

SYDNEY, Australia

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ASX Announcement

WINEDEPOT APPOINTS EXPERIENCED WINE INDUSTRY EXECUTIVE TO DRIVE CUSTOMER ACQUISITION IN PREPARATION FOR LAUNCH OF DIRECT-TO-TRADE MARKETPLACE

Digital Wine Ventures Limited (ASX: DW8) (Company) is pleased to announce the appointment of Aaron Brasher as Head of Marketplace of its **WINEDEPOT** business.

AARON BRASHER

With over 25 years' experience in the wine sector working for some of Australia's most well-known brands including **Penfolds, Petaluma and Robert Oatley Vineyards** – Aaron adds yet another layer of credibility and talent to the **WINEDEPOT** senior executive team.

Having spent most of the last two decades in senior roles within major wine distribution businesses, Aaron brings with him a wealth of knowledge, experience and deep industry relationships, which are highly suited to his role as Head of Marketplace / Business Development.

Reporting directly to CEO Dean Taylor, Aaron's core responsibility will be to build and lead the sales & marketing team responsible for acquiring customers on both sides of **WINEDEPOT's** Direct-to-Trade Marketplace, scheduled to be launched later this year.

As announced on 14 July 2020, **WINEDEPOT** plans to almost double the size of the existing team from 14 to 24 full time employees, with the majority of the new staff to join the sales, marketing and customer success teams.

Aaron joins **WINEDEPOT** from his most recent role as Director Business Development for Robert Oatley Vineyards / Oatley Fine Wine Merchants, one of the countries largest and most respected wine distribution businesses. His responsibilities there included managing and developing export markets across Asia, North America and Australia. In addition he managed their fine wine and import program, providing him the opportunity to develop strong relationships with hundreds of leading hospitality and dining venues across the country.

Prior to this he spent 4 years as the Regional Director for the peak industry body **Wine Australia**, developing and implementing marketing strategy and championing the cause of Australian wine in the domestic and international marketplace. His role included managing teams in Australia, Hong Kong and Japan while working closely with a broad range of stakeholders including wineries, distributors, media, trade, government as well as industry organisations.

A wine marketing graduate of Roseworthy Agricultural College (University of Adelaide), Aaron is also an accredited Wine and Spirit Education Trust educator at the Advanced level and is a certified sommelier through the Court of Master Sommeliers.

Aaron is a graduate and panel judge of the Australian Wine Research Institute's Advanced Wine Assessment Course and was a participant in the 2002 Len Evans Tutorial Scholarship, designed to further develop the industry's most gifted wine palates, finishing as up as runner up to dux.

Influential UK wine writer Matthew Jukes has named Aaron as one of the top 50 Young Leaders of the Australian Wine Industry and the highly respected publication Wine Business Monthly named him as one of the 'Top 50 Stars' of wine in their annual review.

Aaron is also a highly regarded wine presenter and has had stints as a tasting judge on the Australian Wine Export panel along with a number of Australian wine shows.

Last but not least, Aaron is also a founding partner of Mad Dog Wines from the Barossa Valley.

Aaron commences with the business on 3 August 2020. His employment contract is for full time employment on market rates and has a 3-month notice period for termination.

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

WINEDEPOT overview

WINEDEPOT is a cloud-based SaaS technology platform that empowers direct-to-market sales. It provides users value by removing layers of inefficiency in the supply chain.

The platform consists of three key components:

- **Direct-to-Trade Marketplace** (to be launched later this year)
- **Order Management System**
- **Smart Logistics Solution**

Key benefits for users include:

SUPPLIERS

Increased Customer Reach
Improved Profit Margins
Quicker & Guaranteed Payments
Reduced Costs and Admin
Reduced Shipping Times
Incremental Sales

TRADE BUYERS

Single Account Application
Streamlined Ordering
Broad Product Range
Single Invoice & Delivery
Flexible Payment Options
Early Payment Discounts

Revenue is generated from:

- **Trading Fees** (% of the overall transaction)
- **Fulfillment Fees** (storage, picking, packing, handling & freight)
- **Subscription Fees** (platform access fees based on number of users and products)

WINEDEPOT 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.

Digital Wine Ventures overview

Digital Wine Ventures (ASX:DW8) is an Australian publicly listed company that invests in technology businesses servicing the \$300 billion global wine industry. **WINEDEPOT** is DW8's cornerstone investment.

To keep abreast of the companies latest developments please visit www.digitalwine.ventures/blog

To view our most recent media coverage please visit:

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