in Decidr will be diluted based on the unfunded amount.

Future Outlook

The results of the POC and MOU agreement mark a significant step in LV1's strategy to leverage AI technology across its business operations and beyond. The success of the POC at Edible Beauty has provided valuable insights, and the broader application of Decidr technology is expected to drive innovation and create new growth opportunities for LV1.

We look forward to updating our shareholders as we progress with the implementation of the MOU and further develop our AI capabilities in partnership with Decidr.

-Ends-

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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.