



Company profile:

lyfetaste.com / wwswines.com

Industry: e-Marketplace / wine production

Founded: 2011

Reg: Lisbon; 509839894

e-Marketplace launch: 2016

Contact:

João Pedro Montes

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Av. 24 de Julho, 60 – 3 Esq, 1200-869

Lisboa

Financial information:

Stage:

1st round raise:

Date of 1st raise: 09/06/17

Amount raised: € 479.443,25

Post-money valuation: € 8.577.152,02

2nd round raise:

Date of 2nd raise

Capital seeking: € 2.000.000,00

Current valuation: € 10.000.000,00

Management:

Chairman and CEO – João Montes

(<https://pt.linkedin.com/in/joaomontes>)

Director 1 and CFO – Clara Niza

(<https://pt.linkedin.com/in/claraniza>)

Director 2 – João Rosa

(<https://pt.linkedin.com/in/joão-rosa-73744b>)

Director 3 – Christian Minzolini

(<https://pt.linkedin.com/in/christian-minzolini-8933381>)

CCO/COO – Bruno Vaz

(<https://www.linkedin.com/in/bruno-coelho-vaz-98034a11/>)

Lawyer: Susana Enes

Bank: Millennium BCP, Novo Banco and Montepio

Accountant: Carlos Vidal Ferreira (Certified Accountant) / Rosário Líbano Monteiro (Statutory Auditor)

Main Investors

(shareholders): João Pedro Montes, João Rosa, Grupo Nabeiro, Frazolini, Lda., Domingos Cruz Gomes, Maria Augusta & Filhos, Lda.

About: Lyfetaste is an innovative e-Marketplace developed, launched and managed by Wine With Spirit, an awarded Portuguese wine producer.

Business model: We produce and sell wine and other 'enotainment' experiences to our customers at our e-Marketplace, having 4 main sources of income:

- 1) **Affiliation:** creation of a network of Distributors / Affiliates / Consumers through the sale of business packs/licences to Individuals and Companies looking for a business opportunity
- 2) **Online Store Sales:** sale of products at the e-Marketplace to final clients (B2B and B2C)
- 3) **Trade:** sale of products at the e-Marketplace to special trade clients (Tourism, Real Estate, Horeca, Commerce, Services and Non-profit Organizations)
- 4) **Taylor Made:** private labels and export operations outside the EU

Problem: Traditional distribution channels crush producers' margins and do not respect brands positioning, making it very hard for producers to have a sustainable cost structure and an effective brand building. Additionally, wine choosing and purchasing can be a daunting process where the consumer may have lack of knowledge and understanding of wine producers' technical speech, which is self-centered and does not study the consumers' needs before launching wines in the market.

Product: Lyfetaste is a proprietary e-Marketplace that is a true alternative to the traditional distribution channels. Ready to operate throughout the EU, it is built on a network of affiliates that promote and sell the wines and 'enotainment' experiences available at the platform. With an easy to duplicate model, it leverages small, independent entrepreneurs with a user-friendly platform for running their own wine business. We could say that it is a mix of Uber, Amazon, Farfetch and Avon. It also helps the consumer in the wine choosing and purchasing process, since it lays on an intelligent algorithm and brings the power of big data to wine retailing, allowing consumers to search wine according to the consumption moments/emotions, so they can easily choose the right wine to each occasion.

Momentum: Since its launch, in 2017, Lyfetaste has signed up more than 3.000 affiliate sellers and has seen a significant growth trend since day one, despite the reduced marketing and promotion investment made so far. This growth would have been exponential if more could have been invested.

How we'll scale: We expect to grow rapidly in the next 4 to 5 years, by consolidating and enlarging Lyfetaste affiliates' network, mainly in Europe in a first phase and afterwards in countries outside of Europe. Our goal is to reach 25.000 registered affiliates in the end of 2023, allowing us to gain scale and rationalize production and logistics costs, so that we can go from a current EBITDA of 6% to 15% in 2023.

Competition: Our main competitors are, on one hand, major wine distributors working the ontrade channel and, on the other hand, other affiliate marketing networks such as LR Health & Beauty, Oriflame or Herbalife.

Competitive advantage: Lyfetaste's innovative approach to the market is our competitive advantage towards other players in the industry.

- Using an intelligent CRM algorithm, we sell bottled emotions, approaching the market with strong, global and easy to remember brands and with 'enotainment' experiences, allowing people to have fun while drinking wine.
- Building our own affiliate distribution network, Lyfetaste is a consistent alternative to the traditional distribution circuit, avoiding lack of differentiation on the shelf, controlling brand communication, changing the business profitability structure and increasing margins.

Funding: Up to now, the funding of our activity has been made by our sales volume, by bank loans, by our shareholders' loans and by share capital increases. The option to move to a new round of investment is closely linked to the need to promote the exponential growth of the business in Europe. Therefore:

- 80% of the proceeds will be used in targeted marketing campaigns, training and mobilization, starting by two identified target markets (mainly UK and Benelux), aiming at the duplication and exponential growth of the network
- The remaining 20% of the proceeds will be used to conclude the developments of Lyfetaste's intelligent algorithm and technological infrastructure, as well as to implement the artificial intelligence module that aims at creating a Revenue Optimization & Dynamic Pricing system for Lyfetaste.

Investment opportunity: The opportunity lies on being part of a company that expects to reach 2023 with an EBITDA of € 2.600.000 (corresponding to 15% of its sales volume) as compared to the current EBITDA of € 33.000 (corresponding to 6% of the sales volume) and with a plan to go public in 2021, three years from now.