

15 February 2021

ASX Announcement

## **WINEDEPOT partners with Vivino the world's largest wine app and marketplace**

**Digital Wine Ventures (DW8 ASX)**, or the “**Company**”, is pleased to announce that **WINEDEPOT** has completed the technical integration and onboarding as part of a partnership with **Vivino**, the world's most downloaded mobile wine app and largest online wine marketplace.

With 50 million users worldwide, Vivino's unique wine shopping experience uses community data to suggest personalized wine recommendations, making wine discovery and purchase fun, accessible, and effortless for wine drinkers of every level of expertise.

Under the partnership, **WINEDEPOT** will provide Australian wineries the ability to list their products for sale on Vivino directly without having to set up an account, develop an IT integration, monitor inventory availability or manage order fulfilment.

Instead, their products will be automatically uploaded via **WINEDEPOT DIRECT**, a new part of **WINEDEPOT**'s integrated trading and logistics platform, that allows suppliers to sell to customers across a broad range of direct-to-consumer sales channels.

Orders generated from Vivino will be picked, packed and delivered by **WINEDEPOT**, allowing Vivino's community of users to purchase across multiple suppliers at the same time while taking advantage of same and next day delivery services in locations where those services are available.

The partnership between **WINEDEPOT** and Vivino allows producers to generate higher margins and take control of their brand within the rapidly growing sales channel. Currently the majority of wine sold on Vivino in Australia is through a network of partner retailers.

Launched in 2010 by founders Heini Zachariassen and Theis Søndergaard, Vivino launched its marketplace business in 2015. Last year the company helped 700 independent wine businesses sell over USD 265 million<sup>1</sup> of wine as consumers around the world shifted en masse to online purchasing. Australia is just one of the 17 countries where Vivino has a marketplace.

Vivino recently announced that it had raised USD 155 million to expand its presence in key growth markets globally and improve its technology.<sup>2</sup>

<sup>1</sup> <https://www.digitalcommerce360.com/2021/02/08/wine-marketplace-vivino-raises-155-million-after-stellar-growth/>

<sup>2</sup> <https://www.prnewswire.com/news-releases/vivino-the-worlds-largest-wine-app-and-marketplace-raises-155-million-in-series-d-funding-301221385.html>

CEO Dean Taylor is excited about the potential of the partnership to help local producers generate direct-to-consumer sales, not just here in Australia but also in other global markets.

*"If you want to understand what the future of online wine sales looks like, then Vivino is without a doubt the one to watch. Their mobile first approach is a key differentiator, which combined with 10 years of accumulated user generated content, including over 1.5 billion wine label scans, puts them in an enviable position."*

*"I have no doubt that Vivino will play a much larger role in online wine sales in the future. Our partnership provides Vivino's users more product choice and an unparalleled buying experience. For us, it provides us access to a powerful direct-to-consumer sales channel that allows the wineries we work with to generate incremental and high margin sales."*

*"In short it's a symbiotic relationship that should accelerate the growth and expansion of both our businesses, not just here in Australia but hopefully over time in other major wine markets."*

**WINEDEPOT** expects to make the Vivino integration available in Q2 2021.

Wineries interested in listing their products on Vivino via **WINEDEPOT DIRECT** should contact **WINEDEPOT** on +61 2 8363 3351 or [market@winedepot.com](mailto:market@winedepot.com).

**Material terms of the partnership agreement:**

- The agreement is between Vivino Hong Kong Limited and Wine Depot Holdings Pty Ltd.
- The marketing of products on the Vivino sales platforms remains at Vivino's sole discretion. There are no minimum fees or expected volumes specified in the partnership agreement. Similarly, there are no limits to the quantity of products sold by **WINEDEPOT** suppliers through the Vivino sales platform. It is therefore not possible to forecast potential revenues under the partnership. It is possible that no material revenue materialises from the partnership with Vivino.
- A fixed percentage marketing fee that **WINEDEPOT** will pay to Vivino, based on agreed commercial terms, applied to each sale that a **WINEDEPOT** supplier makes through the Vivino sales platform.
- The partnership agreement will continue until either party provides 30 days' written notice to the other. The agreement may be terminated by either party in the event of a material breach of the agreement by the other party or if requested by relevant regulators.

**END**

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

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## WINEDEPOT overview

WINEDEPOT is an online platform designed to streamline wine and beverage distribution. Our mission is to *let drinks flow*.

Our technology platform provides an integrated supply chain solution that includes:

- **MARKET** – direct-to-trade marketplace
- **DIRECT** – direct-to-consumer sales channel manager
- **CONNECT** – multi-channel inventory & order management system
- **LIQUIDITY** – accelerated payment service
- **LOGISTICS** – end-to-end fulfillment solution

Our newest product, **MARKET** is set to revolutionise the wholesale liquor market by offering:

### SUPPLIERS

Increased Reach & Incremental Sales  
Improved Profit Margins  
Guaranteed Payments  
Reduced Costs and Admin

### TRADE BUYERS

Single Order, Invoice, Delivery & Payment  
Flexible Payment & Credit Options  
Broad Product Range  
Streamlined Delivery Service

We generates revenue via:

- **Wholesale Commissions** (% of the wholesale transaction value)
- **Retail Commissions** (% of the retail transactions generated)
- **Platform Fees** (monthly subscriptions, listing and integration fees)
- **Finance Fees** (% of the transaction value funded)
- **Logistics Fees** (storage, picking, packing, handling & freight)

WINEDEPOT plans to consolidate its Australasian presence then expand into other markets.

## 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. **WINEDEPOT** is its cornerstone investment.

To keep abreast of the Company's latest developments and special offers and discounts available to investors please visit our blog at [www.digitalwine.ventures/blog](http://www.digitalwine.ventures/blog)

To view recent media coverage please visit:

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

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