



ASX:DW8 | 2020 AGM Presentation

Presented by Dean Taylor, CEO

25 November 2020

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INVESTMENT MANDATE:

DW8 is an Australian publicly listed company that invests in technology businesses servicing the USD\$300 billion global wine industry. ⁽¹⁾

WINEDEPOT is our cornerstone investment.

- **Cloud-based SaaS technology platform**
- **Removes inefficiency in the supply chain**
- **Releases value, time & resources for users**
- **Multiple proven revenue streams**
- **Leverages 4PL logistics model to drive rapid expansion**
- **Application in other markets, verticals and product categories**
- **Fintech Credit-as-a-Solution upside**
- **All inventory is held on consignment**

1. Source: Zion Market 'Global Wine Market' Research Report April 2019



OUR MISSION:

STREAMLINE WINE & BEVERAGE DISTRIBUTION

OUR PURPOSE:

**To connect buyers & sellers.
To simplify technology.
And get delivery sorted.
Making it fairer for all.**

OUR VALUES:

- **Dynamic**
- **Authentic**
- **Transparent**
- **Reliable & Responsive**
- **Improve & Innovate**
- **WIN:WIN partnerships**

OUR TAGLINE

let drinks flow...

How we *let drinks flow*

OUR VALUE PROPOSITION:

- **Connect** - buyers & sellers
- **Simplify** - via one platform
- **Deliver** - smarter logistics
- **Fairer for all** - share the value released

OUR PLATFORM:



Sources:

1. Wine Australia Cellar Door & DTC Survey Report 2019
- 2.. IBISWORLD Liquor Wholesaling in Australia Industry April 2018

2020

Stage 1 - *what we achieved?*

Despite all the challenges thrown at us, we had a fantastic year with exceptional growth across all key metrics.

Here's a snapshot of some of our achievements.

CORPORATE



DIGITAL WINE VENTURES

Major Projects

- **\$6m Capital Raised**
 - \$5m via a number of high profile sophisticated & institutional investors
 - \$1m via Share Purchase Plan
 - Both offers were heavily oversubscribed
- **Acquisition of Wine Delivery Australia (pending)**
 - Once completed, it will:
 - Add another 180 unique brands to our customer base
 - Increase total number of orders by circa 8,500 / month
 - Increase total number of cases shipped by circa 16,000 / month
 - Enhance our core value proposition
 - Expand our addressable market in both AU & NZ
 - Create synergies and reduce operating costs

OPERATIONS



WINEDEPOT

- **Core Team Established**
 - C Suite, Sales & Marketing, Technology & Operations
- **Stage 1 - Smart Logistics Solution**
 - Direct-to-Consumer logistics launched - Nov 2019
 - Direct-to-Depot fulfillment service launched - Mar 2020
 - National Distribution Centre launched - July 2020
 - Sales team expanded into New Zealand - Sept 2020
 - Temperature-controlled depot network launched - Oct 2020
- **Stage 2 - Direct-to-Trade Marketplace**
 - Liquor licence secured
 - Credit-as-a-Service partnership with MSTs
 - Marketplace platform developed
 - Scheduled to be launched in March 2021

Major Projects



Key Metrics

WINE DEPOT ONLY

WINEDEPOT ONLY	Nov 2019 Actual	Nov 2020 * Estimated	Growth * Estimated
Shareholders	1,070	5,064	+ 370%
Share Price	\$0.007	\$0.046	+ 560%
Total Staff	4	36	+ 800%
Brands	19	180	+ 850%
Revenue / mth	\$13k	\$160k	+ 1,100%
Orders / mth	36	6,500	+ 18,000%
Cases / mth	50	11,000	+ 22,000%



Key Metrics

INCLUDING
WINE DELIVERY
AUSTRALIA

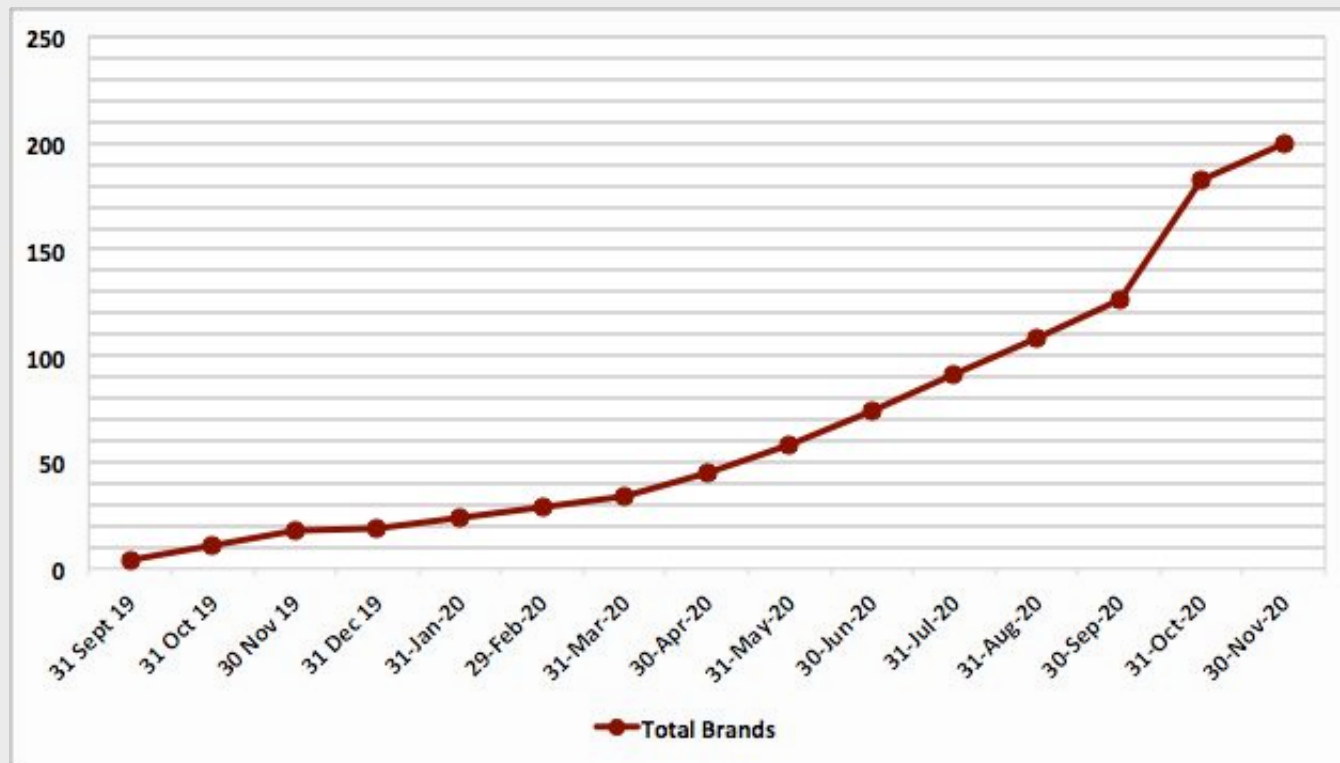
COMBINED BUSINESSES	WDA Estimated*	Wine Depot Estimated*	Combined Estimated*
Unique Brands	180	180	360
Revenue / mth	\$160k	\$160k	\$320k
Orders / mth	8,500	6,500	15,000
Cases / mth	16,000	11,000	27,000

* Numbers shown are November '20 rounded estimates for each business



Brand Growth

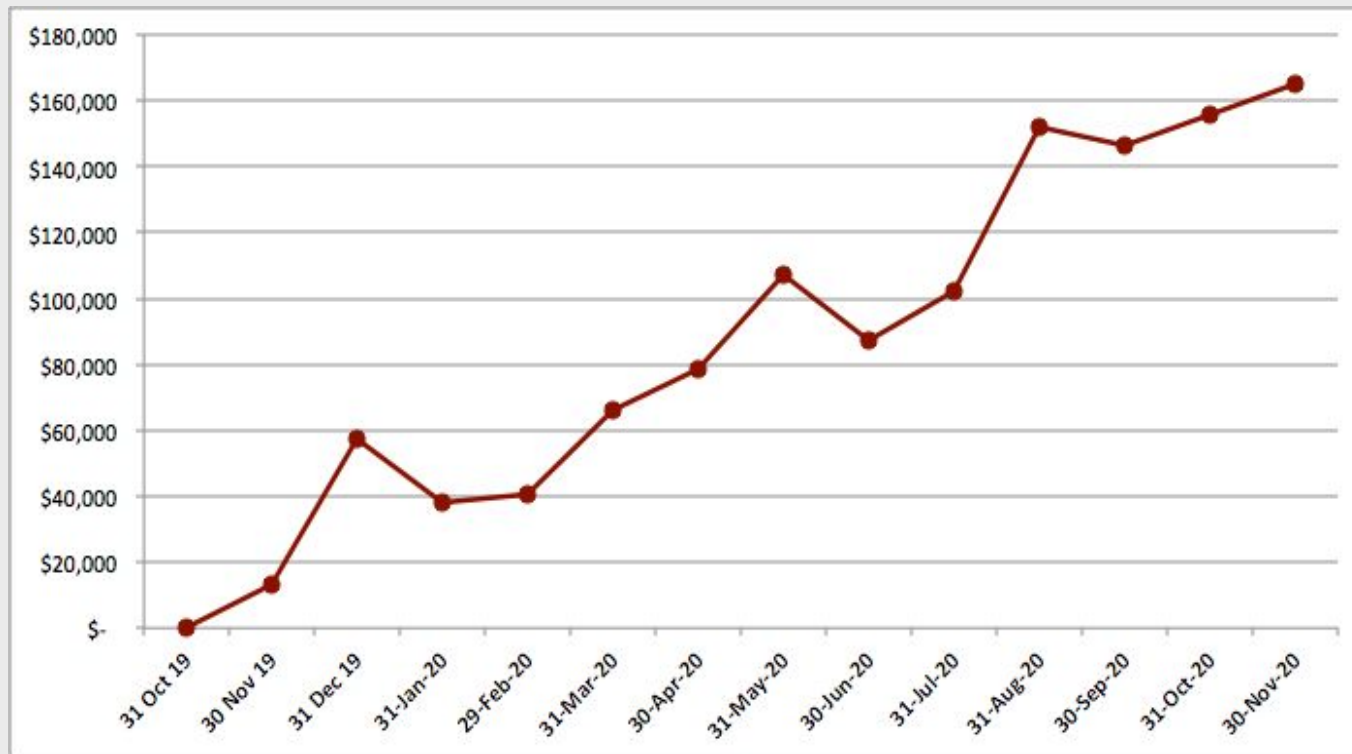
SMART LOGISTICS ONLY





Revenue Growth

SMART LOGISTICS ONLY





Order & Case Growth

SMART LOGISTICS ONLY




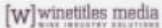

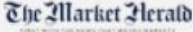







Media Coverage

TO VIEW COVERAGE PLEASE VISIT:

> winedepot.com/media-coverage

> digitalwine.ventures/media-coverage

 Small Caps New financial year starts off strong for Digital Wine Ventures	 Stockhead The ASX alcohol stocks capitalising on the COVID-19 booze boom	 ausbiz Digital Wine Ventures eyeing acquisitions as it delays launch of marketplace	 Winetitles Media Digital Wine Ventures to acquire Wine Delivery Australia
 Business News Asia Digital Wine Ventures Acquires Wine Delivery Australia for \$2.4m	Wine Business Monthly WINEDEPOT 'One Step Closer To Revolutionising Global Wine Supply Chain'	 The Market Herald Digital Wine Ventures (ASX:DW8) eyes Wine Delivery Australia buy	 Small Caps Digital Wine Ventures secures \$2.4 million acquisition of Wine Delivery Australia
 Small Caps Digital Wine Ventures achieves record WineDepot order numbers, signs up new brands	 Stockhead ASX manufacturing stocks set to benefit from multi-billion-dollar cash splash	 Australian Transport News WINEDEPOT TAPS BORDER EXPRESS FOR NATIONAL DEPOT NETWORK	 The Market Herald Digital Wine Ventures' (ASX:DW8) WINEDEPOT rolls out temperature-controlled depot network

2021

Stages 2 & 3 - *what's next?*

- **Connect** - buyers & sellers
 - **Simplify** - via one platform
 - **Deliver** - smarter logistics
 - **Fairer for all** - share the value released
- > Expand platform and depot network into new markets
- > Accelerate growth via strategic acquisitions

1. CONNECT - BUYERS & SELLERS

CORE FOCUS - STAGE 2:

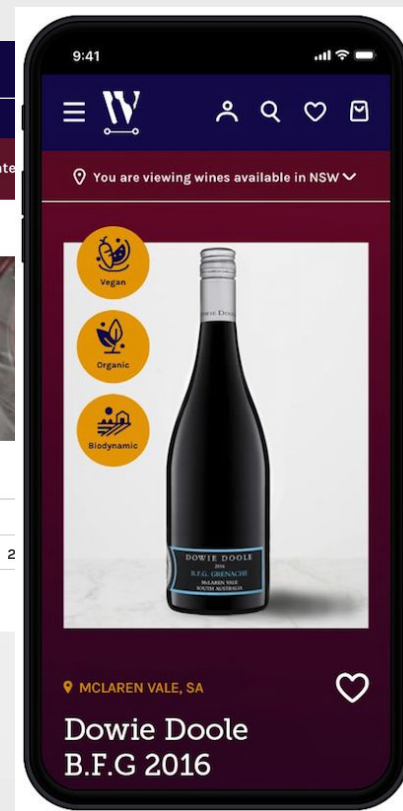
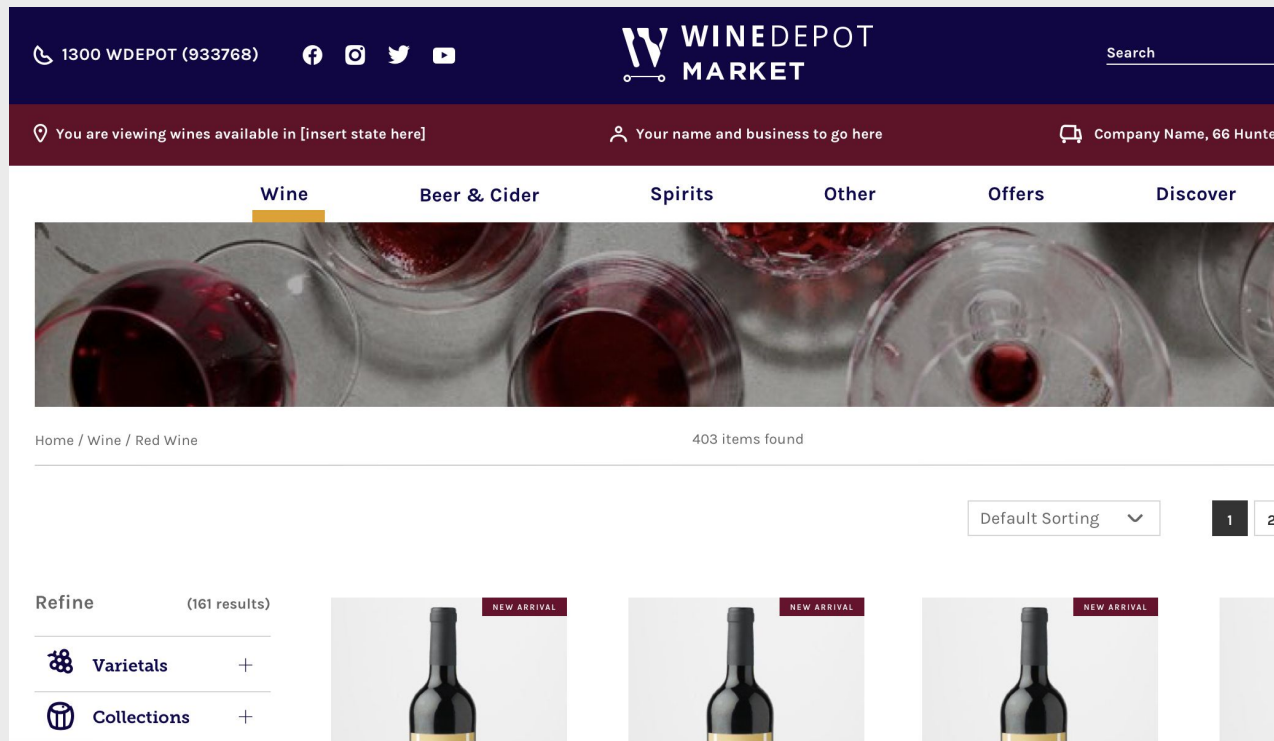


- **Launch Direct-to-Trade Marketplace**

- Acquire suppliers:
 - small, medium and large wineries
 - selected distributors
 - International brands looking to self distribute
- Acquire trade buyers (initial focus on SYD & MLB markets)
 - hospitality groups
 - strategic partnerships (B2B)
 - commission agents / referral program

- **Enhance experience and user engagement**

- Personalisation, curation and AI driven suggestions
- News, discovery and education
- Community and social tools
- Mobile APP



> DIRECT-TO-CONSUMER



CORE FOCUS - STAGE 3:



- **Launch Direct-to-Consumer Sales Channels**

- Develop portal allowing suppliers to sell on consumer marketplaces:
 - Amazon
 - eBay
 - Vivino

- **Launch B2B Corporate Sales**

- Develop portal to allow corporate buyers to purchase via marketplace

- **Launch 'Insider Trading' wine club**

- Develop portal to allow DW8 shareholders, family & friends purchases
- Extend program to suppliers & industry employees

- **Launch 'Winery Direct'**

- Digital marketing and online sales service for wineries

2. SIMPLIFY - VIA ONE PLATFORM

CORE FOCUS - STAGE 2:

- **Enhance existing functionality**
 - Notifications, tracking
 - Returns management
- **Expand our 'ecosystem' via integrations**
 - Accounting & banking software
 - Warehouse management & ERP systems

CORE FOCUS - STAGE 3:

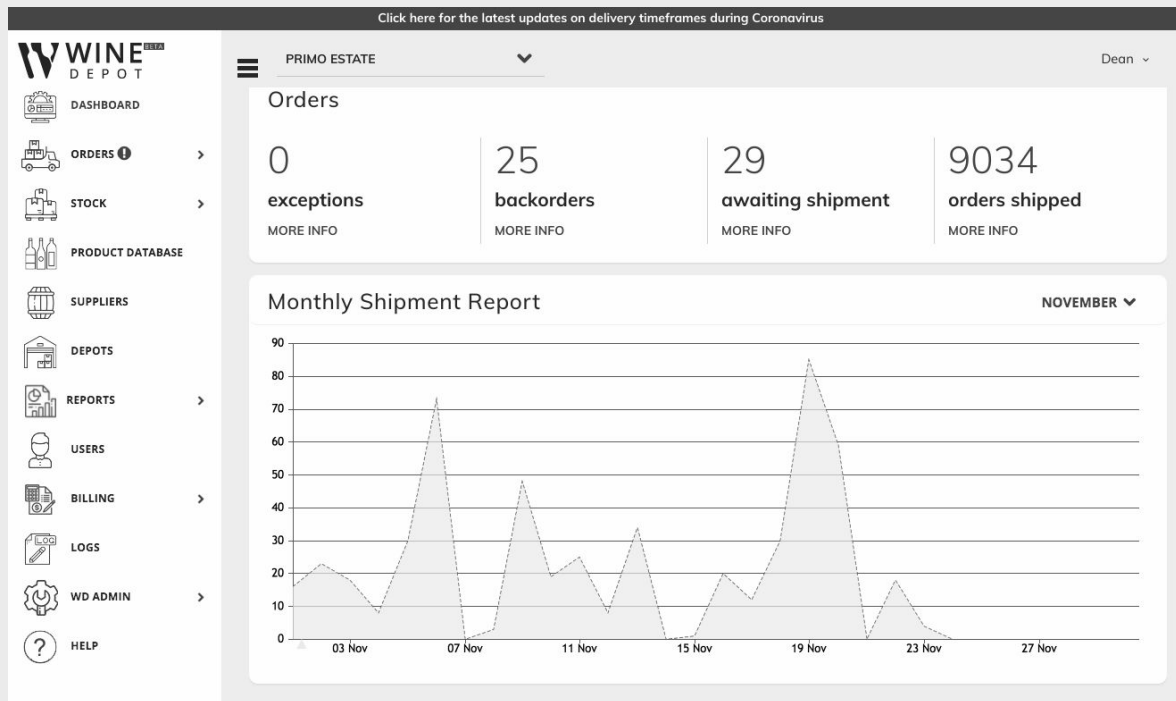
- **Increase platform functionality**
 - CRM, sales, invoicing & payments
 - Product information and content management
- **Monetise our rapidly growing data pool**
 - Industry analytics & reports
 - Business intelligence tools



> ORDER MANAGER



- Offer additional functionality to grow revenue streams



3. DELIVER - SMARTER LOGISTICS

CORE FOCUS - STAGE 2:

- **Integrate Wine Delivery Australia**
 - Roll out 'cellar door-to-door' model in other states
 - Cross sell customers into WDA / WD services
 - Expand model into New Zealand

CORE FOCUS - STAGE 3:

- **Enhance proposition**
 - Dedicated trade delivery fleet
 - Extend operating hours & cut off times
 - Introduce picking and packing automation to reduce costs
 - Off-site storage (for both trade & consumers)
 - Bonded storage



LOGISTICS

4. FAIRER - FOR ALL



CORE FOCUS - STAGE 2:

- **Marketplace**
 - Transparent terms / level playing field
 - 2-3 day payments for suppliers
 - Buy now, pay later program for buyers
- **Logistics**
 - Continue to reduce costs via our 'save through scale' policy
- **Community**
 - Incentives and rewards for helping to grow our community
 - Continue to support the industry where we can
 - Regional Winery Support Package
 - Adelaide Hills Appeal

> EXPAND PLATFORM AND DEPOT NETWORK



letting drinks flow across the ditch...

> ACCELERATE GROWTH VIA STRATEGIC ACQUISITIONS



The conversion of legacy options has provided DW8 with a surplus of capital, which may be used on strategic acquisitions.

The board has deep domain experience in this area and is taking a highly selective approach to ensure that any capital deployed accelerates the growth of **WINEDEPOT** by aligning and adding the core value proposition.

- **Connect** - extends our 'ecosystem' & addressable market
- **Simplify** - leverages technology to reduce inefficiency
- **Deliver** - adds volume or capability to our platform
- **Fairer for all** - will release value for all of our customers

Board of Directors



PAUL EVANS

NON-EXECUTIVE CHAIRMAN

Paul has 27 years of private equity experience with 3i in the United Kingdom and with AMP, Gresham and Ironbridge in Australia. In 2003 Paul became one of the Founding Partners of Ironbridge and has represented Ironbridge on the Boards of Barbeques Galore, iNova Pharmaceuticals and Amart Furniture. Since 2017, Paul has been Director, Operations for Pacific Road Capital. He is also a keen wine collector and the current Chairman of the Advisory Board at Elderton Wines.



JAMES WALKER

NON-EXECUTIVE DIRECTOR

James is a seasoned executive, with a track record in successfully commercialising cutting-edge technology in emerging markets. He has headed a number of Australian and international technology companies, including as CEO of DroneShield (ASX:DRO) and CFO of Seeing Machines (AIM: SEE). James is currently Non-Executive Chair of Bluglass (ASX:BLG) and Native Mineral Resources (ASX:NMR) as well as joint CEO of Scalare Partners Pty Ltd.

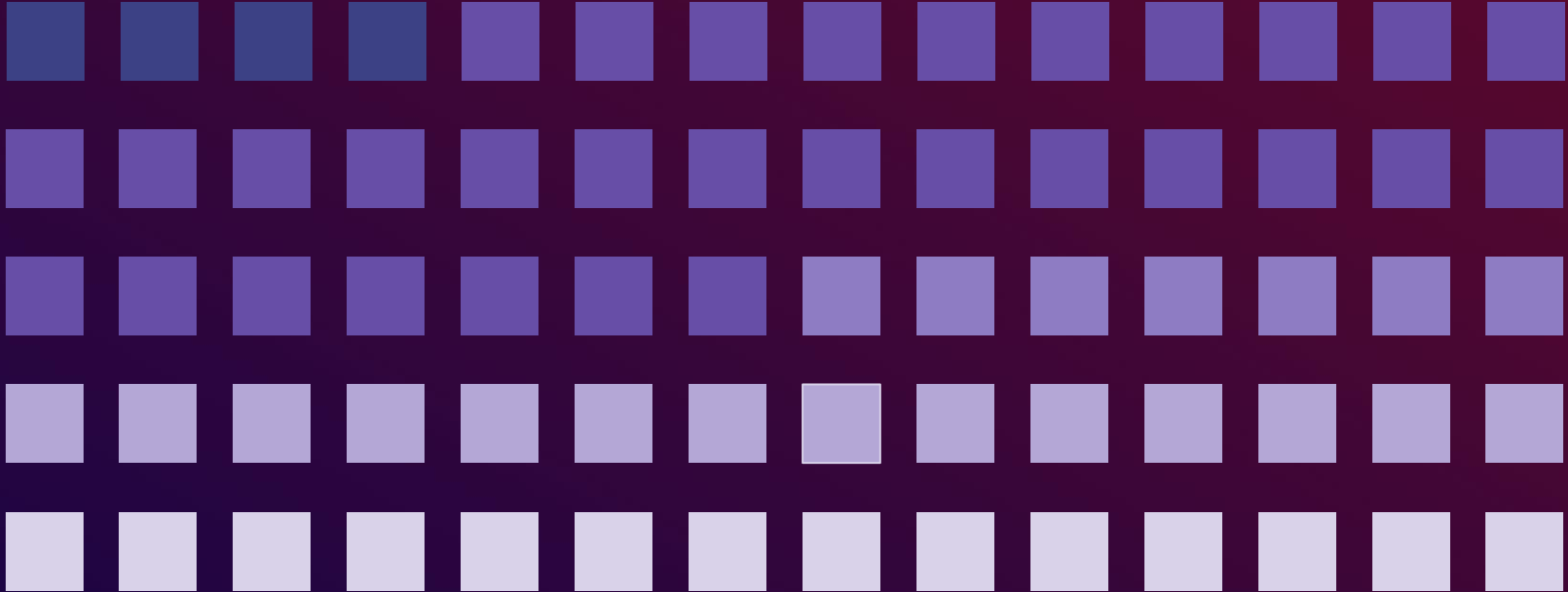


DEAN TAYLOR

CHIEF EXECUTIVE OFFICER

With over 25 years of industry experience and seven successful ventures under his belt, Dean's a start-up veteran with deep domain experience in ecommerce, marketplaces, digital transformation & platform businesses. Named one of the 50 Stars of Wine and TOP 50 People in E-commerce, he is well known and highly regarded within the wine industry, online retail and entrepreneur communities. All of his ventures have been disruptive and had a strong technology focus putting him in an ideal position to lead this venture.

Not to mention an amazing and rapidly growing team





Thank you

Please join our mailing list

To keep abreast of all the latest news and events, including our soon to be released 'Insider Trading' wine club please register your contact details at:

www.digitalwine.ventures