**Appendix B**

**Partnership with VIVINO – strongly recommended for many reasons!**

**Vivino at glance:**

* 200,000 wineries
* 12.2M wines
* 50M users
* 2020 revenue: USD 265M
* 1,1 Billion wine labels scans in 2020
* The recent USD 155M funding round valued the company at between $USD 600 and $USD 800 million.

Vivino is the world’s most popular wine app - with 50 million global users - its popularity comes from its core mission to democratize wine. Vivino is 100 times bigger than nearest competitor and has a huge monthly active user base.

Vivino’s unique wine shopping experience uses community data to provide personalized wine recommendations for wine drinkers of every level. It is experiencing fast year-over-year growth by using **data to fine-tune retention strategies**, improve customer service and response, and **deliver data-rich partner apps for winery and merchant partners**.

Vivino’s IT team is evaluating a data product for their wine merchant partners, who use the Vivino app to sell their products. This will positively impact WWW business because they will be able to use data to analyze and spot market fluctuations and trends, check their pricing against competitors, compare their stock to their competitors to gauge the uniqueness of their inventory offering, and spot trends in their region early to help them adjust inventory accordingly. **That is how WWW can benefit from this partnership: by gaining insights from business intelligence without needing to build out their own data stack or processes.** Besides, as we mentioned before, it could possibly impact the WWW's processes and force it to take its first steps into a digital transformation - It would be a change from the outside in.

**The example of the Australian publicly listed company partnership with Vivino**

Digital Wine Ventures (ASDX:DW8) - An Australian based publicly listed company that invests in technology-driven businesses servicing the global wine and beverage industry. Its wine ordering platform, WINEDEPOT, has entered into a partnership with “the world’s largest wine app and marketplace”, Vivino.

Under the partnership, wineries in Australia and New Zealand will be able to list their products on the Vivino platform – potentially tapping into Vivino’s 50 million user base worldwide. The integration means WineDepot can now provide Australian wineries with the ability to directly list their products for sale on Vivino without having to set up an account, develop an IT integration, monitor their inventory availability, or manage their order fulfilment.

Digital Wines’ CEO Dean Taylor is excited about the potential of the partnership, which he said will help Australian wine producers generate direct-to-consumer sales worldwide.

“If you want to understand what the future of online wine sales looks like, then Vivino is without a doubt the one to watch. Their mobile first approach is a key differentiator, which combined with 10 years of accumulated user generated content, including over 1.5 billion wine label scans, puts them in an enviable position.”

“For us, it provides us access to a powerful direct-to-consumer sales channel that allows the wineries we work with to generate incremental and high margin sales.”