

SYDNEY, Australia

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ASX Announcement

WINEDEPOT bolsters its executive team to help acquire and onboard growing customer base

HIGHLIGHTS:

- **WINEDEPOT** bolsters its executive team with two new appointments

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

WINEDEPOT bolsters its executive team

The Company is pleased to announce the appointment of two well-respected and highly experienced and wine industry professionals to the **WINEDEPOT** executive team, to help manage the acquisition and on-boarding of new customers. These include:

RICHARD VAN RUTH – BUSINESS DEVELOPMENT MANAGER

Richard is a seasoned wine professional with over 25 years of experience across facets of the industry. His career began in retail in the late 1990s, working for Adelaide’s Edinburgh Cellars. Inspired by the luminaries of the day who frequented The Ed, Richard threw himself into the industry with sales roles at Mildara Blass, Distinguished Vineyards (Petaluma’s distribution arm) before heading to the UK where he spent several years with renowned importer Liberty Wine.

Upon returning to Australia, Richard worked with DiGiorgio Family Wines in Coonawarra before settling into a long tenure as General Manager at Primo Estate in McLaren Vale. More recently Richard founded a B2B marketplace designed to connect boutique wineries with a range of sales channels, with a vision to create a more sustainable model of trade for the wine industry.

Richard is a passionate advocate for the Australian wine sector and has served on the McLaren Vale Grape Wine & Tourism Board and South Australian Wine Industry Executive Committee. His diverse experience and extensive industry network make him a valuable addition to the **WINEDEPOT** team.

Richard started with **WINEDEPOT** on the 8th October 2019.



ANNA DONALD – INVENTORY & OPERATIONS MANAGER

Originally from New Zealand, Anna cut her teeth in the industry working for Laithwaite's, an internationally renowned wine merchant, as they launched a multi-branded consumer wine club in Australia. After spending 3 years in Operations Coordination in their Australian start-up, the company relocated Anna to their head office in the UK to lead the development and release of an innovative cloud-based sales and service platform. This role included overseeing the deployment of the application across the companies divisions in Australia, Hong Kong and the USA.

She then spent 3 years in supply chain management working for Adhesif Labels before joining the team at Graysonline, one of Australia's largest online wine businesses. As one of their Buyers, her role included managing key supplier accounts such as Moet-Hennessy, Pernod Ricard, McWilliams, Treasury Wines, Accolade and De Bortoli to name a few.

Recognising her skills and experience, she was soon promoted to the position of Sales Operations & Third-party Logistics Manager where she oversaw the procurement, picking, packing and delivery of literally millions of bottles per year.

Passionate about wine and innovation for the industry, Anna has a track record of optimising and solving complex operational and business functions through the use of technology. She is a creative out of the box thinker who is no stranger to both start-ups and listed corporations.

With more than 10 years' experience across operations, account management, buying, customer service and supply chain management within wine and FMCG industries - Anna is a great addition to the **WINEDEPOT** team. She starts on the 14th October 2019.

CEO Dean Taylor is excited about the experience, knowledge and industry relationships that the new recruits bring to **WINEDEPOT**

“The interest that we have received to date has been absolutely amazing. What's really exciting is that its not just small and medium wineries but also some of the largest wine businesses in the country have shown interest. It shows that there's a lot of latent demand for a same and next day fulfillment solution that caters for the direct-to-consumer market.”

“We launched the business less than one month ago and already have a pipeline of wineries, distributors, importers and retailers interested in using our services. The last thing we want to do is keep any of those ready to onboard waiting, so it's important that we increase our available bandwidth by engaging professionals such as Richard and Anna who have the skills and experience we need to scale the business' stated Mr Taylor.

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WINEDEPOT business overview

WINEDEPOT is a cloud-based technology platform that has been designed to connect wine industry stakeholders to reduce the time, margin and capital wasted in the existing supply chain.

Catering for **producers, distributors, importers and retailers** of all sizes, the vertically integrated trading, order management and logistics platform provides an end-to-end supply chain solution capable of servicing a wide variety of sales channels including the rapidly growing direct-to-consumer and online market segments.

Key benefits the cloud-based technology platform provides stakeholders include:

- Reduced freight costs & shipping times;
- Reduced paperwork & administration;
- Reduced working capital requirement;
- Reduced errors & breakages;
- Increased customer reach;
- Increased customer satisfaction and repeat sales.

Wine Depot's integrated wine trading and smart logistics platform is being launched in Australia before being expanded into other key markets for Australian wine such as China, USA, UK, Canada, Hong Kong, Singapore and New Zealand.

For further information please visit www.winedepot.com

To view our most recent media coverage please visit:

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

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 share services. For more information

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

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