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ASX Announcement

## WINEDEPOT signs up McLaren Vale success story Mollydooker Wines

### HIGHLIGHTS:

- **WINEDEPOT** signs up McLaren Vale success story Mollydooker
- **WINEDEPOT** enjoys another month of record customer growth
- **DW8** CEO Dean Taylor completes podcast interview with Small Caps

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

### WINEDEPOT signs up McLaren Vale success story Mollydooker Wines

The Company is pleased to report that **Mollydooker Wines** has joined the list of esteemed brands using **WINEDEPOT**'s integrated logistics, trading and order management platform.

Mollydooker Wines is a family owned business that was launched in 2006 and has since transformed into a successful global brand under the leadership of owner and winemaker Sarah Marquis.

Their brand was thrown into the global spotlight after the famous American wine critic Robert M Parker JR reviewed their first vintage of wines and rated their ‘Boxer’ Shiraz as the Best Value Red Wine in the World, their ‘Two Left Feet Shiraz’ Cabernet as the second and their ‘Maitre D’ Cabernet as the fourth. He went on to award their ‘Violinist’ Verdelho the "Best Value White Wine in the World" and their ‘The Velvet Glove’ an astonishing 99 points out of 100.

Mollydooker's motto is *"Make wines that make people go WOW, through attention to detail and commitment to excellence"*. This is something that they continue to do, never taking shortcuts or compromising on quality.

The winery produces between 70,000 and 100,000 cases of wine per year, with traditionally 80% of this volume being exported to the USA.

As with many Australian wineries, Mollydooker has a renewed focus on strengthening its presence in the domestic market in particular their direct-to-consumer channel and saw **WINEDEPOT** as the perfect partner to help them achieve this.

## **WINEDEPOT enjoys another month of record customer growth**

The Company is pleased to report that WINEDEPOT has signed up another 13 customers, bringing the total number of suppliers now using the integrated trading, order management and logistics platform to 58.

Recent additions include:

- |                                 |                             |
|---------------------------------|-----------------------------|
| • <b>Delatite Wines</b>         | Mansfield, VIC High Country |
| • <b>Flying Winemaker</b>       | Various regions             |
| • <b>Koonara Wines</b>          | Coonawarra, SA              |
| • <b>Manna Gum Vineyard</b>     | Mornington Peninsula, VIC   |
| • <b>Marri Wood Park</b>        | Margaret River, WA          |
| • <b>Mollydooker Wines</b>      | McLaren Vale, SA            |
| • <b>Oates Ends Wines</b>       | Margaret River, WA          |
| • <b>Old Young's Distillery</b> | Henley Brook, WA            |
| • <b>Passing Clouds</b>         | Macedon Ranges, VIC         |
| • <b>Pure Vision</b>            | Adelaide Plains, SA         |
| • <b>Silver Lining Wine</b>     | Adelaide Hills, SA          |
| • <b>Tynans View</b>            | Padthaway, SA               |
| • <b>Wild Game Wine</b>         | Coonawarra, SA              |

CEO, Dean Taylor is very happy with the result, pointing out that while it's great to see customer numbers growing, the spread of regions where **WINEDEPOT** is developing a presence is also encouraging.

"To date most of our marketing efforts have been concentrated in South Australia, where the majority of nations wine is produced. In those areas we are already seeing the benefits of word-of-mouth referrals from existing customers."

"Therefore it's great to see so many new customers coming from other states and regions as it allows us to leverage their peer-to-peer networks to drive compounding growth."

## **DW8 CEO completes podcast interview with Small Caps**

The Company is pleased to report that CEO Dean Taylor recently completed a podcast interview with Small Caps [www.smallcaps.com.au](http://www.smallcaps.com.au) where he discusses Digital Wine Ventures rapid growth and future opportunities within the \$300 billion global wine industry.

To listen to the podcast please visit the Company's Blog at: **[www.digitalwine.ventures/blog](http://www.digitalwine.ventures/blog)**

**END**

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

## Digital Wines Overview

**Digital Wine Ventures** (ASX DW8) is an Australian Publicly listed company that invests in technology-driven ventures servicing the \$300 billion global wine industry.

**WINEDEPOT** is DW8's cornerstone investment.

**WINEDEPOT** is a cloud-based SaaS technology platform designed to unlock the value, time and resources trapped in the existing wine supply chain. It consists of three vertically integrated components that allow producers to grow and manage direct-to-market sales:

- B2B Marketplace
- Smart Logistics Solution
- Order Manager

Key benefits for customers include:

- Increased margins, customer reach and incremental sales.
- Reduced shipping times and costs
- Reduced administration and resources;

**WINEDEPOT** launched its Smart Logistics Solution and Order Manager in November 2019 and expects the B2B Marketplace to go live later this year. The business plans to solidify its presence in Australia before expanding the platform into other key wine markets such as China, USA, UK, Canada, Hong Kong, Singapore and New Zealand.

### INVESTORS BLOG

Digital Wine Ventures has recently launched a blog to keep investors abreast of the latest developments and promote discounts and special offers received from **WINEDEPOT** customers.

For more details visit [www.digitalwine.ventures/blog](http://www.digitalwine.ventures/blog)

### MEDIA COVERAGE

For recent media coverage please visit:

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

### 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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