

11 January 2021

ASX Announcement

## COMPANY UPDATE

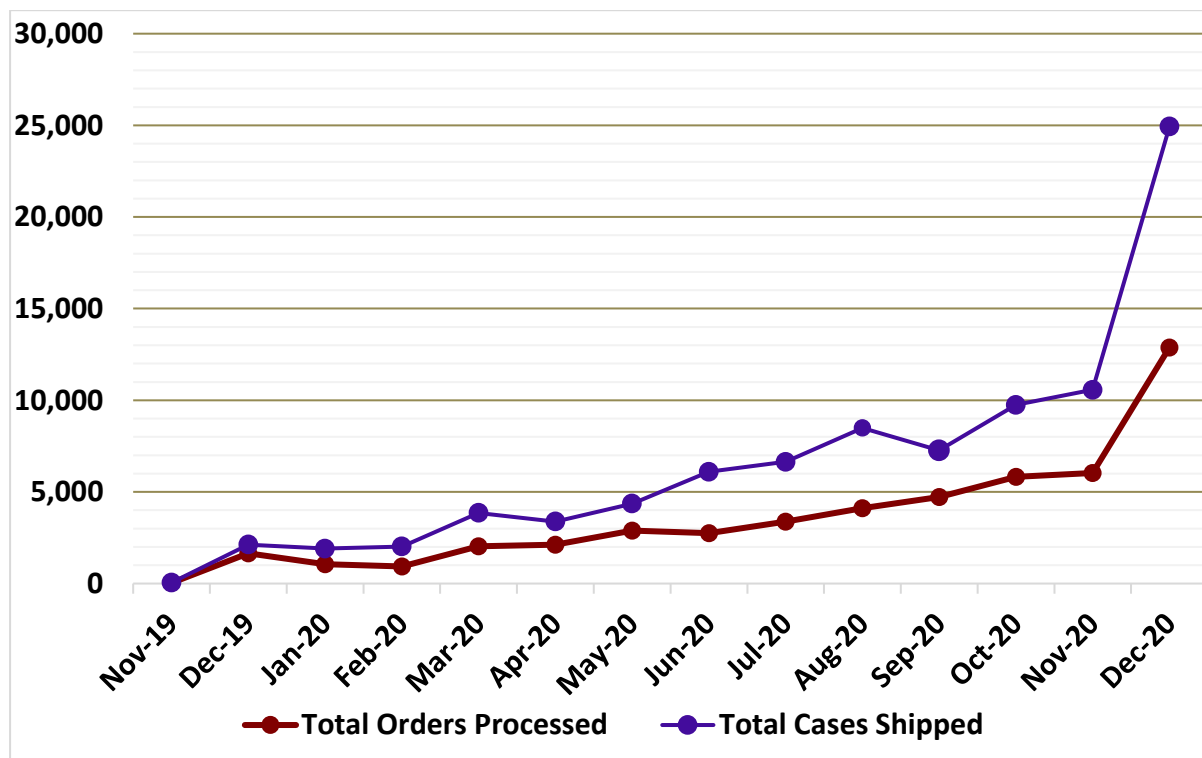
### HIGHLIGHTS:

- **WINEDEPOT** ships almost 25,000 cases in December, up over 1,000% Month on Month
- **WINEDEPOT** processes over 12,884 orders, up 113% on November 2020
- **WINEDEPOT** takes dominating position within the McLaren Vale wine region

Digital Wine Ventures (DW8 ASX), or the “Company”, is pleased to provide an update on the progress of the Company and its **WINEDEPOT** business, which from 1 December 2020 includes the business of the recently acquired Wine Delivery Australia (**WDA**) which is in the process of being rebranded as **WINEDEPOT**.

### WINEDEPOT ships almost 25,000 cases in December, up over 1,000% MoM

The Company is pleased to advise that **WINEDEPOT** shipped a total of 24,933 cases in December, up 1,072% Month on Month on the same period last year. A total of 12,884 orders were processed in December, up 113% on the number reported for November 2020. This equated to an average of 1.86 cases shipped per order, higher than the average of 1.65 achieved over previous three months as consumers stocked up for the holiday period.



## **WINEDEPOT takes dominating position within McLaren Vale**

The Company is pleased to report that **WINEDEPOT** has welcomed a total of **16** new customers since the last update, with 7 of those being McLaren Vale based wineries. This takes the total number of customers now serviced in McLaren to 65 of the estimated 74 cellar doors and 160 vineyards in the region.<sup>1</sup>

CEO Dean Taylor is extremely pleased with the level of penetration that **WINEDEPOT** has developed in that region, stating “McLaren Vale is a prime example of how word of mouth, positive testimonials and customer referrals have helped us develop a dominating market share in a very short amount of time.”

“I expect to see our penetration levels in other markets and regions ramp up too, as the grassroots efforts that we’ve made building relationships with regional icons start to pay similar dividends.”

Taylor went on to explain that the number of new customers was relatively subdued in December as potential customers focused their attention on maximising sales and avoided making substantial changes to their fulfilment networks over the busy seasonal period.

New customers include:

### **Australian wine producers:**

	<b>Region</b>
• <b>Alluca Vineyards</b>	McLaren Vale, SA
• <b>Bellevue Estate</b>	McLaren Vale, SA
• <b>Cape Barren Wines</b>	McLaren Vale, SA
• <b>Dodgy Brothers Wines</b>	McLaren Vale, SA
• <b>Foggo Wines</b>	McLaren Vale, SA
• <b>Guildford Vineyard</b>	Central Victoria, VIC
• <b>Montalto</b>	Mornington Peninsula, VIC
• <b>Paxton Wines</b>	McLaren Vale, SA
• <b>Sabella Vineyards</b>	McLaren Vale, SA
• <b>Totino Estate Wines</b>	Adelaide Hills, SA

### **International producers**

	<b>Region</b>
• <b>Bald Hills Wines</b>	Central Otago, New Zealand
• <b>Lime Rock Wines</b>	Hawkes Bay, NZ
• <b>Little Frances Wines</b>	California, USA
• <b>Radburn Cellars</b>	Hawkes Bay, NZ

### **Others**

• <b>Bevmart.com.au</b>	Retailer / Distributor
• <b>Australian Seltzer</b>	Seltzer producer

**END**

This ASX announcement was approved and authorised for release by the Board of Directors.

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<sup>1</sup> Source: [https://en.wikipedia.org/wiki/List\\_of\\_wineries\\_in\\_McLaren\\_Vale#](https://en.wikipedia.org/wiki/List_of_wineries_in_McLaren_Vale#)

## WINEDEPOT overview

WINEDEPOT is a cloud-based SaaS technology platform designed to streamline wine distribution. Our mission is to *let drinks flow*.

The platform consists of five key solutions:

- **MARKET** – direct-to-trade marketplace
- **DIRECT** – direct-to-consumer sales channel manager
- **LOGISTICS** – national fulfillment solution
- **CONNECT** – order management system
- **LIQUIDITY** - accelerated payment service

Due to go live in March 2021, **MARKET** is set to revolutionise the wholesale liquor market by allowing suppliers to connect directly with thousands of trade buyers. Benefits include:

### SUPPLIERS

Increased Reach & Incremental Sales  
Improved Profit Margins  
Guaranteed Payments  
Reduced Costs and Admin

\* Selected locations only

### TRADE BUYERS

Single Order, Invoice, Delivery & Payment  
Flexible Payment & Credit Options  
Broad Product Range  
3pm cutoff for next day metro delivery \*

The business generates revenue via:

- **Market Trading Fees** (% of the wholesale transaction value)
- **Channel Management Fees** (% of the retail transactions generated)
- **Logistics Fees** (storage, picking, packing, handling & freight)
- **Connect Platform Fees** (monthly subscriptions, listing and integration fees)
- **Liquidity Fees** (% of the transaction value funded)

WINEDEPOT plans to solidify its presence in Australasia before expanding into other key markets for Australian wine such as USA, UK, Europe, Canada, Hong Kong and Singapore.

## Digital Wine Ventures overview

**Digital Wine Ventures** (ASX DW8) is an Australian Publicly listed company that aims to identify and invest in early stage technology-driven ventures that have the potential to disrupt and digitally transform segments within the global beverage market.

To keep abreast of the Company's latest developments and special offers and discounts available to investors please visit our blog at [www.digitalwine.ventures/blog](http://www.digitalwine.ventures/blog)

To view recent media coverage please visit:

- <https://www.digitalwine.ventures/media-coverage.php>
- <https://winedepot.com/media-coverage/>

For more information please visit [www.digitalwine.ventures](http://www.digitalwine.ventures) and [www.winedepot.com](http://www.winedepot.com) or contact:

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