LiveVerdure

ASX Release
29 November 2024

Chairman's AGM 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 release its Chairman's address which will be delivered at the Company's 2024 Annual General Meeting (AGM) today at 9:00 am (AEDT).

Chairman's Address

It's my great pleasure to address you today at Live Verdure's Annual General Meeting and my first as Chairman of this very exciting company.

As I reflect on my journey since stepping into the role in mid March, I'm filled with optimism and gratitude for the remarkable strides we've made this year.

It's clear that AI is no longer a niche capability or tech buzzword — it's becoming an essential part of how businesses in every industry operate and grow. At Live Verdure, we believe that every business will become an AI enabled business, and we see a future where AI is naturally embedded in the way organisations operate, helping them innovate, run smarter and scale more efficiently.

In my Chairman's letter from April of this year, I spoke about the confidence I felt in our AI strategy, strengthening our core businesses, and capital management. I really feel that we've delivered on these priorities: delivering the initial Decidr proof of concept with Edible Beauty, integrating Decidr into our operations, increasing customer sales and retention in Edible Beauty and successfully launching innovative AI tools like Ava, which I'll speak more about in a minute.

Our strategic capital plan, including a $6.73 million raise, has supported these initiatives, delivering real results for shareholders.

Today, I'm proud to say that Live Verdure has laid the foundations to be a leading AI-first company, helping to change the way small businesses will access and use AI by making powerful tools more affordable and scalable for everyone.

At the heart of this transformation lies our strategic joint venture with Decidr. Through this partnership, we've launched a suite of autonomous AI agents, each designed to dramatically disrupt industries and drive outcomes beyond that of classic human organisations.

Already Decidr's platform has been termed the "self driving car for business" by industry researchers and "game changing" by media pundits.

A particular focus was the development of Ava, our AI-powered sales consultant, which has already proven its ability to deliver personalised customer experiences at scale. Ava represents just one of the many ways that LV1's AI capabilities, via Decidr, are now shaping the future of business for our own brands and partners across retail, finance, human resources and beyond.

With this in mind, I'd like to share a few highlights from 2024 which give me a deep sense of confidence for what 2025 holds.

- This year we raised significant capital, including $6.73 million in October. These funds have fortified our balance sheet, ensuring we can continue to invest boldly in our vision for AI-powered growth. Importantly, achieving our $2.5 million milestone investment in Decidr triggered the transfer of historical intellectual property, solidifying our significant stake in Decidr, creating substantial additional value, and creating opportunities for deeper strategic considerations of this company.

- Decidr posted its first revenue result this year, securing contracts and forming key partnerships with CareerOne and ELMO Software to co-create AI-first products. These alliances are expected to deliver significant value, enhancing recruitment efficiency and creating new revenue streams.

- In Edible Beauty, we've seen remarkable success with AI deployment, including a 52% increase in customer orders and an 18% improvement in conversion rates. Our AI-powered sales consultant, which we launched into Edible Beauty in August, has played a pivotal role in driving customer engagement while preserving the brand's unique voice.

- Decidr's Discovery Day in October attracted over 1,300 registrations from around the globe, and showcased the real world impact of our AI solutions. The event demonstrated how the LV1 group is reshaping industries, from recruitment to ecommerce, automating up to 80% of manual and knowledge-intensive workflows. The Discovery Day has generated significant leads and opportunities for Decidr in a wide range of industries which are progressing at pace, and we expect to make a number of announcements in coming months providing updates to shareholders as Decidr progresses.

As we look ahead to 2025, we see even greater opportunities for growth, acquisition and success. The continued expansion of Decidr's AI solutions, alongside our commitment to innovation within wellness technology, positions us for enduring impact.

I want to thank our shareholders, partners and the entire LV1 team for their unwavering support and dedication throughout this extraordinary year. We're moving in an exciting direction and your ability to be uncomfortable yet also supportive hasn't gone unnoticed.

Together, we've laid the foundation for a future where wellbeing and technology converge to create real and meaningful value for people and organisations.

Thank you.

-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). 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/