

26 March 2021

ASX Announcement

## **WINEDEPOT SIGNS MEMORANDUM OF UNDERSTANDING FOR PARTNERSHIP WITH EBAY AUSTRALIA'S NUMBER ONE SHOPPING SITE**

Digital Wine Ventures Limited ("**Digital Wine**" or "**the Company**"), is pleased to announce that **WINEDEPOT** has entered into a memorandum of understanding ("**MoU**") with **eBay**, Australia's number one online shopping site.<sup>1</sup>

Under the MoU, **WINEDEPOT** and eBay will negotiate the terms of a partnership to provide Australian wineries with the ability to list their products directly on **eBay** without having to set up an account.

The partnership would enable products to be automatically uploaded via a new part of **WINEDEPOT**'s integrated trading and logistics platform called **DIRECT**, that allows suppliers to sell to customers across a broad range of direct-to-consumer sales channels. Orders generated from **eBay** will be picked, packed and delivered by **WINEDEPOT**, allowing eBay's 12 million unique monthly visitors<sup>2</sup> to purchase from multiple suppliers at the same time, while taking advantage of same and next day delivery services in locations where those services are available.

Digital Wine's CEO Dean Taylor is confident that a partnership with eBay would help local producers generate incremental sales to consumers, not just here in Australia but also over time in other global markets as **WINEDEPOT** develops capability to drop ship orders internationally.

eBay Australia's Managing Director, Tim MacKinnon said, "We know bushfires and COVID border closures along with limited venue capacities have left countless Australian businesses doing it tough."

"eBay exists to create economic opportunity, which is why we're excited to partner with **WINEDEPOT**, enabling local wine producers - many of which are located in regional areas - to scale their online offering and giving their local regions a much-needed economic boost."

Since launching in Australia in 1999, **eBay** has evolved from an online auction house to Australia's number one shopping site with 40,000 Australian retailers. Two out of every three adult Australians now visit the site each month.<sup>3</sup>

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

<sup>1</sup> Source: Similarweb.com, March 2021

<sup>2</sup> Source: Similarweb.com, March 2021

<sup>3</sup> Source: Similarweb.com, March 2021

**Material terms of the MoU:**

- The MoU is between eBay Marketplaces GmbH and Wine Depot Holdings Pty Ltd (a wholly owned subsidiary of Digital Wine).
- There are no minimum fees or expected volumes specified in the MoU.
- Similarly, there are no limits to the quantity of products sold by **WINEDEPOT** suppliers through **eBay**.
- It is therefore not possible to forecast potential revenues under a partnership that may result from any partnership developed pursuant to the MoU.
- The MoU is non-binding and it is possible that a partnership may not eventuate.
- If a partnership does eventuate from the MoU, it is possible that no material revenue materialises from the partnership with **eBay**.
- The terms of the MoU provide for a fixed percentage marketing fee that **WINEDEPOT** will pay to **eBay**, based on agreed commercial terms, applied to each sale that a **WINEDEPOT** supplier makes through the **eBay** sales platform.

**END**

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

## WINEDEPOT overview

WINEDEPOT is an online technology platform designed to streamline wine & beverage distribution. It provides users with an integrated trading, logistics and payment solution that includes:

- **MARKET** – an online marketplace for direct-to-trade sales
- **DIRECT** – a tool for managing direct-to-consumer sales
- **CONNECT** – an online order and inventory management system
- **LIQUIDITY** – an accelerated payment solution
- **LOGISTICS** – a national fulfillment solution

Benefits for users includes:

### SUPPLIERS

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

### TRADE BUYERS

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

Revenue is generated via:

- **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 solidify its presence in Australasia before expanding into other key markets for Australian wine such as USA, UK, Europe, Canada, Hong Kong and Singapore.

## 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 or digitally transform segments within the global beverage market.

To keep abreast of the Company's latest developments and special offers available to investors please visit [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/>

For more information please visit [www.digitalwine.ventures](http://www.digitalwine.ventures) and [www.winedepot.com](http://www.winedepot.com) or contact:

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### Forward-Looking Statements

*This document may include forward-looking statements. Forward-looking statements include, but are not limited to, statements concerning Digital Wine Ventures Limited's planned operations and other statements that are not historical facts. When used in this document, the words such as "could", "plan", "estimate", "expect", "intend", "may", "potential", "should", and similar expressions are forward-looking statements. Although Digital Wine Ventures Limited believes that its expectations reflected in these forward-looking statements are reasonable, such statements involve risks and uncertainties and no assurance can be given that actual results will be consistent with these forward-looking statements.*