



VIVINO

Buy the Right Wine

Vivino Summary: A Refresher



- #1 wine app now with 46 Million Users
- Total addressable market of \$383 billion globally
- World's largest wine marketplace
 - 100% average annual growth rate over the last 6 years
 - \$131 million of wine sales in 2019
 - On track to achieve \$250 million in wine sales in 2020
- Positive unit economics
 - >95% organic user growth
 - U.S. largest market
- Huge untapped potential: less than 15% of demand has supply

A person wearing a beige textured sweater is shown from the side, holding a dark glass bottle of wine. The bottle is being lifted out of an open cardboard box. The wine label on the bottle is white with a landscape illustration at the top, the brand name 'DAOU' in large red letters, and the text '2017 CABERNET SAUVIGNON' and 'DAOU ROBERTA' below it. A small gold seal is visible at the bottom of the label. The background is softly blurred, showing a window with light and some greenery.

Our Vision

To be the most trusted resource for buying wine around the globe



Demand

Build a critical mass of users based on unbeatable data

Supply

Find suppliers of wine that match existing demand

Sell

Market to existing users and collect fees

COVID-19 Pandemic Led to Increase Interest in Online Wine Buying



E Eater

Liquor Store Sales Up Over 20 Percent During
Coronavirus Crisis

**COVID-19 Has Transformed Wine
Shopping. Here's How Vivino Is Adapting**

WIRED

Where to get the best wine, spirits and beer during lockdown

There's been an unlikely effect of the coronavirus lockdown. We've gone booze mad! Sales for some wine merchants are up by 1,000 per cent. Here are the best places still delivering to get superb, calming libations to see you through the days ahead

yahoo!

**Wine store sales
surge amid US
coronavirus
outbreak**

m Merca2

✓ **Cinco vinos que debes beber antes de terminar la
cuarentena**

Forbes

**Vivino Numbers Echo
Consumer Appetite For
Online Wine Sales**

Chowhound

**The Most Popular Wine & Booze Being
Delivered in Quarantine**

There's never a last call in your living room.

Forbes

**These Are The Top-Selling
Alcoholic Beverages
During The Coronavirus
Lockdown**

DIGITAL 360
COMMERCE

NEWS

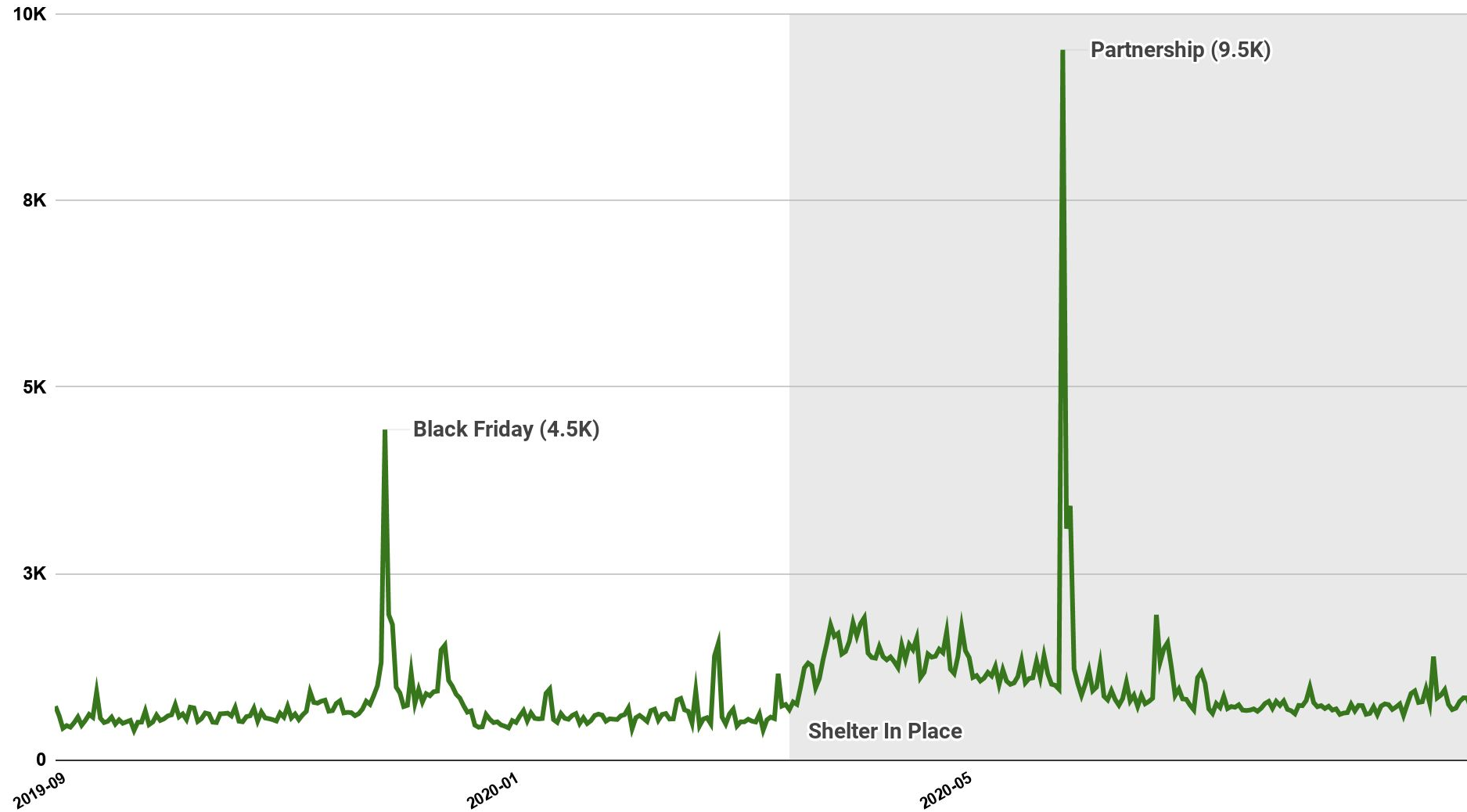
**Online wine
merchants are
busy during the
coronavirus crisis**

James Melton | Apr 6, 2020

Leading us to Bring in New Buyers at an Unprecedented Rate



Daily New Buyers



What the Data Says



- Q2 2020 was Vivino's strongest quarter ever, and in **April, May, and June**, we saw **157%, 137%, and 140%** year-over-year growth, respectively. That number was a bit lower in **July, at 114%** year-over-year growth and **August at 107%** year-over-year growth. Still, we believe seasonality is at play there.
- We continue to bring in **new buyers** daily at unprecedented rates with solid **30 and 60-day** retention numbers.
- Italian users purchased **twice as much wine** at the onset of the COVID pandemic though that has leveled out BUT **Americans and global users** continue to **purchase more Italian wine** and **more wine in general**.
- The three most purchased Italian wine styles in the U.S. are: **Tuscan Red, Amarone, and Brunello**.
- American users are more likely to give Italian wines **4.5 and 5 star ratings** than users from the rest of the world including Italy.
- The U.S. is the market with the **most growth** in terms of sales of Italian wine this year.
- **Americans spent \$28 on average per bottle of Italian wine this year, which is significantly higher than most other countries aside from Hong Kong, Singapore and Canada**

So, The Next Normal?



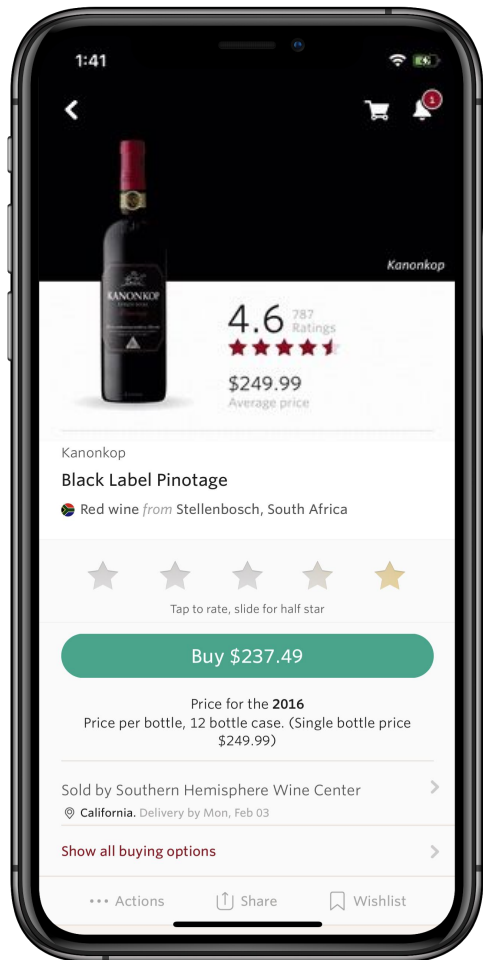
Opportunities:

- Trial of new customers leading to long-term habits
- Buying wine online is the “next-normal” and Vivino is at the forefront
- Disruption creates better access to supply through new merchant and winery partners
- Vivino and online wine sales reach critical mass
- More conversation about archaic liquor laws due to businesses needing to get back on their feet

Threats:

- Economic recession
- Fulfillment challenges - this is where you come in!
- Inconvenience of signing for delivery when people are back to work (same as before)

Partner With Vivino



1. **New Sales Channel with Huge Growth Potential:** Leverage the power of Vivino to make your wines available for purchase to our rapidly growing buyer base
2. **Vivino Marketing and Shopping Incentives:** Benefit from Vivino's email marketing campaigns, paid marketing campaigns and shopping incentives
3. **Highly Personalized:** Vivino is powering the best wine recommendation engine in order to increase conversion

= SELL MORE WINE / ENGAGE NEW USERS



VIVINO

Thank You!