

ASX Release  
6 September 2023

## SUCCESSFULLY COMPLETED \$1.68 MILLION PLACEMENT TO FUND NPD, RETAIL GROWTH & PARTNERSHIP OPPORTUNITIES

### Highlights

- Live Verdure receives commitments for a \$1.68 million placement from new and existing sophisticated shareholders.
- The funds raised will be used for new product development, fund working capital requirements for large retail partnerships and to further accelerate the Company's growth through investment in sales, marketing, and inventory initiatives.
- Proceeds of the raising will also enable the Company to progress partnership discussions & conduct further due diligence on prospective partnership and M&A opportunities.

Live Verdure Ltd (ASX:LV1) ("LV1" or "The Company") is pleased to announce that it has received firm commitments to raise \$A1.68 million (the "Placement"). This new equity was received from existing sophisticated and professional shareholders.

Under the terms of the Placement, the Company will issue 22,400,000 new fully paid ordinary shares ("New Shares") at an issue price of \$0.075 per New Share. This issue price represents a discount of 18.5% to the Company's last closing price of \$0.092 on Monday 4<sup>th</sup> September 2023.

The Placement consists of 13,463,858 New Shares under the Company's Listing Rule 7.1 capacity and 8,936,142 New Shares under the Company's Listing Rule 7.1A capacity.

The Company expects to complete allotment of the New Shares under the placement by 14 September 2023.

CPS Capital acted as Lead Manager on the Placement. Live Verdure will issue up to 7,000,000 unlisted options to the Lead Manager (or its nominee) in consideration for services provided (subject to shareholder approval). The Lead Manager Options will have an exercise price of 10c with a 3-year expiry from date of issue.

## Use of Funds

The funds raised will be used for working capital to deliver against new product development (NPD), fund working capital requirements for retail partnerships and to further accelerate the Company's growth through investment in a range of sales and marketing initiatives. Proceeds from the issue will also enable the Company to further progress partnership discussions and conduct due diligence on prospective partnership and M&A opportunities.

Since the acquisition of Edible Beauty in 2022, Live Verdure has received an increased number of local and international inquiries regarding companies looking to be acquired by or partnering with LV1. These enquiries span a broad range of sectors within the complementary health, wellness, and beauty industry, including some that incorporate groundbreaking technology, or leverage artificial intelligence ("A.I.") into their offerings in order to deliver human resource and digital marketing optimizations and other growth driving solutions to LV1 Brands.

As Live Verdure looks to the future, staying cognizant of retail trends and global developments, we are continuing to assess the enquiries for the right opportunity; one that will complement the existing brands, deliver top line growth whilst also raising the profit profile of the Company.

Live Verdure looks forward to updating the market in accordance with its continuous disclosure obligations.

**-Ends-**

**For further information, please contact:**

### Live Verdure

#### Gernot Abl

Chairman

E: [gernot@liveverdure.com.au](mailto:gernot@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), using the Company's websites to market directly to a growing database of loyal consumers. Social media paid advertising is also used to introduce new consumers to Live Verdure's product ranges and database. Live Verdure is committed to making innovative products that are high quality, sustainable and provide effective results for their consumers.

The company is now focussed on both organic growth and expansion by acquisition within the verticals of Health, Wellness and Skincare. Live Verdure's marketing strategy continues to be underpinned by an ability to identify the needs of a growing current and addressable client base, after due regard for the latter's available purchasing power.