

10 August 2021

ASX Announcement

COMPANY UPDATE

HIGHLIGHTS:

- **DW8** successfully completes Parton Wine Distribution acquisition
- **WINEDEPOT LOGISTICS** expands Adelaide presence
- **WINEDEPOT LOGISTICS** ships **30,468** cases in July
- **WINEDEPOT CONNECT** signs up **24** new suppliers
- **WINEDEPOT DIRECT** to launch eBay & Amazon integrations
- **WINEDEPOT MARKET** taps latent demand despite ongoing lockdowns

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

Please note that this will be the last monthly update released by the Company. Moving forward the Company will be releasing updates on a quarterly basis in a new format, to reflect the ongoing growth and evolution of the enterprise from a start-up to an established operating business.

To accompany each quarterly update, the Company will host an investor briefing and Q&A session. We look forward to bringing you the first of these new quarterly updates in October.

DW8 successfully completes Parton Wine Distribution acquisition

The Company is pleased to announce that it has successfully completed the acquisition of Parton Wine Distribution. The acquisition expected to provide a significant lift across **WINEDEPOT**’s key performance metrics, support growth strategies for its MARKET & DIRECT business units, releases synergies, improve margins and reduce the time & capital required for the LOGISTICS business to become profitable.

WINEDEPOT LOGISTICS expands Adelaide presence

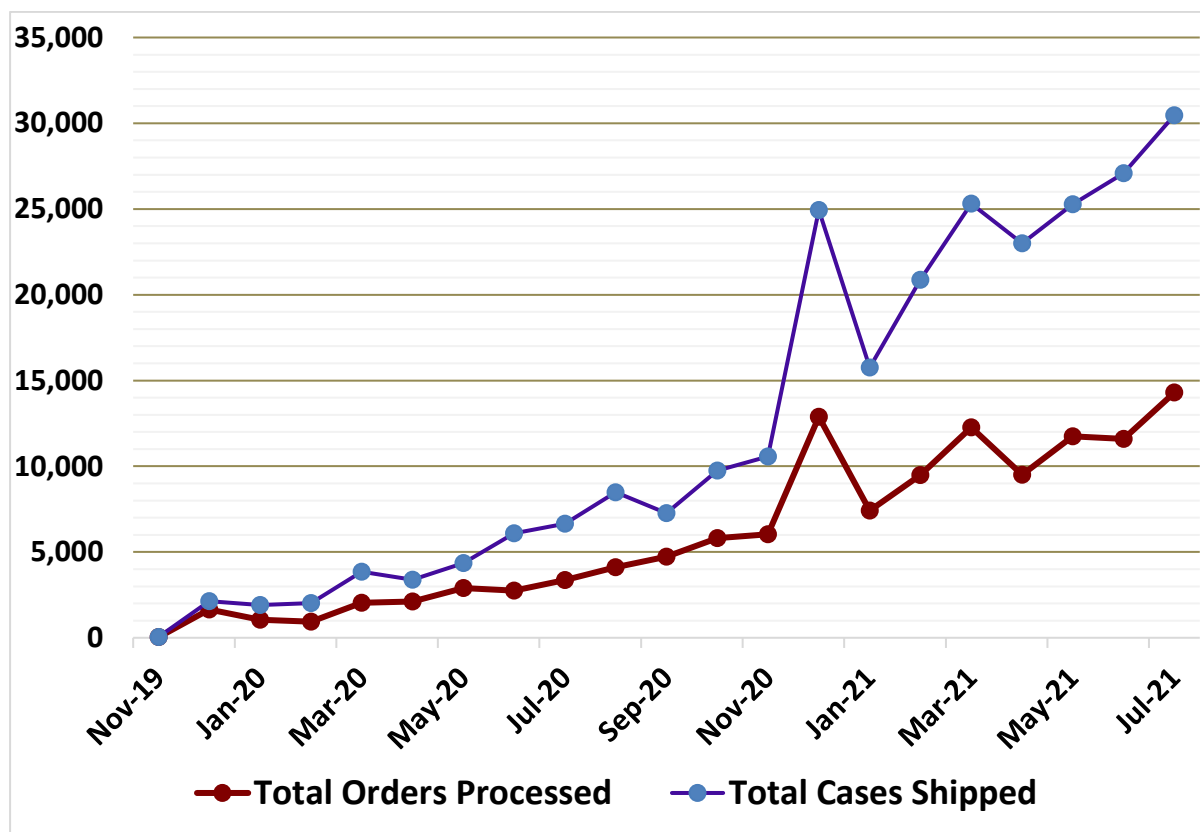
The Company is pleased to report that **WINEDEPOT**’s LOGISTICS division is opening a directly controlled warehouse in Adelaide within a 9,000 sqm purpose-built wine bottling, storage and distribution facility located in Edinburgh Parks.

The expansion of the business into the new facility will allow **WINEDEPOT** to consolidate its South Australian operations which were spread across two sites after the acquisition of Wine Delivery Australia late last year and service customers from the recently acquired Parton Wine Distribution business that are looking for a logistics solution in that market.

WINEDEPOT LOGISTICS ships 30,468 cases in July

The Company is pleased to announce that **WINEDEPOT**'s Logistics division set a new record, shipping a total of **30,468** cases in July. This volume was generated on the back of **14,296** orders, equating to an average of 2.13 cases shipped per order.

Please note that these numbers do not include any contribution from the recently acquired Parton Wine Distribution business.



WINEDEPOT signs up 24 new suppliers

The Company is pleased to report that **24** new suppliers have signed up to **WINEDEPOT** since the last company update.

WINEDEPOT DIRECT to launch eBay and Amazon integrations

The Company is pleased to report that **WINEDEPOT**'s integration with **Vivino** is now live and generating sales. Its eBay and Amazon integrations are expected to go live in August and September respectively.

This growing list of integrations will allow **WINEDEPOT** customers to increase their exposure to the online wine market, which has grown substantially over the last 12 months due mostly to changes in consumer buying behaviour as they respond to COVID-19 restrictions.

WINEDEPOT MARKET taps latent demand despite ongoing lockdowns

The Company is pleased to report that **WINEDEPOT MARKET** has signed up trade buyers and generated orders in both Sydney and Melbourne, despite the lockdown restrictions.

Digital Wines CEO Dean Taylor is pleased with the first two months of MARKET's trading performance stating:

"Despite the uncertainty and disruption associated with ongoing lockdown restrictions in NSW and Victoria, we have managed to sign up more than 300 venues and generate pleasing levels of orders. The feedback from users on both sides of our marketplace has been extremely positive and demonstrated there's latent demand for a solution like the one we've created."

"While the lockdowns have undoubtedly delayed our penetration of the Sydney and Melbourne markets, we are very comfortable with the growth rates achieved so far and excited about the potential to scale customer acquisition rapidly once the current restrictions lift. We are also reassessing our go-to-market schedule with a view to launching in markets which are not locked down, such as Adelaide, Brisbane and Perth, earlier than expected."

"Fortunately for us, our business has significant exposure to the direct-to-consumer market which tends to spike from an increase in home alcohol consumption during lockdowns. The silver lining for us is that any delay in B2B growth is offset by increased activity across the rest of our platform."

END

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

WINEDEPOT (winedepot.com)

is an online technology platform designed to streamline wine & beverage distribution. The integrated trading, logistics and payment solution consists of five key components:

- **MARKET** – direct-to-trade marketplace
- **DIRECT** – direct-to-consumer sales manager
- **CONNECT** – order, inventory & technology integration manager
- **LIQUIDITY** – payment management solution
- **LOGISTICS** – fulfillment solution

The platform generates multiple revenue streams including:

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

WINEDEPOT plans to develop a strong presence in Australasia before expanding the platform into other key markets such as USA, UK, Europe, Canada, Hong Kong and Singapore.

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 or digitally transform segments within the global beverage market.

To keep abreast of DW8's latest developments please visit 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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Forward-Looking Statements

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