

23 July 2020

ASX Announcement

COMPANY UPDATE

HIGHLIGHTS:

- **WINEDEPOT** enjoys another month of record customer growth
- **WINEDEPOT** addressable market expands as it signs up its first French winery

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 enjoys another months of records customer growth

The Company is pleased to report that **WINEDEPOT** has signed up another 16 customers in the month of June. This has led to a total of 39 new customers signed up to use **WINEDEPOT**'s integrated trading and logistics platform over the quarter representing 111% customer growth compared to the number of customers at the end of last quarter.

This brings the total number of customers to 74 representing just 2.7% of the 2,500+ ¹ wineries, 0% of the 2,000+ ² distributors and 1% of the 250+ ³ craft spirits producers in Australia, showing that the business has still only just scratched the surface of the local addressable market.

Customers acquired since last quarter include:

- | | |
|--------------------------------|---------------------------|
| • Henschke | Eden Valley, SA |
| • Jim Barry Wines | Clare Valley, SA |
| • Brokenwood Wines | Hunter Valley, NSW |
| • Mollydooker Wines | McLaren Vale, SA |
| • Chalmers Wines | Mildura & Heathcote, VIC |
| • Chateau Picoron | Bordeaux, FR |
| • Delatite Wines | Upper Goulburn, VIC |
| • Koonara Wines | Coonawarra, SA |
| • Holm Oak Vineyards | Tamar Valley, TAS |
| • Patrick of Coonawarra | Coonawarra, SA |
| • Cirillo Estate Wines | Barossa Valley, SA |
| • Marri Wood Park | Margaret River, WA |
| • Oates Ends Wines | Margaret River, WA |
| • Passing Clouds | Macedon Ranges, VIC |
| • Silver Lining Wine | Adelaide Hills, SA |
| • Tynans View | Padthaway, SA |
| • Manna Gum Vineyard | Mornington Peninsula, VIC |

¹ <https://www.wineaustralia.com/market-insights/australian-wine-sector-at-a-glance>

² IBISWorld Industry Report F3606a Liquor Wholesaling in Australia April 2018

³ Obtained from the Australian Distillers Association



- | | |
|--|---------------------------|
| • Wild Game Wine | Coonawarra, SA |
| • Watkins Family Wine | Adelaide Hills, SA |
| • Southern Artisans | Fleurieu Peninsula, SA |
| • McLaren Vale III Associates | McLaren Vale, SA |
| • Corang Estate | Southern Tablelands, NSW |
| • Adelaide Hills Wine Association | Adelaide Hills, SA |
| • Michelini Wines | King Valley, VIC |
| • Salena Estate | South Australia |
| • Stoney Hill Vineyard | Mornington Peninsula, VIC |
| • Dominic Wines | South Australia |
| • Ubertas Wines | Barossa Valley, SA |
| • BABO Wines | Italian Imported Wines |
| • The Nimble Vintner | South Australia |

Amongst the new sign up were a growing number of other beverage producers including:

- **Eagle Bay Brewing & Winery**
- **Lord Howe Island Distilling Co**
- **Old Young's Distillery**
- **Flying Winemaker**
- **Pure Vision**
- **Goone**
- **Drinkster**
- **ALTD Spirits**
- **HALO / NWBCo**

WINEDEPOT addressable market expands as it signs up its first French winery

The addressable market has also been widened to include tens of thousands of international wineries after the business signed up **Chateau Picoron** its first French producer last month.

Included in the expanded market opportunity are approximately 500 New Zealand wineries, which can fairly easily take advantage of the same benefits offered to Australian wineries by using the platform to service direct-to-consumer orders received from Australian consumers.

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 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>
- <https://winedepot.com/media-coverage/>

For more information please visit www.digitalwine.ventures and www.winedepot.com or contact:

Dean Taylor, Chief Executive Officer

Digital Wine Ventures Limited

P: (02) 8002 1991

E: dean.taylor@digitalwine.ventures