ASX Release
30 September 2024

MILESTONE IP TRANSFER INTO DECIDR.AI & DISCOVERY DAY

Live Verdure Ltd (ASX: LV1) ("LV1", "Live Verdure" or the "Company"), owner of Health & Wellness brands Edible Beauty and 13 Seeds, and strategic partner of Decidr.ai ("Decidr"), is pleased to confirm that the initial investment threshold agreed in the Memorandum of Understanding (MOU) with Decidr Group Pty Ltd (as previously announced on 4 September 2024) has been reached which triggers a full IP transfer into Decidr.ai. This milestone represents LV1's commitment to our dual-track AI strategy beyond the initial proof of concept. Additionally, the multi-domain application of Decidr technology will be able to be viewed by the public in Decidr's first Discovery Day on October 23, 2024.

Highlights

- Live Verdure Ltd ("LV1") is pleased to announce that its initial AUD $2.5 million has been invested in Decidr.ai Pty Ltd ("Decidr"), triggering the IP transfer clause as outlined in the MOU.
- Decidr has also secured new contracts and proposals in multiple industries, demonstrating strong market traction and expanding its AI capabilities across sectors including Retail, Debt Recovery, Childcare, FMCG, Media, Finance, Healthcare and Public Sector.
- Decidr.ai will be hosting a "Discovery Day" to showcase its cutting-edge AI technology and engage with prospective partners and clients.

IP Transfer and Strategic Milestone

As part of the MOU, reaching this AUD $2.5 million investment milestone activates the transfer of all key historical and co-created intellectual property. This transfer ensures that Decidr.ai retains ownership and control of technology and platforms that have been developed and is currently deploying across several industries.

LV1 Chairman, David Brudenell, commented: "This IP transfer marks an important step in our relationship with Decidr and reflects our commitment to scaling Decidr's AI technology across multiple sectors. Full IP transfer into Decidr.ai creates new and exciting opportunities to deepen LV1 participation in Decidr and the growth in value of Decidr as it advances its application across industries and geographies."

Decidr Product Market Fit

Leveraging learnings and results from the Edible Beauty POC, Decidr has made significant strides in engaging with businesses and obtaining contracts in several industries. These engagements span multiple industries, demonstrating initial positive market fit and requirements for practical AI applications in Retail, Debt Recovery, Childcare, FMCG, Media, Finance, Healthcare and Public Sectors.

Decidr.ai Discovery Day – Unlocking the Future of AI

To demonstrate its technology, Decidr is hosting an upcoming **Discovery Day**, an event (physical and virtual) designed to showcase the power and versatility of its AI technology. The event will provide an in-depth look at Decidr's platform and a sample of potential applications as well as case studies from customers and partners.

Event Details:

- **Time:** 8:30am AEDT, 5:30pm EST (Oct 22nd), 2:30pm PST (Oct 22nd)
- **Date:** October 23, 2024
- **Location:** Sydney CBD and Live Stream
- **Registration:** For more details and to register for the event, please visit the Decidr.ai Discovery Day website.

Decidr's leadership team will be on hand to discuss the roadmap for AI in 2025 and beyond, and physical attendees will have the opportunity to engage in discussions with the Decidr.ai executive teams.

Paul Chan, Founder of Decidr, said: "Discovery Day will be an exciting opportunity for Businesses, partners and stakeholders to experience firsthand the transformative potential of Decidr's AI solutions. We invite industry leaders and innovators to join us in exploring how AI can unlock new growth opportunities across their sectors."

Conclusion

This investment milestone, coupled with the successful expansion into new industries and the upcoming Discovery Day, signals a strong trajectory for Decidr and LV1's AI strategy. We look forward to continuing to update our shareholders as we make further progress on these exciting initiatives

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

About Live Verdure (ASX:LV1)

About Live Verdure (ASX)
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). The company is now focused on delivering growth and business-wide optimisations by developing and deploying cutting-edge applications into the existing

13 Seeds and Edible Beauty business ecosystems using technology developed by Decidr. LV1 will also leverage this technology to fuel innovation through new product development, in additional sectors and geographies to unlock rapid growth and gain a competitive edge for its existing businesses and its go-to-market strategy.

For more information see:

https://www.decidr.ai/
https://liveverdure.com.au/
https://ediblebeautyaustralia.com/
https://13seeds.com.au/