LiveVerdure

ASX Release
6 December 2024

Live Verdure Announces Strategic Partnership Between Decidr & The Growth Faculty

Highlights

- Live Verdure Ltd ("LV1") announces that its subsidiary, Decidr.ai Pty Ltd ("Decidr"), has entered into a strategic partnership with The Growth Faculty ("TGF"), a leading provider of business education and leadership events.
- The partnership will leverage Decidr's AI expertise to co-create and promote innovative knowledge-based products, AI-driven tools, and educational content.
- Decidr will become an official AI partner for TGF, supporting its seminars, masterclasses, and membership initiatives.

Live Verdure Limited (ASX: "LV1" or "the Company") is pleased to announce a strategic partnership between its subsidiary, Decidr.ai Pty Ltd ("Decidr"), and The Growth Faculty Pty Ltd ("TGF"), an organization renowned for delivering world-class business education and leadership events. This collaboration will integrate Decidr's AI technology into TGF's platform, creating enhanced educational tools, member engagement opportunities, and AI-driven mentorship applications.

Overview of The Growth Faculty

The Growth Faculty is a leading provider of premium business education and leadership events, hosting the world's brightest global thought leaders and thinkers. With a community of over 80,000 professionals and 9,000 members, TGF empowers leaders through curated content, practical workshops, and exclusive masterclasses. This partnership marks an exciting step toward incorporating AI into the learning and development space, offering new opportunities for enhanced engagement and personalization.

Details of the Partnership

The partnership between Decidr and TGF will focus on leveraging Decidr's AI technology to enhance TGF's offerings through initiatives co-creating innovative knowledge-based products and developing AI-powered mentorship assistants and coaches to drive member engagement and subscription growth. Additionally, TGF will deploy Decidr's AI Parallel for optimised lead generation, content generation, and other business functions to optimise its processes and to connect into Decidr's partner network for syndication opportunities. These efforts aim to integrate AI seamlessly into TGF's platform, elevating its 20 years of enriched, expert business and leadership content.

As part of the partnership, Decidr will also serve as TGF's official AI partner, showcasing case studies and providing advisory roles to highlight AI's value in organisational transformation.

There is significant strategic alignment between TGF's leadership and mentorship content and other Decidr.ai partnerships, specifically ELMO with 2,000,000 users on platform and CareerOne with over 3,000,000 candidate profiles and 120,000 jobs advertised monthly, which can be connected to maximise collaborative opportunities.

It is currently not possible to estimate the immediate financial impact on Decidr or the Company. There is no other material information relevant to assessing the impact of the strategic partnership on the price or value of the Company's securities.

Karen Beattie, CEO and Director of TGF, commented: "This partnership with Decidr.ai underscores our commitment to bringing cutting-edge solutions to our members and elevating the learning experience. By integrating AI into our platform, we're setting a new benchmark for business education and engagement."

David Brudenell, Executive Chairman, added: "Our collaboration with The Growth Faculty aligns perfectly with Decidr's mission to revolutionize industries through AI. TGF's extensive network and expertise in business education provide the ideal platform for showcasing the transformative power of AI, and we're thrilled to be part of this journey."

Strategic Impact

This partnership represents a significant step in Decidr's growth strategy, positioning the company as a leader in AI-driven innovation within the education and leadership sectors. By combining Decidr's advanced AI capabilities and existing network partnerships with TGF's expertise, content, market reach and reputation, this collaboration can deliver value to both organisations while setting the stage for further growth.

Live Verdure remains committed to leveraging Decidr's AI technology to drive innovation and expand its reach across multiple sectors. The partnership with TGF reflects the Company's focus on forging strategic alliances that enhance shareholder value and support the adoption of AI in transformative ways.

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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.

To be updated on all LV1 activities, news and access historical information register on the LV1 Investor Portal:
https://liveverdure.com.au/auth/signup

For more information see:

https://www.decidr.ai/

https://liveverdure.com.au/

https://ediblebeautyaustralia.com/

https://13seeds.com.au/

Partners:

https://thegrowthfaculty.com/

https://www.careerone.com.au/

https://elmosoftware.com.au/