

ASX Release  
30 July 2024

## LV1 Board Changes

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 following update on changes to the Board of Directors.

### Highlights

- Live Verdure Ltd (“LV1”) is pleased to announce the appointment of Jenny Fielding as a Non-Executive Director of the Company commencing on 1 August 2024.
- Jenny’s extensive experience in technology, investment, and entrepreneurship will be instrumental in guiding LV1’s strategy for AI Enablement and growth in the group.
- Current Director Corey Montry will resign from the board, effective 1 August 2024.

Live Verdure Limited (ASX: “LV1” or “the Company”) is pleased to announce the appointment of Jenny Fielding, effective 1 August 2024.

### About 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 fueled 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 \$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.

Jenny’s investment style is heavily influenced by her experiences as a founder, where she learned the challenges and rewards of building a company from the ground up. Her role at LV1 will involve leveraging her extensive network and expertise to drive growth and innovation across the Company’s AI enablement strategy and investments.

LV1 Chairman, David Brudenell, said: “I am thrilled to welcome Jenny to the Board of Live Verdure. Her exceptional background in technology and investment will be invaluable as we continue to implement our AI enablement strategy through our strategic partnership with Decidr. Jenny’s insights will help us drive innovation, optimise our existing business processes, and explore new growth opportunities.”

### Resignation of Corey Montry

Live Verdure also announces the resignation of current Director Corey Montry from the board, effective 1 August 2024. Corey has been an integral part of LV1’s journey, contributing significantly to the Company’s development and success.

David Brudenell expressed his gratitude towards Corey Montry, stating, “Corey has been a foundational member of the board and a leader on the IPO of the group. He has been a key contributor with his dedication and insights being invaluable to LV1. We thank him for his commitment and wish him all the best in his future endeavours.”

As part of her remuneration package, Jenny Fielding will be issued options, with 1 million unlisted options allocated to her, having an exercise price of \$0.75 (75 cents) per option and expiring 3 years from the date of issue (‘Director Options’). The Director Options will be issued following shareholder approval at the next general meeting of shareholders.

-Ends-

**For further information, please contact:**

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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), via eCommerce digital marketing channels to existing and new customers. Live Verdure is committed to making innovative products that are high quality, sustainable and provide effective results for their consumers.

The company is also focused on delivering growth and business-wide optimisations by developing and deploying cutting-edge technical applications into the existing 13 Seeds and Edible Beauty business ecosystems. LV1 will also leverage this technology to fuel innovation through new product development, allowing its existing businesses to develop pioneering new products, services, and customer experiences in the plant-based food, nutraceutical and skin care markets, to unlock rapid growth and gain a competitive edge for its existing businesses and its go-to-market strategy.