LiveVerdure

**ASX Release**

**24 January 2022**

# LV1 Signs Retail Distribution Agreement to Enter US Market

## Highlights

- Live Verdure secures retail distribution agreement for the US Market with TruLife Distribution
- The Agreement involves the national distribution of 13 Seeds products into both major online and brick-and-mortar retailers
- This partnership paves the way for the rapid entry and expansion of the 13 Seeds presence in the U.S.

Live Verdure Ltd (ASX: LV1) ("LV1", "Live Verdure" or the "Company") is pleased to announce it has entered a non-exclusive national sales and distribution contract with TruLife Distribution ("TruLife"). Under this agreement, TruLife agrees to distribute, market, and sell products from LV1's brand, 13 Seeds, across the United States through a variety of major e-commerce and brick-and-mortar retailers. The partnership with TruLife will pave the way for the rapid entry and expansion of the 13 Seeds brand in the U.S. health and wellness marketplace.

Under the terms of the agreement, TruLife's compliance team has been working with LV1 to ensure all 13 Seeds product labelling is FDA compliant. Following this, TruLife will utilise their existing relationships and market the 13 Seeds product range into the following distribution channels.

### National Nutrition Food & Drug Mass Retailers

This category comprises national food and drug retailers, primarily dominated by chains operating nationwide. Wal-Mart, Albertson's, Safeway, CVS, Walgreen's, Costco, Target, Kroger, BJ's, Kmart, Sam's Club, Rite-Aid, and many other recognisable retailers make up this category.

### Regional Nutrition Food & Drug Retailers

Over 50,000 individual retail fronts are under this category, including both large and small chains, and independent shops. Some of these retailers are Publix, Grocer's Pride, A&P Stores, Fred Meyer, Bi-Lo Stores, Fruth Pharmacies, and Foodland.

### Specialty Health and Nutrition Stores

There are over 25,000 stores included in this category which vary widely in size from small, independent shops to large multi-store chains. This category includes USA Sports / Muscle Foods, Europa Sports, Complete Nutrition, Perfect Nutrition Distributors, Nutrishop, American Fitness Wholesalers and Advantis Nutrition, among others.

The TruLife Distribution team includes many top industry leaders with vast experience in nutritional health and wellness product marketing and distribution. With over 100 years of combined experience, TruLife's team has established relationships with industry buyers and a proven track record of national distribution to top retail accounts. Given TruLife's sales and marketing experts and FDA compliance professionals, we are confident that TruLife is strategically positioned to distribute 13 Seeds brands successfully across the U.S. The TruLife team in conjunction with the relevant retailers will determine which retailers will market and sell the 13 Seeds product.

While LV1 is at this stage unable to accurately assess the revenue impact of this distribution agreement, it considers the agreement to be material for its strategic importance as a beachhead agreement for distributing the 13 Seeds product in the US market.

### Brian Gould, Trulife CEO, said:

> "We are aware of how difficult it can be for a brand to enter the crowded U.S. marketplace. That's why we've made it our job to find the companies with high-quality products that answer real-world problems – and then make sure that Americans are both aware of, and able to access their goods. LV1 is a brand that absolutely fits that bill, and we couldn't be more excited to represent them to U.S. consumers."

### LV1 Managing Director Ran Vaingold, said:

> "After conducting market testing for a range of the 13 Seeds products over the past three months, we are pleased to have received such positive feedback from the TruLife team. Our relationship with TruLife has de-risked our supply chain, tested the market, and assisted us in gathering customer feedback from a product standpoint. Trulife is the perfect partner to work with to enter the US retail market and to scale our sales."

**-Ends-**

**For further information, please contact:**

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

## About TruLife Distribution

TruLife Distribution is owned and operated by Brian Gould. Gould comes from three generations of manufacturing and retail distribution professionals. His self-started company offers a full-service experience that includes sales, marketing, and distribution. Learn more about TruLife Distribution at trulifedist.com.

## 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.

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## Material Conditions of Agreement with TruLife

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| **Term** | The agreement is for no fixed term and will remain ongoing, until the completion of provision of services, or until terminated in accordance with the Termination clause below. |
| **Commercial Terms** | **Fees**<br><br>LV 1 will pay Trulife a monthly management fee to cover all sales and management procedures **(Management Fee)**. The monthly Management Fee will be calculated on a sliding scale based on the total net invoices for all wholesale orders in the relevant month.<br><br>In addition, LV1 will pay Trulife a percentage sales commission on all orders shipped by TruLife, and an annual percentage-based bonus fee once annual net invoices reach over $1,000,000 USD.<br><br>Given that there is no minimum number or value of products to be distributed under the distribution agreement with TruLife and no mandated number of retailers that must be engaged, the revenue impact of the Agreement (quantum and timing) cannot be accurately predicted. LV1 will keep the market updated on material business activities as they come to light. |
| **Termination** | The Agreement can be terminated by either party giving 30 days written notice. |