

19 July 2021

ASX Announcement

## COMPANY UPDATE

### HIGHLIGHTS:

- **WINEDEPOT MARKET** completes 2<sup>nd</sup> stage of rollout, opening to Melbourne buyers
- **WINEDEPOT LOGISTICS** ships over **27,000** cases in June, setting another record
- **WINEDEPOT CONNECT** signs up **25** new suppliers, including **8** from Victoria
- **WINEDEPOT DIRECT** expected to go live in July, launching with **Vivino**

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

### **WINEDEPOT MARKET completes 2nd stage of rollout, opening in Melbourne**

The Company is pleased to announce that **WINEDEPOT MARKET** was officially opened to trade buyers located in Melbourne last week.

Melbourne is the second capital city that **WINEDEPOT MARKET** has been rolled-out in, after the platform went live in Sydney in late May.

Digital Wine’s CEO, Dean Taylor, said the direct-to-trade marketplace was functioning well, and that the trade buyers who had engaged with the platform so far were responding extremely positively to the proposition.

*“The evolution of the wine distribution model in Australia is long overdue. Technology has brought vast changes in the way we produce wine and sell to consumers, but in the middle, supply chains and wholesaling are still plagued by inefficiency.”*

*“The chance to move more of their wine purchasing to a single platform, with a single invoice and single credit account, has been highly attractive to venues and retailers.”*

*“Customers are trialling the platform and finding a large range of products they already purchase, all in one place, along with a selection of new and interesting wines from some of Australia’s top producers.”*

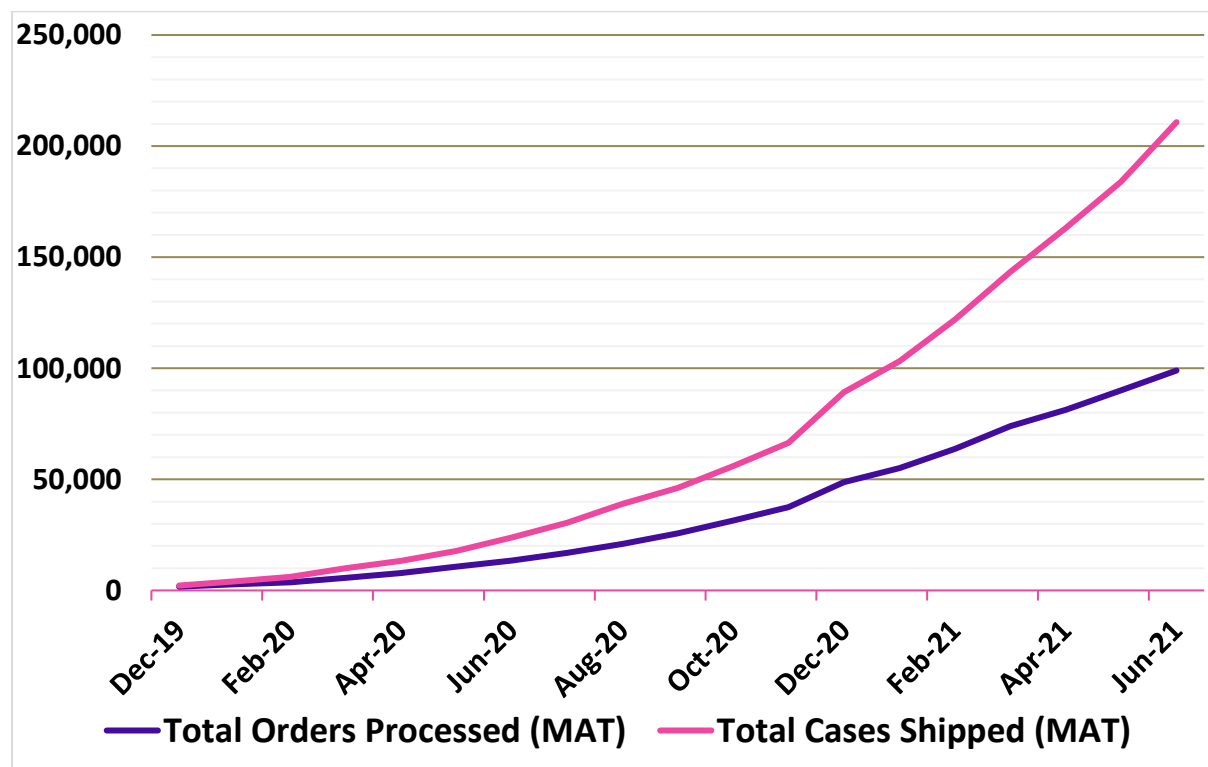
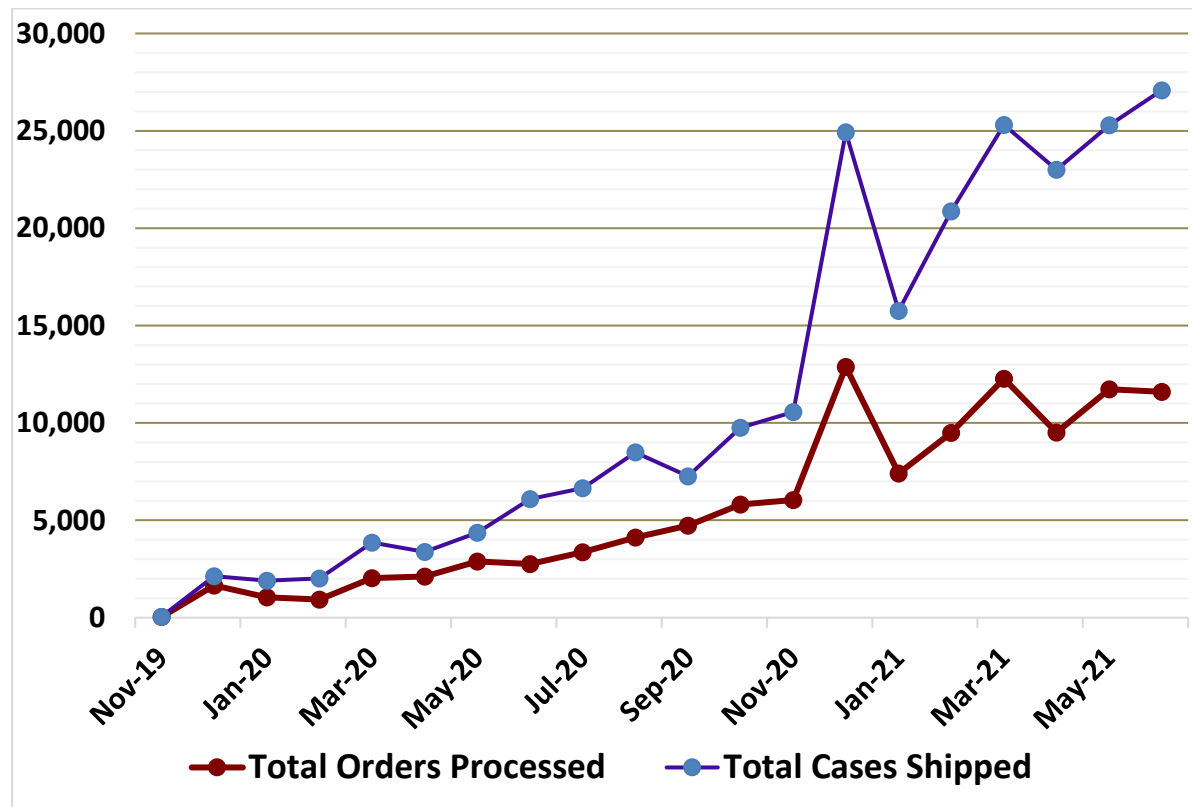
Mr Taylor said that **WINEDEPOT MARKET** was designed to enable winemakers and distributors to outsource the back end of their business to concentrate on the aspects of their business that delivered most value.

*“The initial take-up that we have seen so far has been very encouraging and provides a clear indication of the latent demand for the unique solution that we’ve created. Considering the uncertainty and disruption associated with this wave of COVID-19 lockdown restrictions, I’m extremely proud of what we’ve managed to achieve so far.”*

*“We identified the need for a comprehensive direct-to-trade platform in the local wine market years ago and launching in our second major city shows we’re closing in on that goal. It’s a significant milestone for the platform and the wine trade more broadly.”*

## WINEDEPOT LOGISTICS ships 27,000 cases in June, setting another record

The Company is pleased to advise that **WINEDEPOT** has set another record, shipping a total of **27,087** cases in June, up **344%** on the volume shipped during same month last year (monthly YoY). This was generated on the back of **11,602** orders, equating to a record average of 2.33 cases shipped per order as the contribution of cases shipped to trade buyers from MARKET starts to influence overall metrics.



## WINEDEPOT CONNECT signs up 25 new suppliers, including 8 from Victoria

The Company is pleased to report that a total of **25** suppliers have signed up to **WINEDEPOT CONNECT** since the last update. **CONNECT** is the portal used by suppliers to access WINEDEPOT's full suite of products and services including LOGISTICS, MARKET and DIRECT. New suppliers include:

• Askerne	Hawkes Bay, NZ
• Blue Pyrenees Estate	Pyrenees, VIC
• Boat O'Craig	Yarra Valley, VIC
• Chalk Hill Wines	McLaren Vale, SA
• Coonawarra Wines	Coonawarra, SA
• Copper and Grain Distilling Co	Rutherglen, VIC
• De Lisio Wines	McLaren Vale, SA
• Fitz and Gibbon	Various SA
• Frank Simple	Various AU
• Good Clean Fun Wines	Various VIC
• Akitu Wine (Hawkesbury Estates Ltd)	Central Otago, NZ
• Hawkshead Wine	Central Otago, NZ
• Impression Gin	Tasmania, AU
• Kono Wines	Various NZ
• Moon Wines	Nagambie / Goulburn Valley, VIC
• O'Leary Walker	Clare Valley, SA
• Quality Beverages	VIC
• Signature Wines	Various SA
• Tornielli Family Wines	Various SA
• Trentham Estate	Various VIC
• Vigna Bottin	McLaren Vale, SA
• Weathercraft Wine	Beechworth, VIC
• Wild Earth	Central Otago, NZ
• Wistmosa Wines	Adelaide Hills, SA
• Yankuang OzStar Pty Ltd	Importer, NSW

## WINEDEPOT DIRECT expected to go live in July, launching with Vivino

The Company is pleased to report that **WINEDEPOT DIRECT** will also go live this month. This new feature will allow **WINEDEPOT** customers to list their products for sale across a broad range of direct-to-consumer online sales channels without having to set up accounts, develop IT integrations, monitor inventory availability, or manage order fulfilment.

Instead, their products will be automatically uploaded via **WINEDEPOT DIRECT**, a new part of **WINEDEPOT**'s integrated trading and logistics platform. Orders generated from the sales channels will be picked, packed and delivered by **WINEDEPOT**, allowing consumers to purchase across multiple suppliers at the same time whilst taking advantage of same and next day delivery services in locations where those services are available. Direct-to-Consumer sales channels currently available via **DIRECT** include Vivino, eBay and Amazon.

**Vivino** is expected to be the first partnership to be pushed live. With 50 million users worldwide, it is the world's most downloaded mobile wine app and largest online wine marketplace.

**END**

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

## **WINEDEPOT** (winedepot.com)

is an online technology platform designed to streamline wine & beverage distribution. The integrated trading, logistics and payment solution consists of five key components:

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

Revenue is generated via:

- **Trading Fees** (% of the wholesale transaction value)
- **Sales Commissions** (% of the retail transactions generated)
- **Connect Platform Fees** (monthly subscriptions, listing and 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 the platform into other key markets such as USA, UK, Europe, Canada, Hong Kong and Singapore.

## **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 DW8's latest developments 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/>

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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.*