ASX Release
29 November 2024

Annual General Meeting Presentation

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 attached presentation to be delivered to shareholders at the Company's 2024 Annual General Meeting to be held at Works Boardroom, Works by Scentre Group, Level 5, 100 Market Street, Sydney, NSW, 2000 and as a virtual meeting at 9:00 am (AEDT) today.

Shareholders attending the meeting virtually will be able to participate in the Meeting by joining the online meeting in real time at https://meetnow.global/MQ5RUZ6

-Ends-

For further information, please contact:

David Brudenell
Executive Chairman
E: dbrudenell@liveverdure.com.au

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/

LiveVerdure

Annual General Meeting

Built on innovation empowered by nature

29 Nov 2024





LIVE VERDURE ASPIRES TO RESONATE WITH CONSUMERS THROUGH PROVIDING SOLUTIONS THAT IMPROVE THEIR LIVES THROUGH BETTER HEALTH



Building a world-class management team

Live Verdure is led by a highly skilled management team, with demonstrated expertise in the health, beauty & digital industries



Anna Mitsios

Founder & General Manager
Of Edible Beauty

- Anna is a qualified naturopath and nutritionist with over eight years of experience managing Edible Beauty Australia, and leading EB's e-commerce and retail distribution in Australia and off-shore
- Prior to this, Anna spent more than 10 years in corporate finance and private banking, working in Sydney and New York for a large Australian bank
- Anna's Type 1 diabetes diagnosis, experience working in a reputable fertility clinic, and running her naturopathy practice, have all played a part in her passion to help others transform their skin and wellbeing holistically, using proven botanicals, nutrients and herbal formulations



Paul Chan

Founder, Decidr

- Paul has a degree in land economics and spent the first few years of his career working on large scale development projects in Australia. His experience working on internet projects in Silicon Valley at the height of the dot com boom taught him to think about the ways the world was expanding into virtual spaces from physical ones.
- Paul founded Pureprofile in 2000, raising capital from large institutions, building international teams and alliances and developing industry leading technology platforms. In July 2015, he successfully took Pureprofile public on the Australian Stock Exchange (ASX:PPL), establishing it as a global business with offices worldwide.
- A lot of the original vision for Pureprofile was captured in Paul's 2002 patent, which is granted in Australia, New Zealand, Singapore, Israel and South Africa.

Building a world-class management team

Live Verdure is led by a highly skilled management team, with demonstrated expertise in the health, beauty & digital industries



David Brady

Chief Financial Officer
LV1 & Decidr.ai

- David Brady brings over 18 years of diverse commercial experience to Decidr, consistently driving success across sectors such as FinTech, B2B lending and digital technology. He has expertly overseen businesses at various stages, including startups, scaleups and high-growth private equity ventures.
- Most recently, David served as Interim CFO at Angle Asset Finance, a B2B lending business owned by US PE firm Cerberus Capital. Before this role, he was the CFO for FinTech Beforepay Group Limited (ASX: B4P), where he laid the groundwork for significant growth, ultimately leading to an IPO in 2022.
- David's extensive career also includes senior finance and commercial positions at tech-driven companies Zoom2u Limited, Medical Director, Fusion Payments and Link Market Services Group.
- David holds a Bachelor of Economics from Charles Darwin University and is a member of Chartered Accountants Australia & New Zealand. He began his career as a statutory auditor at PwC.



Duncan Brett

Chief Operating Officer
Decidr.ai

- With extensive experience at the intersection of AI, data science and business strategy, Duncan has been a driving force behind AI adoption across some of Australia's leading industries. His leadership roles include CEO at Sherpa, General Manager (Digital) at Zimmermann and Head of Analytics at eBay, where he has helped organisations turn data into actionable strategies.
- A trained analyst and seasoned business leader, Duncan specialises in data science, digital strategy and customer analytics. His expertise spans optimising digital marketing, enhancing customer lifetime value and driving conversion in eCommerce. He is passionate about helping organisations leverage AI to communicate, adapt and thrive in a fast-but-exciting AI world.

Building a world-class management team

Live Verdure is led by a highly skilled management team, with demonstrated expertise in the health, beauty & digital industries



Michael Cindric

Chief Technical Officer
Decidr.ai

- Michael is a seasoned Ruby on Rails developer and founder of Sentia, a leading development agency which he successfully lead for over 18 years. With extensive experience across high profile projects, Michael has been pivotal in the success of platforms like Airtasker.com, Shipit.com, Pureprofile.com and OneBigSwitch.com.au. His expertise also extends to iPhone application development, having worked with Football Federation Australia, Telstra, Smart Salary and Vow Financial.
- Michael's foray into AI includes his work on Cohabit.com.au, where he leveraged AI to create digital strata plans, offering real time insights into building health powered by data. As a former professional football player, Michael brings a competitive edge, high standards and a relentless drive for success to the Decidr team.



Virginie Wu

Chief of Staff
Decidr.ai

- Virginie brings over a decade of experience in business development and operations to Decidr. With a proven track record across startups and large corporations, she has adeptly navigated diverse business landscapes across multiple countries, consistently demonstrating strong leadership.
- Before joining Decidr, Virginie was Founder and CEO of Aseni, where she successfully drove the company's growth by transforming it from an eCommerce business into a dynamic digital model.
- Virginie's earlier career includes roles in commercial property law, business development and country management, with positions at Corrs Chambers Westgarth, Bluebell Group and Acteon-Sopro Group. Her unique blend of legal insight and business acumen has been instrumental in powering innovation and fostering sustained growth in every role.
- She holds a Juris Doctor from the University of New South Wales, a French Bachelor of Laws and an MBA from INSEEC, Paris. Fluent in English, French and Mandarin, Virginie is a strategic leader with a global perspective.

Well-credentialed board of directors



David Brudenell

Executive Chairman

- Prior to becoming Executive Director, David was an executive at Flare HR, a HR-tech and financial services scale-up in Australia, and has held executive positions at Pureprofile, Eclipx, and Universum.
- He has over 20 years of experience in start-up venture capital, mergers and acquisitions, and public markets activities.
- David has extensive technology experience, particularly in Artificial Intelligence, having led the Global Solutions & Advanced Research teams at Appen, a leading provider of training data for AI.
- He serves as an advisor for multiple US-based Artificial Intelligence and Consumer companies.



Jenny Fielding

Non-Executive Director

- Based out of NYC, Jenny Fielding brings a wealth of experience to LV1, with a background that spans law, finance, technology, and investment. After graduating from law school and working in finance, Jenny transitioned to technology as a founder of two mobile software companies.
- This experience fuelled her passion for technology and innovation, leading her to a prominent career as an early-stage investor. Jenny is also an adjunct professor at Columbia University and Cornell Tech.
- For 7.5 years, Jenny was the Managing Director at Techstars, where she led investments into companies that now have a market cap of over USD $10B.
- She then co-founded Everywhere Ventures, a global venture capital firm. Jenny has been the first investor in over 250 tech-enabled companies, including five companies achieving unicorn (USD$1B+) valuations.



Adrian Bunter

Non-Executive Director

- Currently partner of Modus Partners Australia, a boutique specialist technology, media and commerce financial advisory firm. Adrian is an experienced professional advisor, and non-executive director with almost 30 years' experience.
- Adrian is also on the board of and advises several high growth, technology businesses, ranging from early-stage pre-revenue companies through to early-stage ASX listed companies Carly Holdings Limited (ASX:CL8) and 8Common Limited (ASX:8CO) through to larger high growth businesses, like ezyCollect and Australian unicorn, Employment Hero.
- Adrian is also a member of the Executive Committee of Sydney Angels, one of Australia's leading angel investing groups

Why innovate in the AI-enabled wellness space?

Live Verdure's category is forecasted to grow to $8.5 trillion by 2027

AI Platforms

Valued at $23 Billion in 2023 with a 40.6% CAGR, expected to reach 153 Billion by 2028.

AI Investment Returns

Large organisations are already realising a return on their AI investments within 14 months. Today for every $1.00 spent on AI, it returns $3.50

Category-Specific Opportunity

Customised AI model development is prohibitive to most businesses. LV1 investments in Decidr creates a first-to-market opportunity for SMEs

Market Size and Growth

Global wellness market reached $5.6 trillion in 2022, forecasted to grow to $8.5 trillion by 2027 **with an 8.6% annual growth rate.**

Consumer Priorities

Increased demand for personalised wellness experiences and products supporting health and immunity, with significant interest in wearables and apps utilising gen AI.

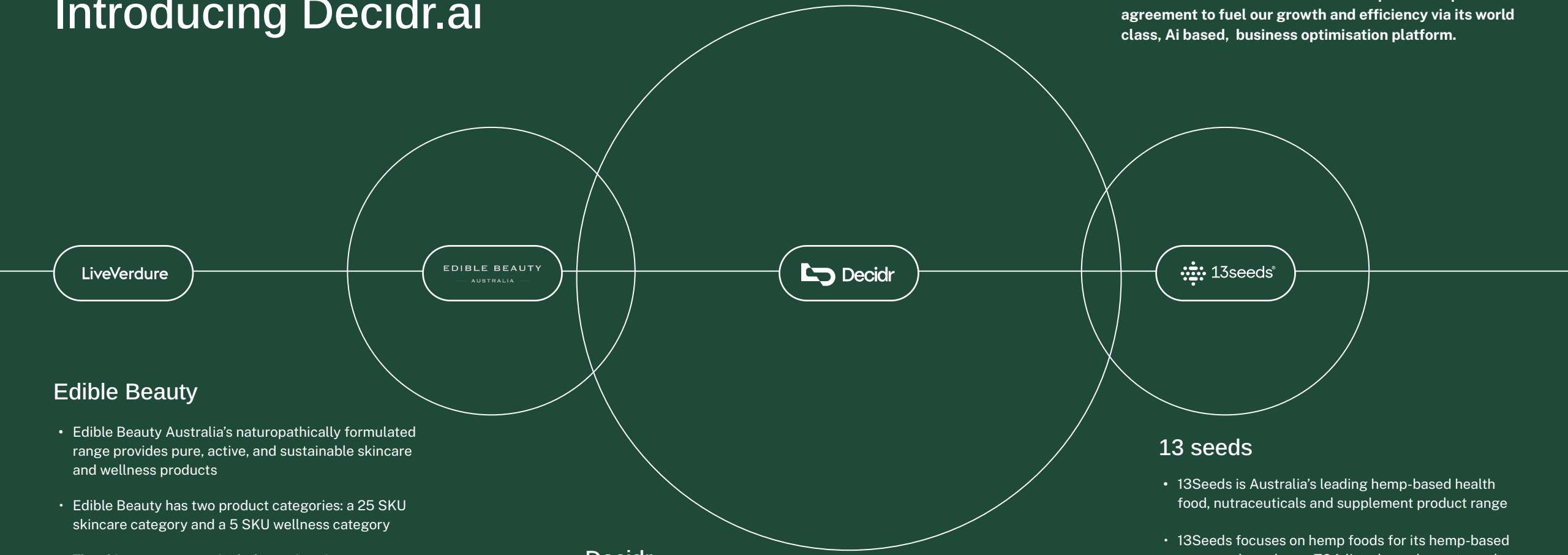
→ Live Verdure is well positioned in an industry growing faster than GDP

→ Our product pipeline and new emphasis of technology-lead innovation will put us ahead of the curve

https://globalwellnessinstitute.org/press-room/statistics-and-facts/#:~:text=As%20the%20world%20continues%20to,global%20economic%20output%20in%202022.
https://www.idc.com/getdoc.jsp?containerId=prUS52472424
https://www.cfodive.com/news/microsoft-backed-study-ai-producing-returns/698965/

Introducing Decidr.ai

LV1 and Decidr.ai have entered into a partnership agreement to fuel our growth and efficiency via its world class, Ai based, business optimisation platform.



Edible Beauty

- Edible Beauty Australia's naturopathically formulated range provides pure, active, and sustainable skincare and wellness products
- Edible Beauty has two product categories: a 25 SKU skincare category and a 5 SKU wellness category
- The skincare category includes moisturisers, serums, oils, face masks and sun protection creams
- Wellness category products are consumables such as supplements and gut powders
- Edible Beauty is currently sold direct to consumer online and through retail outlets
- Live Verdure acquired Edible Beauty in November 2022

Decidr

- Decidr.ai is an Ai based technology platform that multiplies business performance and enables brands to achieve efficiencies and growth levels not possible with traditional human resources and systems
- With a joint venture partnership with LV1, Edible Beauty and 13Seeds will be embedding Decidr.ai into its day to day operations
- The company is confident that it will greatly enhance is performance and operating results

13 seeds

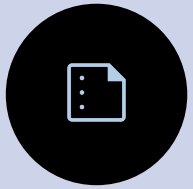
- 13Seeds is Australia's leading hemp-based health food, nutraceuticals and supplement product range
- 13Seeds focuses on hemp foods for its hemp-based range and non-hemp TGA listed supplements such as TheraJoint+ and TheraNight+
- Award winning 13Seeds was Australia's first hemp food brand, launching in 2015
- 13 Seeds products are sold mainly direct to consumer through its website and various marketplaces such as Amazon and Walmart

Our Partnership With Decidr.Ai

An AI-first business operating platform

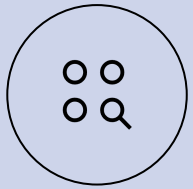
Decidr is an AI powered business operating system. Using Decidr, businesses can integrate AI agents into their most common business tasks to improve performance, output and unlock new levels of personalisation for their customers.

Decidr.ai gives Live Verdure a profound advantage in key areas of our operation:



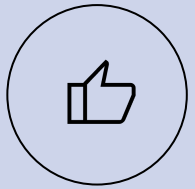
Business intelligence & AI based reporting

Insights not possible previously due to resource constraint



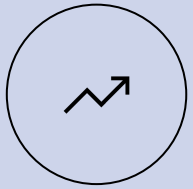
Sales & Marketing

Always-on, multilingual sales agents with deep contextual and on-brand approaches. Extending to automated Production of content and campaigns



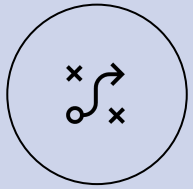
Social Media

identifying viral reels in natural skincare space, assisting in replicating content or producing content plan



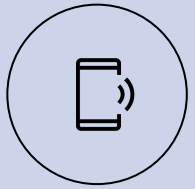
Trend analysis

Nurture and retain customers through their lifecycle with dynamic and personalized flows and triggers to drive repeat purchases and increase LTV



Inventory planning

Intelligent prediction and planning. Better manufacturing decisions and Product innovation



Customer Support

Intelligent, AI based customer care at scale

Strategic and tactical advice

Decidr’s AI engine will provide real time tactical and strategic advice, enabling Live Verdure unparalleled decision making capabilities, not possible before

Learn more

Multi-faceted growth strategy, increasingly fueled by an AI enabled, competitive-advantage

Existing marketing channels are to be exponentially more effective with AI

Access to new markets & customers

Extending operating hours, languages and creating new multilingual global expansion opportunities with minimal human labour costs

Paid search

drives awareness across the ‘upper funnel’ in paid search and investment into our most popular SKUs

Utilisation of owned, earned & paid digital media

to drive product awareness - results in a strong return on ad spend (ROAS), high LTV and low customer acquisition cost (CAC)

Tailored emails

Nurture and retain customers through their lifecycle with dynamic and personalized flows and triggers to drive repeat purchases and increase LTV

Organic search initiatives

Live Verdure continuously invests in search engine optimization focused on relevant keyword optimization, link building, site speed enhancements and strong content strategy

Sophisticated email automations & campaigns

work to welcome customers to Live Verdure brands

Artificial intelligence and goal optimisation

Our partnership with Decidr.Ai gives us unprecedented competitive advantage in multiple aspects of our business. We expect efficiency, growth and profound improvements in our teams ability to make Ai guided decisions - greatly enhancing operating performance

Learn more

Live Verdure’s investment proposition

Live Verdure continues to build upon its innovative product pipeline, with an overlay of AI - increasingly fuelling its operating model

Innovating a future with AI

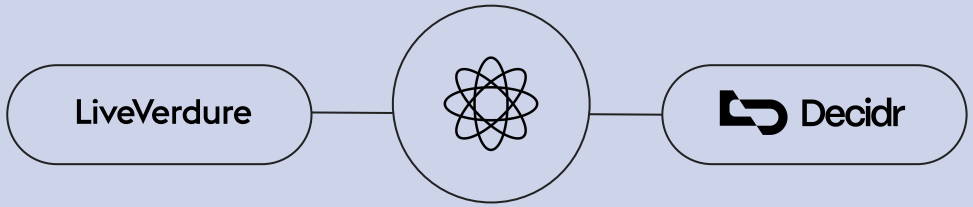
- Edible Beauty and 13Seeds prides itself on best in class product development at the cutting edge of emerging product trends
- Increasingly technology will form a critical part of our product development, marketing, finance and operational business strategy
- Similar to the Online revolution, all businesses will become AI businesses. LV1 is positioned to lead this new revolution

Evolution of existing brands. Transformation to an AI-first group

- Edible Beauty and 13Seeds are strong, well-established brands that are being reinvented with AI solutions
- Partnership with Decidr creates multiple, new category and sector opportunities to apply this technology to businesses of all sizes.
- AI adoption tailwinds are expected to further accelerate growth in Decidr solutions

New additions to management team

- The addition of world class leadership into key roles to accelerate the groups transformation
- With a more diverse background across Artificial Intelligence, SaaS, venture capital, digital commerce, technology and B2B we are well placed for a revamped and innovative business model to take us forward



Artificial intelligence from our partnership with Decidr.ai, will greatly enhance our decision making, speed and operational efficiency

LiveVerdure



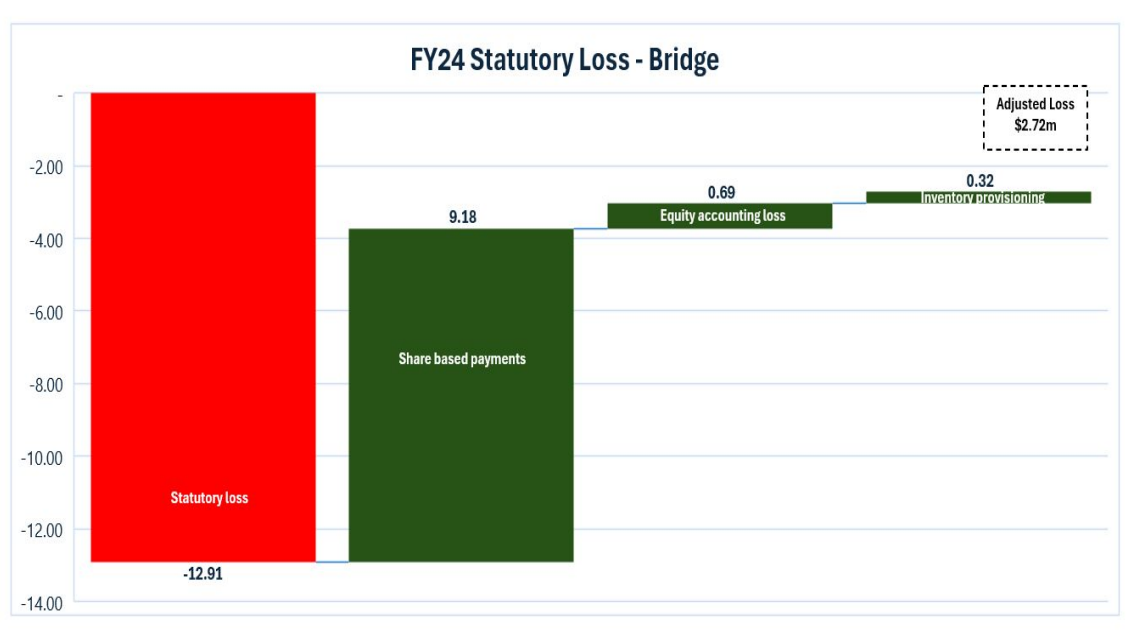


Latest results

FY24 Annual Report

Statutory Profit and loss

Statutory loss after tax amounted to $12.91m (FY23: loss of $2.83m).



Statutory loss is inclusive of; non-cash share based payments of $9.18m; equity accounting loss of investment in an associate company of $0.69m; inventory write off and provisioning of $0.32m.

Key Highlights

-12.6%
Revenue

Resulted from planned decrease in marketing activities in the core businesses to reduce cash expenditure

+7.8%
Operating Cashflow

Improvement mainly attributable to reduced marketing and promotional expenses of $0.36m

$1.35M
Investment Cashflow

Cash Investment in Associate company Decidr.ai to commercialise the product

Significant Events after year end

→ Investment in Associate company Decidr.ai totalled **$2.1m** at 31-Aug-24. Subsequent to signing of the Annual Report, cash investment exceeded **$2.5m** by 30-Sep-24 which was financed out of cash reserves.

→ Post 30 June 2024, up to the signing of the Annual Report, there was **$0.97m cash inflows** as a result of options being excercised. Subsequent to this, there was an additional **$7m+ cash inflows** to the company.

Continued Performance Enhancements from AI enablement strategy

Edible Beauty has contributed record solid sales results to the Live Verdure portfolio

‘Ava’ performance continues to show promising outcomes

Initial performance results comparing Ava to human-managed onsite sales (Aug’24)

+74.7%
Collecting email in chat
AI maximising long term conversion opportunity

+52.4%
Orders in chat
Increased performance from AI

Updated performance results comparing Ava to human-managed onsite sales (ending Nov’24)

+36.5%
Collecting email in chat
Ava has switched to more focused sales activity in-chat as order rate has improved

+130.6%
Orders in chat
Increased performance from AI

★
+5.9%
Average Order Value
Basket sizes are increasing as Ava increases its intelligence

★
Online sales performance up 10.2%
(1 Jun-31 Oct 2024 vs pcp)

[1] **Excluding GST.**
[2] **Metrics represent FY25 performance.**

Product range

Best-selling SKUs



Average GP margin: **69%**

FY24 Sales: $150k+



Average GP margin: **51%**

FY24 Sales: $90k+



Average GP margin: **48%**

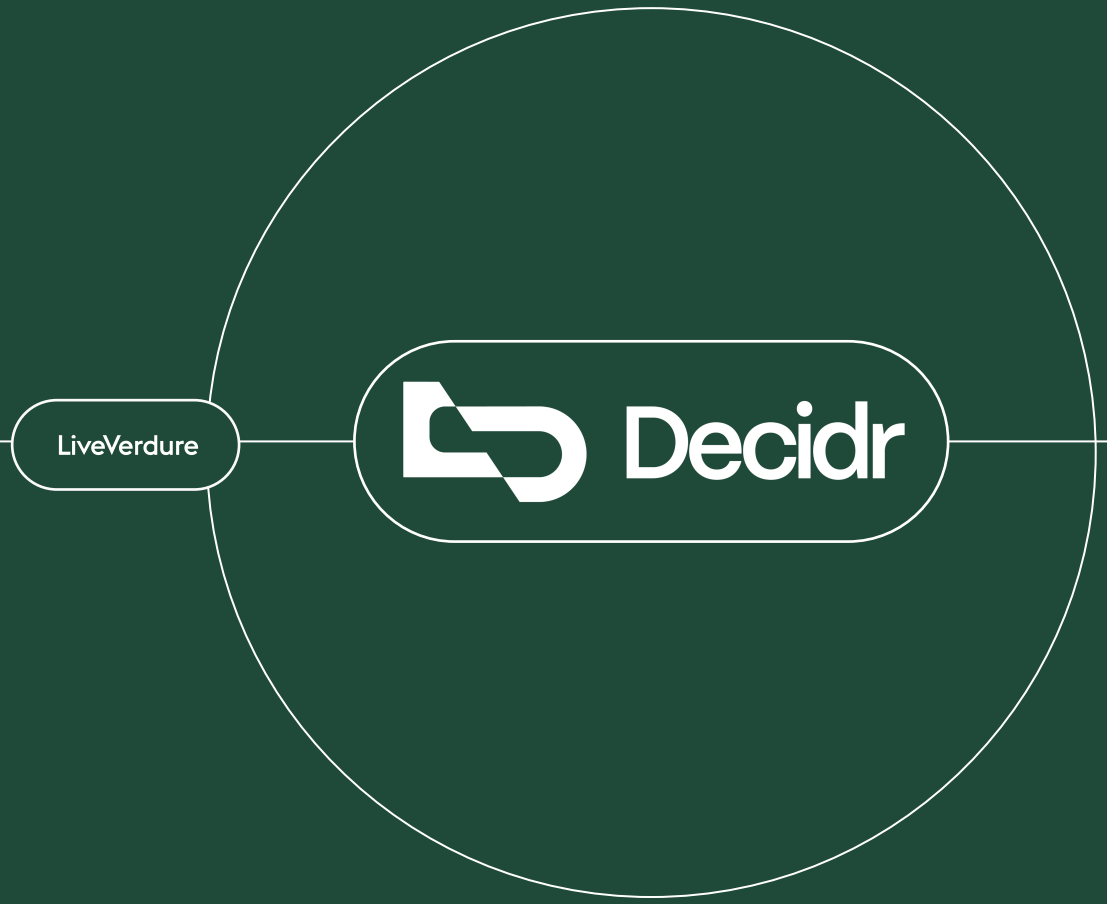
FY24 Sales: $84k+

Growth outlook

→ Continued **AI-led growth in domestic D2C.** Exploration of multi-language expansion in new markets

→ **Focused expansion of international operations** with distribution in US health food market commencing Jun-24, HK and Macau distribution agreement signed Nov’24

→ Strong **new product development** (NPD) pipeline with release of trending active skincare and body formula.



The group continues to operate at the frontier of new AI tools for businesses.

Extensibility of the Decidr platform has opened new growth markets for the Group

- Initial partnership initiated in late 2023
- MOU finalised in June 2024
- IP investment trigger met in September 2024 moving all historical and ongoing IP into Decidr.ai
- First revenue captured in September 2024
- Partnership with CareerOne signed September 2024
- Partnership with ELMO Signed September 2024
- Revenue growth continues in current FY
- Deeper engagement opportunities are being explored between LV1 and Decidr Group Pty Ltd

Decidr apps

AI parallel

Ava
AI Sales Consultant

Ellie
AI Search Specialist

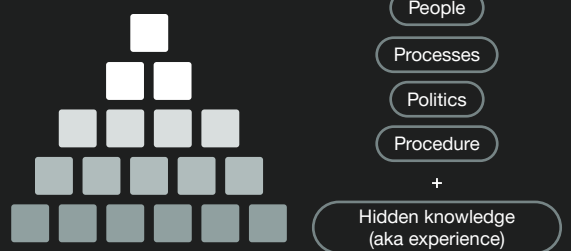
Banjo
AI Talent Agent

C1 AI
AI matching engine

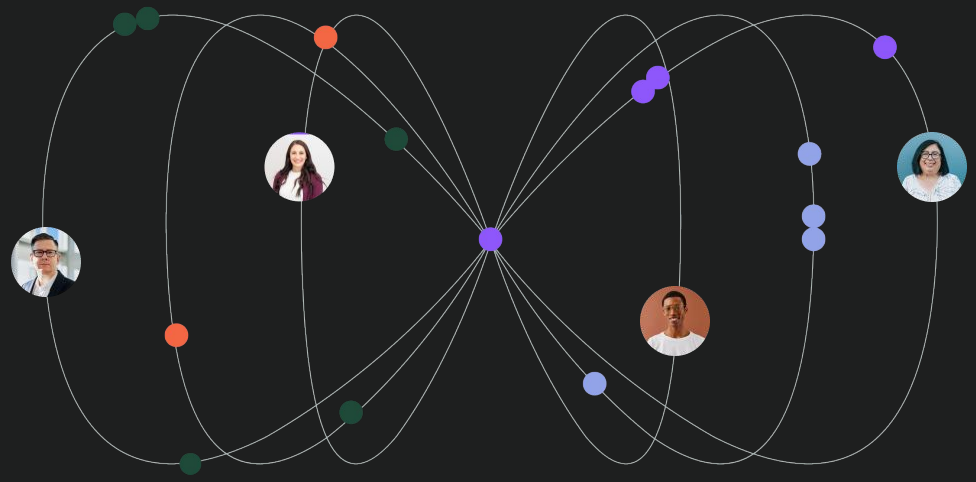
Oni
AI Ghost Writer

Always On CRM
Ground truth customer record

AI organisations



Built for HI - Human Intelligence
(Classic structure)



Fields

Knowledge tasks

Human-in-the-loop

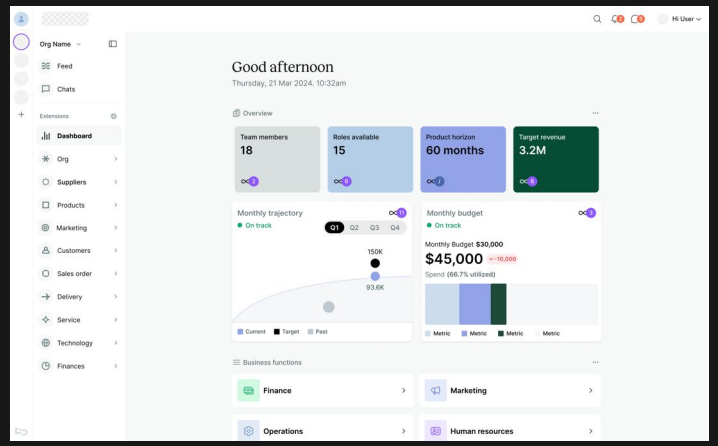
+

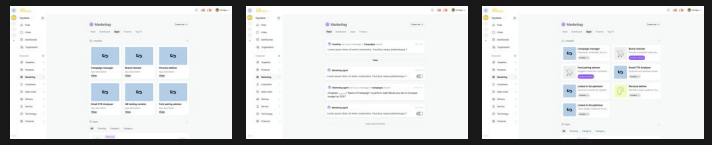
Specialists
(provide experience)

Built for AI - Artificial Intelligence
(Org AI)

What’s next

AI performance portal

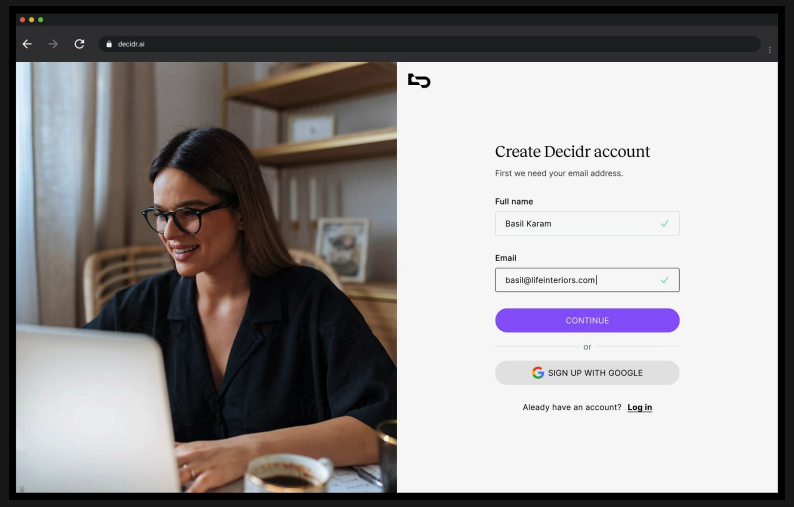




careerone AI Talent Agent, AI Recruiter

ELMO AI Recruiter

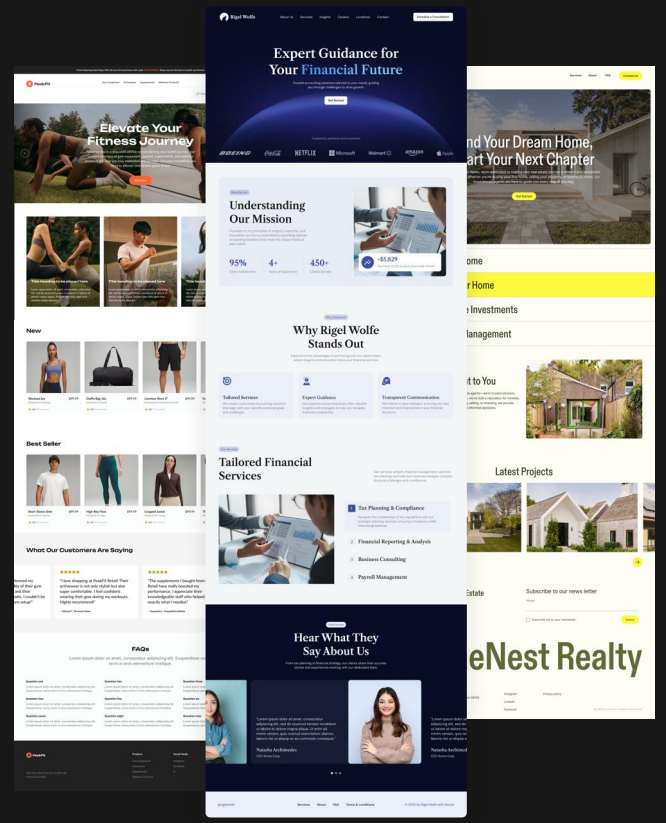
Self service



careerone AI Mentor

ELMO Salary Intelligence

AI businesses on demand

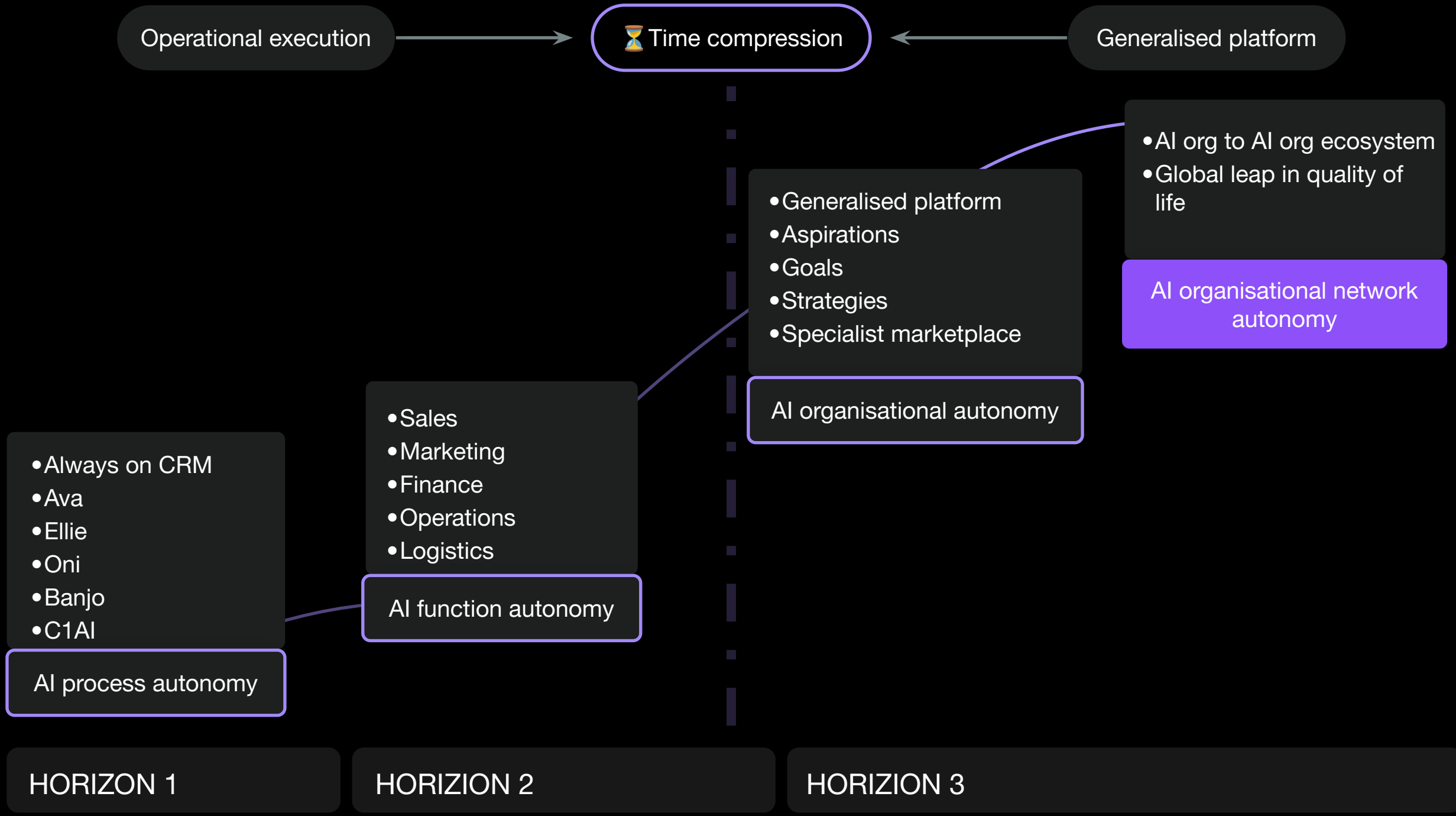


Founder Specialist Shareholder

HORIZION 1

HORIZION 2

HORIZION 3


Operational execution
⏳ Time compression
Generalised platform
•AI org to AI org ecosystem
•Global leap in quality of life
AI organisational network autonomy
•Generalised platform
•Aspirations
•Goals
•Strategies
•Specialist marketplace
AI organisational autonomy
•Sales
•Marketing
•Finance
•Operations
•Logistics
AI function autonomy
•Always on CRM
•Ava
•Ellie
•Oni
•Banjo
•C1AI
AI process autonomy
HORIZON 1
HORIZION 2
HORIZION 3





LIVE VERDURE ASPIRES TO RESONATE WITH CONSUMERS THROUGH PROVIDING SOLUTIONS THAT IMPROVE THEIR LIVES THROUGH BETTER HEALTH



Live Verdure Limited (ASX:LV1)

David Brudenell
Executive Chairman

Investor relations - join our new intelligence portal

https://liveverdure.com.au/auth/signup

LiveVerdure