

27 April 2021

ASX Announcement

## QUARTERLY REPORT – 31 MARCH 2021

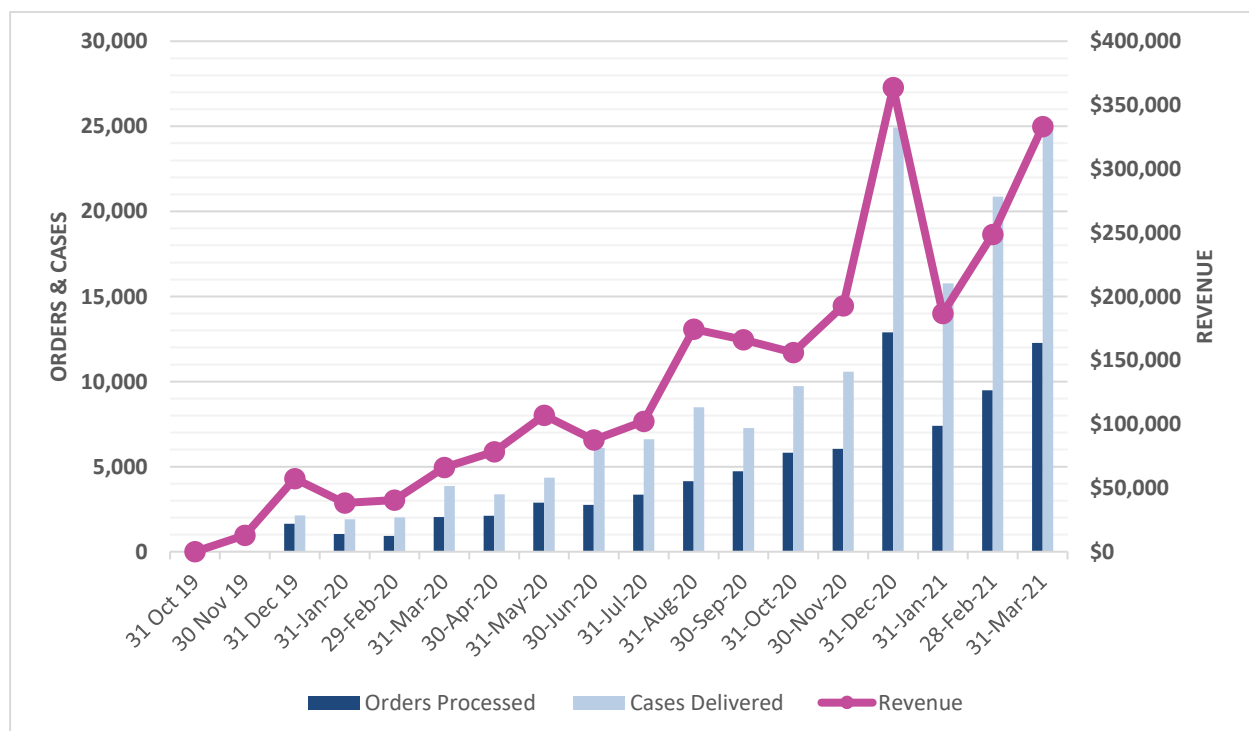
### HIGHLIGHTS:

- **WINEDEPOT** order and case volumes set new records
- **WINEDEPOT** order and case volumes exceed Christmas quarter seasonal peak
- **WINEDEPOT** generates \$768k revenue, up +431% on Q3 FY2020
- **WINEDEPOT** welcomes 63 new suppliers and hundreds of new brands to the platform
- **WINEDEPOT** partners with Vivino, eBay and Bibendum
- **WINEDEPOT** to roll out dedicated delivery fleet
- During the quarter 102,814,246 unlisted and 912,112 listed **DW8** options were converted

**Digital Wine Ventures Limited (ASX:DW8) (Company)** is pleased to provide a summary of the activity undertaken in the three-month period ending 31 March 2021.

### WINEDEPOT order and case volumes grow strongly

The Company is pleased to advise that **WINEDEPOT** processed a total of **29,174** orders in the March quarter up +627% on the same quarter last financial year. The total number of cases shipped over the quarter also set a new record at **61,939**, up +696% on Q3 FY 2020 and +37% on the previous quarters total of 45,252.

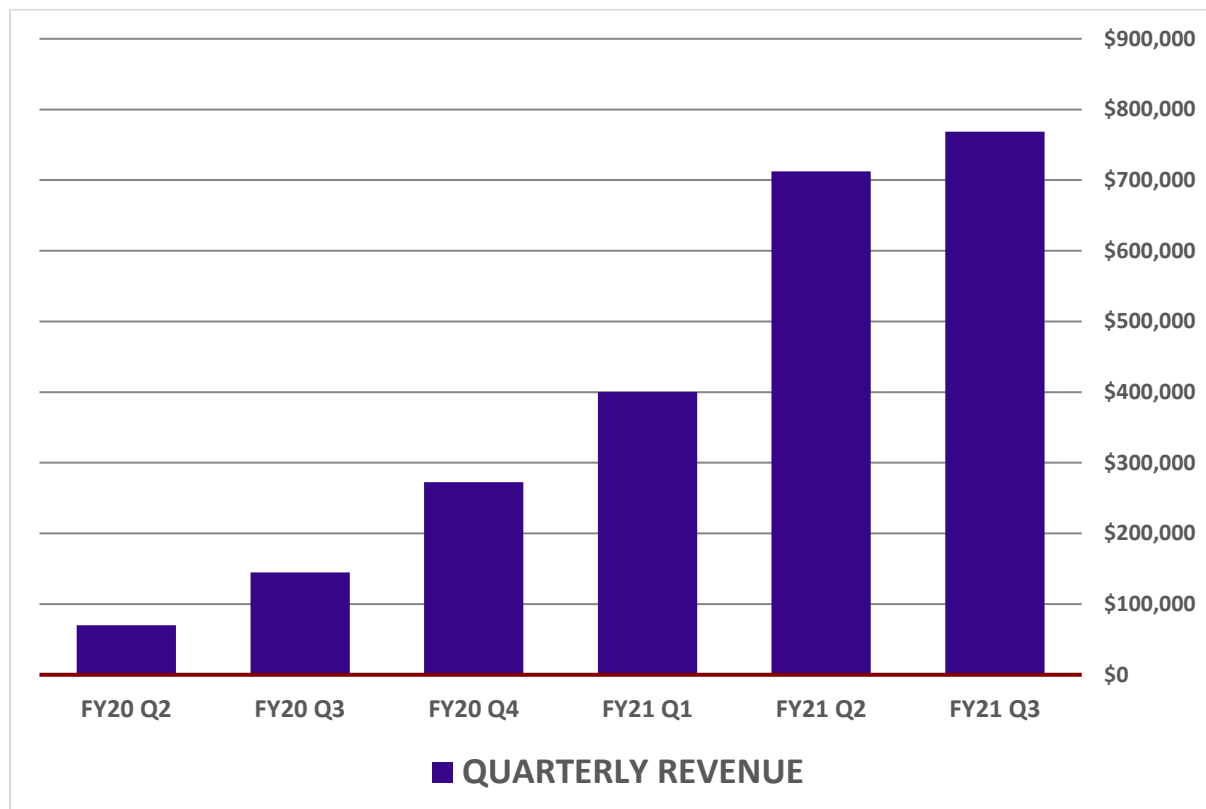


## WINEDEPOT generates \$768k revenue for the quarter

The Company is pleased to report that the **WINEDEPOT** business generated total revenue of **\$768,458** for the quarter ending 31 March 2021.

DW8 CEO, Dean Taylor is extremely pleased with **WINEDEPOT**'s performance over the period stating:

*“Historically the January to March trading period is extremely quiet in the wine and beverage industry. To see our order and case volumes exceed the record levels that we saw in November and December so early in the year, provides a clear indication of the underlying organic growth in the business. What is more exciting is this has all occurred without any input from the B2B Marketplace which is still yet to officially launch. It’s a great start to the calendar year.”*



## WINEDEPOT takes dominating position within McLaren Vale

On 11 January 2021, the Company reported that **WINEDEPOT** was servicing 65 of the estimated 74 cellar doors and 160 vineyards in the McLaren Vale region.<sup>1</sup>

CEO Dean Taylor explained that McLaren Vale was a prime example of how word of mouth, positive testimonials and customer referrals can help to develop a dominating market share in a very short amount of time and that he expected to see similar penetration levels in other markets and regions as the grassroots efforts made building relationships with regional icons start to pay dividends.

<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 releases rates for Direct-to-Trade Marketplace**

On 9 February 2021, the Company also released the rates that it intended to charge suppliers for its Direct-to-Trade marketplace (**Market**). Of particular note was that the commission rate that the business intends to charge suppliers is well below the wholesale industry rate of 35% and together with the ability to get paid within 3 days is expected to make the Market a very attractive to suppliers of all scales.

## **WINEDEPOT partners with Vivino**

On 15 February 2021, the Company announced that it had partnered with **Vivino**, the world's most downloaded mobile wine app and largest online wine marketplace. Under the partnership, **WINEDEPOT** will provide Australian wineries the ability to list their products for sale on Vivino directly without having to set up an account, develop an IT integration, monitor inventory availability or manage order fulfilment.

Orders generated from Vivino will be picked, packed and delivered by **WINEDEPOT**, allowing Vivino's community of users to purchase across multiple suppliers at the same time while taking advantage of same and next day delivery services in locations where those services are available.

## **WINEDEPOT is officially climate neutral**

On 9 March 2021, the Company also reported that **WINEDEPOT** has obtained official climate neutral status from Leaders for Climate Action (LFCA), an organization that is leveraging leaders of businesses within the international digital community to achieve their vision of developing a global economy without greenhouse emissions, powered by 100% renewable energies by 2050.

## **WINEDEPOT partners with eBay**

On 26 March 2021, the Company announced that **WINEDEPOT** has entered into a memorandum of understanding ("**MoU**") with **eBay**, Australia's number one online shopping site.<sup>2</sup> Under the MoU, **WINEDEPOT** and **eBay** will negotiate the terms of a partnership to provide Australian wineries with the ability to list their products directly on **eBay** without having to set up an account.

The partnership would enable products to be automatically uploaded via a new part of **WINEDEPOT**'s integrated trading and logistics platform called **DIRECT**, that allows suppliers to sell to customers across a broad range of direct-to-consumer sales channels. Orders generated from **eBay** will be picked, packed and delivered by **WINEDEPOT**, allowing eBay's 12 million unique monthly visitors<sup>3</sup> to purchase from multiple suppliers at the same time, while taking advantage of same and next day delivery services in locations where those services are available.

## **WINEDEPOT partners with Bibendum**

On 30 March 2021, the Company announced that **WINEDEPOT** had entered into a foundation agreement with **Bibendum Wine Co. Pty Ltd (Bibendum)** one of Australia's leading fine wine and beverage distributors. Established in 2004 by notable Australian wine figure Robert Walters, **Bibendum** is one of Australia's most successful fine wine and beverage distribution businesses.

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<sup>2</sup> Similarweb, 2021

Under the partnership **Bibendum**, will list a substantial part of its portfolio of international and Australian wines and craft spirits on **WINEDEPOT MARKET** and invite its customers to join the platform via a referral program that includes an incentive voucher towards the customer's initial transaction.

As part of the partnership agreement, Bibendum will use **WINEDEPOT's** Smart Logistics Solution as part of its network of third-party storage and delivery providers. This will allow Bibendum to increase the range of products that are available at short notice in markets outside Victoria and reduce the delivery times of those orders.

Digital Wines CEO Dean Taylor believes that the partnership has immense potential to dramatically accelerate the adoption of the online trading platform within the wholesale beverage buying community and support organic growth of the logistics business.

## **WINEDEPOT to release incentives to trade buyers**

On 30 March 2021, the Company also announced that **WINEDEPOT** will be supporting the go-to-market strategy by providing each trade buyer introduced by Bibendum with an incentive voucher to use against their first purchase. Each voucher will be unique, must be used by the recipient within a limited timeframe and require a minimum spend.

## **WINEDEPOT to roll out dedicated delivery fleet**

On 30 March 2021, the Company announced that **WINEDEPOT** had entered into a partnership with **Direct Couriers (Aust) Pty Ltd (Direct Couriers)** to develop its a dedicated delivery fleet that will be used primarily to fulfil trade and on-demand orders in the major metro areas.

This will allow **WINEDEPOT** to provide and maintain a superior service level for orders generated via it's soon to be launched direct-to-trade marketplace, regardless of what levels of congestion are in the broader freight network.

## **WINEDEPOT welcomes 63 new customers to the platform**

The Company is pleased to report that **WINEDEPOT** welcomed a total of **63** new customers over the March FY21 quarter. The most exciting new customer addition was **Bibendum**, a fine wine and beverage distributor who represents 160 local and international wine producers along with a broad range of craft spirits producers from the UK, Scotland, Ireland, Japan, USA, Mexico, Italy, France and Australia.

New customers include:

<b>Distributors, Importers and International producers</b>	<b>Region</b>
<ul style="list-style-type: none"><li>• <b>Alegria</b></li></ul>	Moldovan wine importers
<ul style="list-style-type: none"><li>• <b>Bibendum</b></li></ul>	Wine & Beverage Importers and distributors
<ul style="list-style-type: none"><li>• <b>Italicious</b></li></ul>	Italian wine importers

### Australian & New Zealand wine producers:

- Abel Wine
- Alchemy Distillers
- Alpha Domus
- Ash Ridge Wines
- Auld Family Wines
- Bellevue Estate
- Bowerbird Wines
- Chapman Grove Wines
- Contentious Character
- Decibel Wines
- Domain Road Vineyard
- Framingham Wines
- Gibson Bridge / Renwick Vines
- Giesen Wines
- Guilford Vineyard
- Hanging Rock Winery
- Hayes Family Wines
- Jackson Brooke Wine
- James Estate
- Jester Hill Wines
- Johanneshof Cellars
- Little Ripples / Wine to Water
- Main & Cherry
- MakersVine
- Mount Benson Estate
- Native Hard Sparkling
- Nick Haselgrove Wines
- PepperGreen Estate
- Pietro Wines
- Pikes
- Pirramimma
- Platinum Vintage
- Plot Wine
- Qualia Wines
- Sans Pareil Estate
- Sarah Feehan Wines
- Schild Estate Wines
- Scott Family Winemakers
- Sea Level Wines
- Sorby Adams Wines
- Star Lane Wines
- St Johns Road
- Tin Shed Wines (Warrior Brands)
- Tony Bish Wines
- Trait Wines
- Unison Vineyard
- Vindana
- Vinous Australis
- Vintage Longbottom
- Waywood Wines
- Whitehaven Wines
- WVV Wines
- Zephyr / Glover Family Wines

### Region

Nelson, New Zealand  
 Healesville VIC  
 Hawkes Bay, New Zealand  
 Hawkes Bay, New Zealand  
 Barossa Valley, SA  
 McLaren Vale, SA  
 Various Regions, AU  
 Margaret River, WA  
 Canberra District, NSW  
 Hawkes Bay, New Zealand  
 Central Otago, New Zealand  
 Marlborough, New Zealand  
 Marlborough, New Zealand  
 Marlborough, New Zealand  
 Central Victoria, VIC  
 Macedon Ranges, VIC  
 Barossa Valley, SA  
 Henty, VIC  
 Hunter Valley, NSW  
 Granite Belt, QLD  
 Marlborough, New Zealand  
 Various, AU  
 Adelaide Hills, SA  
 Various AU  
 Limestone Coast, SA  
 New Zealand  
 McLaren Vale, SA  
 Southern Highlands, NSW  
 McLaren Vale, SA  
 Clare Valley, SA  
 McLaren Vale, SA  
 Various AU  
 Various AU  
 Various AU  
 Riverina, NSW  
 Adelaide Hills, SA  
 Barossa Valley, SA  
 Marlborough, New Zealand  
 Nelson, New Zealand  
 Barossa Valley, SA  
 Beechworth, VIC  
 Barossa Valley, SA  
 Barossa Valley, SA  
 Hawkes Bay, New Zealand  
 Margaret River, WA  
 Hawkes Bay, NZ  
 Barossa Valley, SA  
 McLaren Vale, SA  
 McLaren Vale & Adelaide Hills, SA  
 McLaren Vale, SA  
 Marlborough, New Zealand  
 Adelaide Hills, SA  
 Marlborough, New Zealand





- Valenciso Rioja, Spain
- Bernabeleva Madrid, Spain
- La Maldición Madrid, Spain
- Massolino Piemonte, Italy
- Sandrone Piemonte, Italy
- Albino Rocca Piemonte, Italy
- Cavallotto Piemonte, Italy
- Ca'D'Gal Piemonte, Italy
- Girlan Alto Adige, Italy
- Di Majo Norante Molise, Italy
- Corzano Tuscany, Italy
- Babo Tuscany/Sicily, Italy
- J.J. Prum Mosel, Germany
- Robert Weil Rheingau, Germany
- Müller-Catoir Pfalz, Germany
- Von Buhl Pfalz, Germany
- Zalto Glas Austria
- Uwe Scheifer Eisenberg, Austria
- Disznókó Tokaj, Hungary
- Sadie Family Swartland, South Africa

## **DW8 converts 102,814,246 unlisted and 912,112 listed options**

During the quarter the Company received applications and proceeded to convert 100,314,246 unlisted \$0.03 options, 2,500,000 unlisted \$0.0375 options and 912,112 listed \$0.015 options, raising a total of \$3,116,859 before costs.

## **Related Party Payments**

During the quarter, the Company made payments of \$123,640 to related parties and their associates. These payments relate to the existing remuneration agreements for the Executive and Non-Executive Directors.

**END**

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



## WINEDEPOT overview

WINEDEPOT is an online technology platform designed to streamline wine & beverage distribution. It provides users a fully integrated trading, inventory management, payment and logistics solution:

- **MARKET** – direct-to-trade sales manager
- **DIRECT** – direct-to-consumer sales manager
- **CONNECT** – order, inventory and technology integration manager
- **LIQUIDITY** – payment management solution
- **LOGISTICS** – fulfillment management solution

Benefits for users include:

### SUPPLIERS

Reduced Costs & Administration  
Improved Profit Margins  
Increased Customer Reach  
Incremental Sales with Guaranteed Payment  
Improved Cash Flow

### TRADE BUYERS

Single Order, Invoice, Delivery & Payment  
Flexible Payment & Credit Options  
Access to a Broad Product Range  
Streamlined Delivery Service  
Supports 'Vineyard to Venue' model

Revenue is generated via:

- **Market Fees** (% of the wholesale transaction value)
- **Direct Fees** (% of the retail transactions generated)
- **Connect Fees** (platform access, listing and IT integration fees)
- **Liquidity Fees** (% of the transaction value funded)
- **Logistics Fees** (storage, picking, packing, handling & freight)

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 or digitally transform segments within the global beverage market.

To keep abreast of the Company's latest developments and special offers available to investors please visit [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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### 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.*