

**SYDNEY, Australia**

26 September 2019

**ASX Announcement**

## **WINEDEPOT Develops Strategic Partnerships Providing Direct Access to Hundreds of Wineries**

### **HIGHLIGHTS:**

- **WINEDEPOT** officially launched at the Wine Industry IMPACT Conference on 17 September
- **WINEDEPOT** confirms strong industry interest with registrations increasing from 50 to over 150 suppliers in just under two weeks
- **WINEDEPOT** announces strategic partnerships with winery software providers
- **WINEDEPOT** is on track to deliver revenue in CY19

**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 officially launched at major wine industry event**

The Company is pleased to announce that **WINEDEPOT** was officially launched at a major wine industry event held in Orange NSW last week.

CEO Dean Taylor presented the breakthrough platform in front of 150 senior wine industry leaders. Mr Taylor described the direct-to-consumer market as a “Sleeping Giant” worth over \$1 billion per year that is allowing wine producers to claw back the margin lost to retailers over the last decade.

He went on to describe the key catalysts for the shift being the end of a global wine glut which has lasted almost 15 years and the emergence of technology and marketing platforms that allow producers to connect directly with consumers very cost-effectively.

According to Mr Taylor the only issue holding the direct-to-consumer market back from growing faster is the existing supply chain, which is not only inefficient and expensive but incapable of meeting the needs of modern consumers who expect deliveries to be completed in less than 2 days and preferably for free.

This is the problem that the Company is looking to solve with the launch of the **WINEDEPOT** Logistics platform, providing wine producers an easy way to deliver their wine the same or next day and potentially up to 60% cheaper than existing solutions.

The **Wine Industry IMPACT Conference** was hosted by Wine Industry Suppliers Australia (WISA) and the associations CEO, Matthew Moate, couldn't have been happier with **WINEDEPOT**'s principle sponsorship of the direct-to-consumer themed event.



“WISA has a long and proud history of supporting innovation in the wine industry and our partnership with **WINEDEPOT** for this year’s conference is another great example. The wine world is changing and innovators like Dean and the **WINEDEPOT** team are adding a new level of competitiveness and capability to our industry.” Said Moate

“In the future, Data and Business Intelligence will be a key part of the **WINEDEPOT** proposition. In particular data in relation to the direct-to-consumer and online retail markets in Australia, of which there’s currently no reliable sources. I’d like to think that our sponsorship of the IMPACT event is the start of long-term partnership that allows this type of information to be shared with other WISA members on an annual basis” concluded Mr Taylor.

## **WINEDEPOT announces first round of strategic partnerships**

The Company is pleased to announce that **WINEDEPOT** has entered into 5 strategic partnerships with a number of leading software providers and consultants servicing the global wine industry. These include:

- Commerce 7 <https://commerce7.com/>
- CRU <https://cru.io/>
- Troly <https://troly.io/en/>
- VinCreative <https://www.vincreative.com/>
- WithWine <http://www.withwine.com/>

Each of these companies provides software applications that wineries use to operate their cellar doors. Typically these applications offer wineries CRM, Point-of-sale, Ecommerce, E-marketing and wine club management functionality.

Under the Strategic Partnership agreements, the parties will develop and promote a technical integration between their respective software platforms. Once completed the software integrations with these software providers will allow hundreds of Australian wineries using the software applications direct access to the **WINEDEPOT** platform. These integrations will also provide the perfect springboard for **WINEDEPOT** to expand its integrated logistics and trading platform into other major wine markets such as the USA, Canada, New Zealand & South Africa.

The Company is excited about the partnerships and believes that it demonstrates the immense potential that the **WINEDEPOT** platform has to unlock the value, time and resources lost in the existing supply chain by connecting the wine industry using technology.

“Our partners applications are used by some of the largest and most powerful wine brands in the world. By developing these strategic partnerships we are able to expose our products and services directly to all the wineries that they work with. Importantly the integrations will dramatically reduce our new supplier onboarding time from weeks to days, removing a significant barrier to entry and providing us with a highly cost-effective way to rapidly scale the platform” Mr Taylor commented.

“All of our strategic partners understand how critical fulfillment is as part of the consumer experience and can see the benefits that our breakthrough logistics model offers both the wineries and their customers. Our platform allows the wineries that they work with to offer same and next day deliveries, while saving up to 60% on their existing costs” stated Mr Taylor.

## Material Terms of the Strategic Partnership agreements are:

- The initial term of the Partnership will be for 3 years from execution of the agreement and will automatically be rolled over for an additional 3-year term unless the agreement is terminated;
- The Parties grant each other an exclusive, royalty free, non-perpetual licence during the Term of the Partnership to use each other's Trademarks, Business Names, Logos, URL'S and Taglines for the sole purpose of cross promoting the Partnership and Integration to new and existing customers;
- There is a 6 month without cause termination clause by either party;
- The agreement is non-exclusive with each party.

## WINEDEPOT confirms over 150 suppliers pre-registered

WINEDEPOT was officially launched last week, and the Company is pleased to announce that over 150 suppliers have already expressing their interest in utilising the smart logistics platform.

"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 registering their interest but also some of the largest wine businesses in the world. It shows that there's a lot of latent demand for a fulfillment solution that caters for the direct-to-consumer market, as more and more brands embrace ecommerce as a powerful brand building and sales channel" stated Mr Taylor.

"As expected, we have also received enquiries from online retailers and marketplaces looking to utilise the WINEDEPOT platform to improve their customer service levels. Our platform provides them the ability to deliver to 85% of orders nationally within 24 hours at cost that they easily absorb into their margins."

## 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](http://www.winedepot.com)

To view our most recent media coverage please visit:

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

**ENDS**

**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

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