

ASX Release  
20 May 2024

## APPOINTMENT OF CHIEF FINANCIAL OFFICER

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 advise Mr David Brady has been appointed as Chief Financial Officer, effective 27 May 2024.

Following an extensive search and selection process, Mr Brady was identified as being the preferred candidate and is well placed to support the “AI-led business enablement” strategy of the business. This dual-track strategy with Decidr aims to deliver growth and scale with our existing businesses, open new AI-led opportunities in the Health & Wellness vertical and potentially other industries and markets for the Company.

Mr Brady has over 18 years experience and a strong track record of driving success across diverse sectors including FinTech, B2B Lending, Digital and Technology businesses. These businesses operated in start-up, scale-up and high-growth private equity sectors. Most recently, Mr Brady was CFO at Angle Finance, owned by Cerberus Capital (B2B Lending). Prior to this he was CFO for fintech business Beforepay Group Limited (ASX : B4P) which he helped set the foundations, scale for substantial growth and lead to IPO in January 2022. Mr. Brady has also held senior Finance and Commercial roles in technology-based businesses Zoom2u Limited, Medical Director, Fusion Payments and Link Market Services Group. Mr. Brady holds a Bachelor of Economics from Charles Darwin University, he is a Member of the Chartered Accountants Australia & New Zealand and commenced his career as a statutory auditor at PwC.

David Brudenell, Chairman of LV1, said *“I want to congratulate and welcome David on his appointment to LV1. David’s track record of providing strong financial leadership balanced with high growth ambitions will be a great asset for LV1. He brings a breadth of technical skills that will map to our AI focus and to support our partnership with Decidr as it pursues a hyper-growth strategy. I am delighted to welcome David as a permanent member of the executive leadership team and look forward to working with him as we continue to deliver our AI enablement strategy.”*

Mr Brady said *“I am really delighted to be joining LV1. I am motivated by the AI-led strategy that the Board have set and am excited about the opportunities that lie ahead as our partnership with Decidr comes to life here in Australia and abroad.”*

-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.