

12 November 2021

ASX Announcement

## **DW8 APPOINTS HIGHLY EXPERIENCED LIQUOR INDUSTRY EXECUTIVE AS CHIEF OF STAFF**

**Digital Wine Ventures (DW8 ASX)**, or the “**Company**”, is pleased to announce the appointment of Nick Detmold as Chief of Staff.

Nick has over 20 years of experience in the liquor and beverage industry having held various senior strategy and commercial leadership roles with Beam Suntory and Coca-Cola Amatil across the Asia Pacific region as well as numerous advisory roles working with craft and start-up beverage businesses in the Australian market.

Nick has owned and managed significant P&Ls (US\$300m+) with demonstrated success driving strategy development, market development, business partnering, new product development, capability development and team performance while delivering sales and profitability targets.

He has also had extensive business integration and project management experience having led the corporate development function for Beam Suntory in the Asia Pacific region.

In recent years, Nick has provided advisory services to a network of clients as well as developed and launched a range of beverage products. This experience allowed him to see first-hand the evolution of the **WINEDEPOT** and Kaddy businesses as a supplier using of the both platforms.

Nick’s detailed understanding of the wholesale liquor market structure provides a valuable resource and highly complementary addition to the DW8 executive team as the company moves into a period of consolidation post the recent acquisition of Parton Wine Group and soon to be completed acquisition of Kaddy.

Nick’s core focus over the next 12 months will be assisting on strategic planning, key project management, business integrations and the implementation of organisational processes to support our people and business as we continue our high growth journey.

Nick is highly motivated by our mission and vision and is excited to be joining the team following our latest transformational acquisition.

**END**

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

## WINEDEPOT (winedepot.com)

is a tech enabled logistics platform designed to streamline wine & beverage distribution. It 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

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 the platform into other key markets such as the 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](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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## 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.*