



An integrated marketplace & fulfilment platform
connecting beverage suppliers and buyers

Investor Presentation

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ASX: DW8

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1. Kaddy Overview

Introducing Kaddy

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Kaddy is a cloud-based technology platform that is helping to digitally transform the Australian \$17bn wholesale liquor market.

Our platform consists of three key components:

- **Kaddy Fulfilment**
- **Kaddy Marketplace**
- **Kaddy Community**

all designed to make beverage distribution easy!

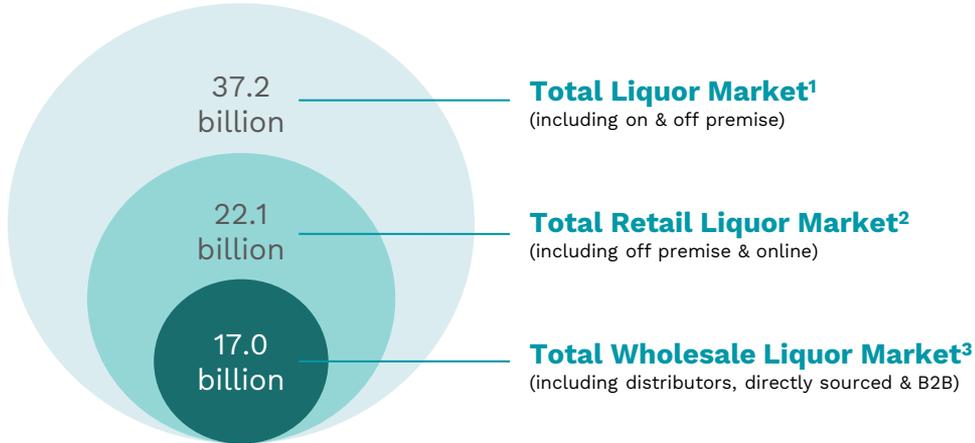
To see a video demonstration of Kaddy's platform please visit:



<https://www.kaddy.com.au/demo>

Australian market size

Total addressable market \$37.2 billion



50,000+

Licensed venues⁸

2,850+

AU & NZ Wineries⁴

2,500+

Distributors & Importers⁵

740+

Breweries⁶

330+

Distilleries⁷

1. <https://www.statista.com/outlook/cma???/alcoholic-drinks/australia>
2. Retail Drinks Australia, Category Insights – Liquor projections for FY21 and beyond presented by IRI – May 2021
3. Company estimate based on: a) 60% of the \$22.1 billion Total Retail Liquor Market cost of goods and b) 25% of the \$15.1 billion on-premise cost of goods, the difference between the Total Retail Liquor Market and Total Liquor Market
4. IBIS World – Wine Production in Australia Industry Report Sept 2021
5. IBIS World – Liquor Wholesaling in Australia Industry Report June 2021
6. Craftbeerreview.com 'The Brewery List'
7. <https://thewhiskylist.com.au/distilleries/australia>
8. IBIS World – Liquor Wholesaling in Australia Industry Report June 2021

Our vision is to create a \$1 billion GMV wholesale beverage marketplace in Australia and then expand into other markets and verticals

Australia's largest wholesale beverage marketplace

Based on:

- Monetised GMV
- Revenue generated
- Number of platform users

A leading provider of beverage fulfilment solutions

- 35,000 sqm of warehousing across the major capitals
- Fulfilling trade & consumer orders

Multiple proven and rapidly growing revenue streams

- Marketplace fees
- Fulfilment fees
- Membership fees
- Marketing fees

Strong product fit Huge market potential

- \$37.2bn¹ in Australia alone
- US\$1.813 trillion² global beverage market growing at 4% CAGR

Platform ready for next phase of growth

- Custom built technology engineered to rapidly scale
- Integrations to provide a best in class user experience

Experienced team with strong industry relationships

- Deep domain knowledge
- Track record of successes
- Bolstered by recent management changes

Highly engaged customer base 4,000+ users

- With a strong pipeline of potential customers
- Nature of model leverages network effect to accelerate customer growth

1. <https://www.statista.com/outlook/cma???/alcoholic-drinks/australia>

2. Pipecandy.com report published 5 January 2022 titled Market Size of Global Beverage Industry 2022-2024

Kaddy's FY2022 key metrics (Marketplace)

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Kaddy Marketplace is Australia's leading wholesale beverage marketplace based on monetised GMV, revenue, and active customers

**FY2022
Total GMV**

\$9.85m

Up 8,855% on FY2021

Includes Kaddy GMV from 7 December 2021

**FY2022
Proforma GMV**

\$17.16m

Includes Kaddy GMV from 1 July 2021

**Total
Marketplace Suppliers ¹**

528

Up 79% on FY2021

**Total
Activated Buyers ¹**

2,848

Up 111% on FY2021

**Total
Lifetime Active Buyers ¹**

1,479

Up 113% on FY2021

**Total
Brands ¹**

2,034

Up 414% on FY2021

**Total
Product SKUs ¹**

17,390

Up 205% on FY2021

Kaddy's FY2022 key metrics (Fulfilment)

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Kaddy Fulfilment
is one of the leading
and largest providers
of specialised
beverage logistics
solutions in Australia

FY2022
Cases shipped

1,215,417
Up 493% on FY2021

FY2022
Orders processed

99,465
Up 236% on FY2021

FY2022
Average cases / order

3.63
Up 71% on FY2021

Total
Activated Suppliers
as at end June 2022

1,211¹
Up 274% on FY2021

Total
Active Suppliers
as at end June 2022

947¹

% of suppliers active
in last 120 days
as at end June 2022

94%

Average
Net Promoter Score
As at end June 2022

58.3

¹These supplier totals include those using Kaddy Marketplace - see glossary for full definition

2. Board & CEO

Board and recent newly appointed CEO



PAUL EVANS
NON-EXECUTIVE CHAIRMAN

Paul has 29 years of private equity experience with 3i in the United Kingdom and with AMP, Gresham and Ironbridge in Australia. In 2003 Paul became one of the Founding Partners of Ironbridge and has represented Ironbridge on the Boards of Barbeques Galore, iNova Pharmaceuticals and Amart Furniture. From 2017 to 2021 Paul was Director, Operations for Pacific Road Capital. He is also a keen wine collector and the Chairman of Elderton Wines Advisory Board.



JAMES WALKER
NON-EXECUTIVE DIRECTOR

James is a seasoned executive, with a track record in successfully commercialising cutting-edge technology in emerging markets. He has headed a number of Australian and international technology companies, including as CEO of DroneShield (ASX:DRO) and CFO of Seeing Machines (AIM: SEE). James is currently Executive Chair of Bluglass (ASX:BLG) and Native Mineral Resources (ASX:NMR) as well as joint CEO of Scalare Partners Pty Ltd.



MIKE ABBOTT
EXECUTIVE DIRECTOR
Head of Platforms

Mike is co-founder and CEO of Kaddy and will lead the combined DW8 marketplace business as Head of Platforms. Previously to Kaddy, Mike co-founded Uber in Australia in 2012 and spent 6 years building out Australia and New Zealand – one of the strongest Uber markets globally. Mike spent time as GM of Queensland before becoming Head of Operations, Strategy & Planning for ANZ. Prior to Uber Mike spent 6 years working in Corporate Finance at Bell Potter.



STEVE VOORMA
CHIEF EXECUTIVE OFFICER

Steve is an internationally experienced executive with deep global consumer and digital media expertise working for blue chip brands. His most recent role was as CEO of the Active Display Group where he led a highly successful profit improvement strategy and ultimately sale to an ASX listed company. Prior to this Steve led three separate divisions of Sony in Europe and Australia, developing expertise in logistics, service delivery and operational transformation.

CEO Steve Voorma, joining DW8 on 11 October 2022 said,

“I joined DW8 because I could see the great potential in the Company’s innovative and scalable software as a service platform and superior market offerings. I’m excited to have the opportunity to work with the Board and the wider team to lead the business in fulfilling its ambitions to become Australia’s leading wholesale beverage marketplace. I believe we have an exciting future in front of us as we move forward to deliver tangible growth and shareholder returns.”

3. Operational update

Kaddy Marketplace - growth reignited

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Q1 FY2023
(September Quarter)
is shaping up to be a stronger quarter for Kaddy Marketplace after a challenging start to 2022

**August
GMV¹**

\$1.64m

Up 25% on June 2022

**August
Orders¹**

2,763

Up 30% on June 2022

**Total
Marketplace Suppliers¹**

573

Up 9% on June 2022

**Total
Activated Buyers¹**

3,136

Up 10% on June 2022

**Total
Lifetime Active Buyers¹**

1,635

Up 11% on June 2022

**Total
Brands¹**

2,837

Up 39% on June 2022

**Total
Product SKUs¹**

19,552

Up 12% on June 2022

4. Appendix

Glossary

Term	Definition
Gross Merchandise Value (GMV)	GMV is a non-IFRS measure that represents the total value of transactions (ex GST) invoiced on behalf of suppliers via Kaddy Marketplace before deducting incentives, rebates, refunds, cancellations, chargebacks, discounts and our marketplace fees.
Operating Revenue	Operating Revenue is revenue recognised in accordance with AASB15. It excludes incentives, discounts, GST and net GMV.
Total Turnover	Total Turnover is calculated by adding Operating Revenue, GMV then deducting marketplace fees which are already included in Operating Revenue. It provides an indication of the total value of invoices raised and collected by the company.
Activated Suppliers	Total number of suppliers that have opened an account with Kaddy Marketplace, Kaddy Fulfilment or both since inception
Active Suppliers	Total number of Activated Suppliers who have used Kaddy Marketplace or Kaddy Fulfilment services in the last 120 days
Marketplace Suppliers	Total number of Active Suppliers who have listed products on Kaddy Marketplace ¹
Activated Buyers	Total number of trade buyers that have opened a Kaddy Marketplace account, but may or may not have used it yet ¹
Lifetime Active Buyers	Total number of Activated Buyers who have placed at least one order via Kaddy Marketplace ¹
Active Buyers	Total number of Activated Buyers who have used Kaddy Marketplace in the last 90 days ¹

¹Please note that these marketplace metrics exclude Wine Depot Market which was retired on 30 June 2022

For more information about DW8 (ASX: DW8)

Website: www.dw8.com.au

Blog & Media: www.dw8.com.au/insights

For more information about Kaddy

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