

14 September 2020

ASX Announcement

## **WINEDEPOT ramps up customer acquisition program tripling its sales & marketing team**

### **HIGHLIGHTS:**

- **WINEDEPOT** expands its sales & marketing team with six new recruits
- **WINEDEPOT** to put 'boots on ground' in key wine regions
- **WINEDEPOT** expands internationally, establishing a beachhead in New Zealand

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

### **WINEDEPOT expands its sales & marketing team with six new appointments**

The Company is pleased to report that **WINEDEPOT** has recruited several new executives to join its sales and marketing team. The new hires join Aaron Brasher, who commenced last month in the newly created Head of Business Development role.

This follows on from CEO Dean Taylor's July announcement which stated "Our technology and logistics platform is handling the compounding growth in both customers and orders extremely well. I feel that we are now in a good position to start ramping up our customer acquisition program in preparation for the launch of our Direct-to-Trade Marketplace."

Recognising the importance of strong industry relationships and word of mouth referrals, the three new Business Development Managers will all be based within key wine regions.

"We have recognised that having boots on the ground in key markets in COVID-19 market conditions is absolutely essential. Recruiting experienced, respected and knowledgeable industry professionals that are already immersed in these communities also opens a lot of doors for us.

"To date we have managed to achieve what we have with just two business development managers, both located in South Australia and one of those only working two days per week. I'm looking forward to seeing what an expanded sales and marketing team can achieve."

New recruits include:

### **NICK JAMES-MARTIN – Business Development Manager (Margaret River, Western Australia)**

Nick has been deeply immersed in the wine industry for almost two decades, gaining invaluable experience across a broad range of roles in well-known wine businesses such as Vasse Felix, Stella Bella, d’Arenberg, Pernod Ricard and Rosemount Estate.

Roles that he has held include global brand ambassador, export sales manager, winemaker, wine writer & presenter. A graduate of Bachelor in Wine Marketing, he also holds a Masters in Oenology, WSET Level III and has been a guest lecturer in Oenology at University of Adelaide.

He is also the founder and maker of ‘Wines of Merritt’, a boutique Margaret River based Winery making low intervention wines. Nick’s appointment provides **WINEDEPOT** with a highly respected member of the Margaret River winemaking community, to service customers located in and around this market. He commences on 14 September 2020.

### **MATTHEW TALBOT – Business Development Manager (Yarra Valley, Victoria)**

Matt is a highly successful sales, marketing and operational professional with extensive experience in wine distribution, winery management, hospitality management, brand management, warehousing & logistics and importing and exporting.

Matt spent seven years with the Joval Wine Group (Red+White), one of Australia’s largest distributors, where he managed both domestic and export sales for a portfolio of brands including Catalina Sounds, Nanny Goat & Sticks. Prior to this he was a Sales Manager with the group selling and marketing key brands such as Giant Steps, Shaw+Smith, Felton Road, Roederer, Vietti and Domaine Ott.

Matt currently lives on the outskirts of the Yarra Valley and his most recent role was managing Coombe Yarra Valley, a beautiful and chic winery / restaurant, located in the former home of opera singer Dame Nellie Melba. His appointment provides **WINEDEPOT** with a dedicated resource based in one of Australia’s most well known wine regions, with a very strong network in the Victorian wine and hospitality industries. He commences on 28 September 2020.

### **ASHTON IRELAND – Business Development / General Manager (Hawkes Bay, New Zealand)**

‘Ash’ is a seasoned wine industry executive with a strong background in business management, having launched, built and recently successfully exiting one of New Zealand’s fastest growing and successful wine brands Hāhā.

Prior to that he was the General Manager of Craggy Range Vineyards, an internationally recognised winery, responsible for brand advocacy and ambassadorial representation for their Wild Rock brand across domestic and all international markets. Before entering the wine industry he leveraged his Bachelor of Business Studies Degree from Massey University working as a Financial Controller in an import / export and retail business.

His strengths include strategic development, brand building, product management and development, financial management, delivering revenue, sales leadership, international business, systems development, and relationship management. Ash will leverage his strong relationships within the New Zealand wine industry contacts to help **WINEDEPOT** establish and rapidly develop a presence in that market. He commences on 14 September 2020.

### **SIMON MEILAK – Head of Customer Service**

Simon is a highly skilled and successful customer experience executive with over 18 years of contact centre experience in maximizing customer satisfaction, through effective leadership and proactive strategies.

He joins us after spending the last 4 years at Pet Circle, an extremely successful startup that has become Australia's 3<sup>rd</sup> largest e-commerce business and Australia's largest online pet store with over 500,000 repeat customers. Under his stewardship, their customer service team grew from 3 to over 120 agents both on and off-shore, delivering world class service levels to the 50,000 plus contacts per month the business had across various communication channels. Prior to that he held Sales Operations Management and Contact Centre Operations Management roles at SpinTel another startup that delivers bespoke Telco services to consumers and businesses.

Simon will leverage his experience in establishing and operating world-class contact centres to build **WINEDEPOT** a resource capable of supporting the rapid growth of the business. He commences on 14 September 2020.

### **RACHEL KIM – Digital Marketing Strategist**

Rachel is an experienced Digital Marketing Strategist with a solid background in marketing strategy, project management, copywriting, content creation and social media marketing. She also has over 5 years of hands-on experience in B2B marketing and lead generation.

She joins us after spending the last two years working for Wise Up Marketing Solutions, a full-service marketing agency. Prior to that she held roles with a strategic B2B lead generation agency and as an in-house marketing manager for a hospitality group.

In addition to her marketing experience, she has strong financial, analytical and statistical skills holding a B.A. Economics from UNSW with a double major in Financial Economics and Marketing.

As the first member of our in-house marketing team, Rachel will be instrumental in leveraging the fantastic case studies and testimonials that the business has managed to generate so far to build deeper brand awareness and acquire new customers. She commenced on 31 August 2020.

### **RISTE STANKOVSKI – Final Mile Manager**

Riste is a seasoned supply chain operative with over 30 years' experience in front-line operational management of national multi-node distribution and transport networks. His extensive experience covers elements such as storage, warehousing, kitting, international logistics, inventory control, transportation (rail, air, road and express final mile) and distribution across various channels to market.

He joins **WINEDEPOT** from Gerard Lighting Group, Australia's largest manufacturer and distributor of lighting products and accessories with an annual turnover of \$400m employing 800 people nationally. As their National Logistics & Distribution Manager he supervised 9 distribution centres, 120 warehouse personnel, a product range of over 40,000 unique SKU's and their 3PL relationships.

His role as Final Mile Manager at **WINEDEPOT** is to oversee and optimise our 3PL carrier network ensuring that they meet our customers' service level, delivery time and productivity expectations. He commenced on 3 August 2020.

## **WINEDEPOT establishes beachhead in New Zealand**

The Company is pleased to report that **WINEDEPOT** has established its first presence outside of Australia, with the appointment of Ashton Ireland as Business Development / General Manager for **WINEDEPOT** in New Zealand.

Digital Wines CEO Dean Taylor is excited about the bilateral opportunity that having a presence in New Zealand provides for the **WINEDEPOT** business.

“Over the last few months we’ve been approached by an ever growing number of New Zealand wine producers, looking for an easier and more cost effective way to service customers in Australia without them needing to develop an active presence here. After all, Australia is one of their largest export markets.”

“I’m pleased to announce that we have developed an import-export solution that allows the 500 or so New Zealand wineries to hold inventory here on consignment and take advantage of our integrated trading and logistics platform to service their direct-to-consumer and direct-to-trade orders. Similarly I see an enormous opportunity for Australian wineries to leverage our platform to service customers in New Zealand.”

“Currently it costs at least AU\$90<sup>1</sup> to ship a dozen bottles of wine between New Zealand and Australia. Using our platform, the shipping will be about AU\$7.95 per case (to Australian metropolitan areas). At that price, which many wineries will happily absorb, I’m confident that we’ll see a trans-Tasman wine market open up with a rapidly growing base of direct-to-consumer orders. This will especially be the case if the borders reopen between the countries for tourism as our respective governments have been discussing.”

**END**

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

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<sup>1</sup> Source: <https://www.winenz.com/New-Zealand-Wine-Delivery-to-Australia/>

## 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  
Single Streamlined Order  
Single Invoice & Single Delivery  
Flexible Payment & Credit Options  
Broad Product Range  
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 aims to identify and invest in early stage technology-driven ventures that have the potential to disrupt and digitally transform segments within the global beverage market and support them by providing access to capital, expertise and shared services. **WINEDEPOT** is DW8's cornerstone investment.

Digital Wine Ventures has recently launched a blog to keep investors abreast of the latest developments and promote discounts and special offers available to investors. For more details visit [www.digitalwine.ventures/blog](http://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/>

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