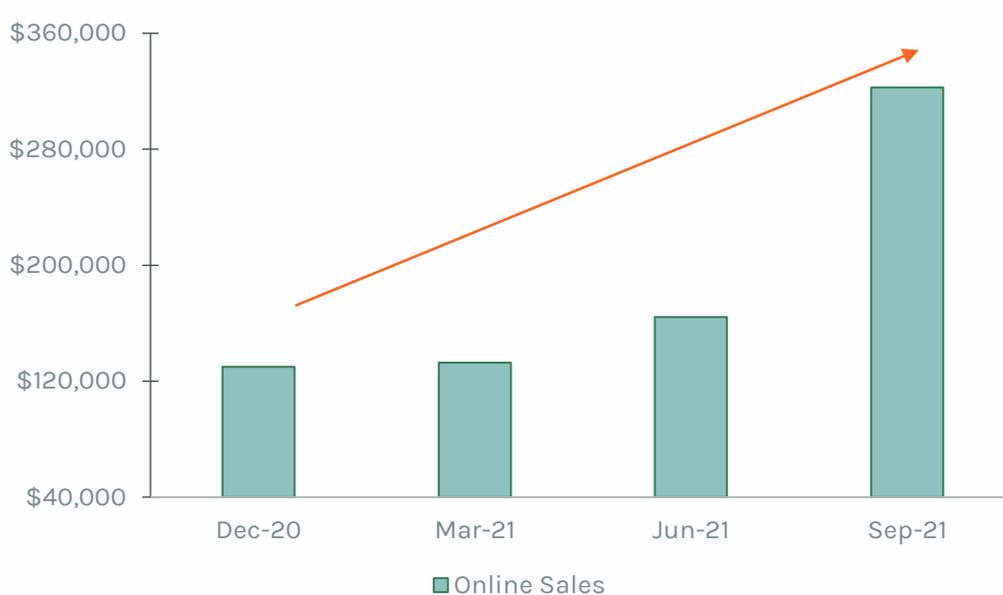


2021 Annual General Meeting - Chairman's Letter

The past year has presented some challenges across the board, not least of which was the COVID-19 pandemic. But despite these challenges Live Verdure has taken several extremely significant steps forward. The past 12 months have not only seen us successfully listed on the ASX but has us further solidify the foundations of our business and gain even more momentum for the significant growth we see in our future.

Since our ASX listing in December 2020 we have delivered 4 consecutive quarters of revenue growth. We recently delivered unaudited sales for the September 2021 quarter of ~\$333,000. This was an increase of ~157% from the same quarter in 2020 and an increase of ~88% from the June 2021 quarter. With more than 97% of sales revenue being comprised of online sales - the merit in Live Verdure's DtoC business strategy is well and truly being proven.



Graph 1: Summary of online sales for FY21.

We look forward to further increasing online sales in future quarters by launching additional products, continuing to scale product promotion campaigns on multiple social media platforms, continuing to leverage our customer database to drive high return sales and beginning to scale sales on the Amazon US and AU global marketplaces.

In addition to the increase in online sales, LVI has shown significant increases across several key categories since the ASX listing in December 2020. These are presented in the table below.

	<i>For the 3 months ended:</i>			
	Dec 2020	Mar 2021	June 2021	Sept 2021
Online Sales	~\$130,000	~\$133,000	~\$164,000	~\$323,000
First Time Customer Average Order Value (“AOV”)	~\$89	~\$82	~\$79	~\$94
Repeat Customer Average Order Value (“AOV”)	~\$102	~\$102	~\$93	~\$114
Repeat Customer Rate	45.6%	36.3%	40.1%	28.4%

In March 2021 we were thrilled to announce the appointment of Mr Jonathan Do as Chief Technical Officer (“CTO”). Jonathan is a qualified Pharmaceutical Formulation Chemist with over 11 years of new product development and formulations experience - across multiple verticals - including nutraceuticals, skincare, and cosmetics.

By mid-July Live Verdure Ltd launched, distributed, and booked the first sales of TheraJoint+, our new, scientifically formulated, and TGA approved Turmeric capsules. TheraJoint+ was the first of our products to achieve Therapeutic Goods Administration (TGA) registration. TGA approval allows LV1 to make specific claims (rather than vague suggestions) regarding the effects of TheraJoint+ on joint pain and inflammation. TheraJoint+ is the first of several new products to be launched during 2021 and 2022. I look forward to providing shareholders with further updates in the coming months.

Since then we have appointed of Mark Tucker, former L’Oréal Managing Director, as General Manager of “8 Seeds” Skincare. For 8 years, Mark held the position of Managing Director at L’Oréal Australia, growing revenue from A\$12m to more than A\$400m - making L’Oréal the leading beauty business in the Australian market. Mark’s experience will be invaluable as he initially works with LV1 to further develop the “8 Seeds” skincare range, launching it online and with local and overseas retailers. He will also work with the LV1 Board and Management to further refine and implement the Live Verdure strategy.

Finally, I would like to thank our Managing Director Ran Vaingold, the executive team and all our employees for their hard work, dedication, and commitment in what has been an extraordinary and challenging year for many. I would also like to acknowledge the support and leadership shown by my fellow Board members; your counsel and support is invaluable.

-Ends-

For further information, please contact:

Gernot Abl

Non-Executive Chairman

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

About Live Verdure (ASX:LV1)

Live Verdure Ltd (ASX:LV1) (“LV1” or the “Company”) is an Australian Direct to Consumer (DtoC) plant-based food, nutraceutical and skin care company which owns fast growing hemp consumer brands “13 Seeds” and “8 Seeds”, with Tasmanian hemp as its hero protein.

LV1 is built based on a deep understanding of our consumers' purchasing behaviour, with a focus on building long-term relationships where consumers return time and time again to shop for more wellness products.