

9 February 2021

ASX Announcement

COMPANY UPDATE

HIGHLIGHTS:

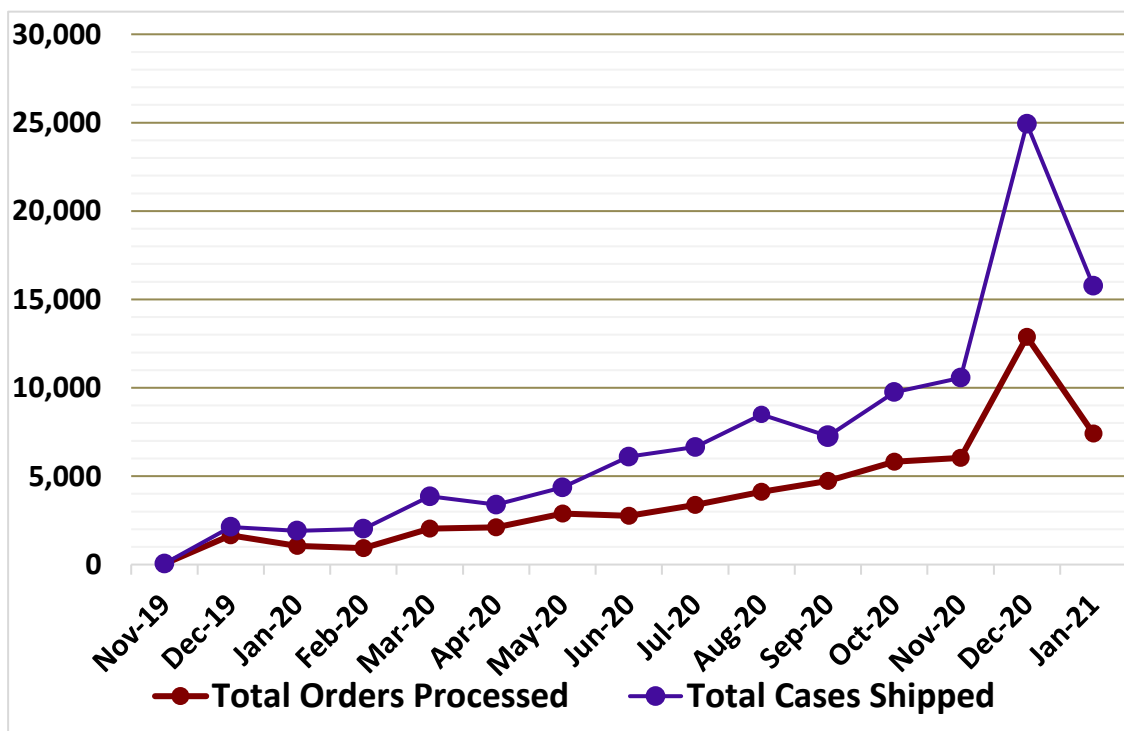
- **WINEDEPOT** makes a strong start to 2021 shipping 15,764 cases in January
- **WINEDEPOT** processes over 7,408 orders, up 605% on same period last year
- **WINEDEPOT** push into New Zealand gathers momentum
- **WINEDEPOT** releases rates for Direct-to-Trade Marketplace

Digital Wine Ventures (DW8 ASX), or the “Company”, is pleased to provide an update on the progress of the Company and its **WINEDEPOT** business.

WINEDEPOT ships 15,764 cases in January up over 727% MoM

The Company is pleased to advise that **WINEDEPOT** shipped a total of 15,764 cases in January, up +727% Month on Month (MoM) on last year. In total 7,408 orders were processed over the period, up +605% MoM. This equated to an average of 2.13 cases shipped per order, higher than the 1.85 case average over the previous 12 months, as the trend in purchasing wine directly from wineries continued to build momentum.

CEO Dean Taylor is extremely pleased with how the business has started the year stating. *“January is typically one of the quietest months of the year for wine sales. The fact that we were up so significantly on prior year and only down just over one third on our peak cases shipped in December demonstrates the underlying growth in our logistics business. Even without the expected uplift from the B2B marketplace, I expect it won’t be long before we’re setting new records again.”*



WINEDEPOT push into New Zealand gathers momentum

The Company is pleased to report that **WINEDEPOT** welcomed a total of **11** new customers since the last update with the majority of those coming from New Zealand. New customers include:

- **Alchemy Distillers** Healesville VIC
- **Ash Ridge Wines** Hawkes Bay, New Zealand
- **Decibel Wines** Hawkes Bay, New Zealand
- **Domain Road Vineyard** Central Otago, New Zealand
- **Framingham Wines** Marlborough, New Zealand
- **Giesen Wines** Marlborough, New Zealand
- **Jackson Brooke Wine** Henty, VIC
- **Native Hard Sparkling** New Zealand
- **Plot Wine** Various AU
- **Tony Bish Wines** Hawkes Bay, New Zealand
- **Zeffer Brewing** Hawkes Bay, New Zealand

WINEDEPOT releases rates for Direct-to-Trade Marketplace

The Company is pleased to report that **WINEDEPOT** has released its rate card for its Direct-to-Trade marketplace (**Market**).

The business will charge Market suppliers a standard commission of 10% of the wholesale price, with payment being released 30 days end-of-month. Those suppliers wishing to take advantage of **WINEDEPOT**'s Payment Accelerator service will be charged an additional 2.5% of the sale price to have their funds released in 3 days.

Buyers will not pay any commission. Logistics fees will be charged based on the standard rate card.

The commission rate being charged to suppliers by **WINEDEPOT** is well below the 35% that is typically charged by liquor distributors. The savings offered together with the ability to get paid within 3 days is expected to make the Market a very attractive to suppliers of all scales.

To encourage participation **WINEDEPOT** will also be providing suppliers who sign up before 30 June 2021 an introductory offer where storage, listing and handling fees will be waived until the end of the year.

END

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

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

TRADE BUYERS

Single Order, Invoice, Delivery & Payment
Flexible Payment & Credit Options
Broad Product Range
Streamlined Delivery Service

* Selected locations only

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

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 and www.winedepot.com or contact:

Dean Taylor, Chief Executive Officer

P: (02) 8363 3351

E: dean.taylor@digitalwine.ventures

Forward-Looking Statements

This document may include forward-looking statements. Forward-looking statements include, but are not limited to, statements concerning Digital Wine Ventures Limited's planned operations and other statements that are not historical facts. When used in this document, the words such as "could", "plan", "estimate", "expect", "intend", "may", "potential", "should", and similar expressions are forward-looking statements. Although Digital Wine Ventures Limited believes that its expectations reflected in these forward-looking statements are reasonable, such statements involve risks and uncertainties and no assurance can be given that actual results will be consistent with these forward-looking statements.