

## An Italian company which is revolutionising how wines and beverages are promoted and distributed.

### Company Story

- Winelivery, the first Italian Wine-Tech company specializing in the last mile delivery services of alcoholic beverages was founded in 2015 by Francesco Magro (CEO) together with the co-founder Andrea Antinori (Communication Manager).
- In January 2016, Winelivery was launched in Milan and by the end of the year the company closed its first funding round of €150,000, over the year it tested its first business model in Milan, focusing on B2C clients.
- In 2017, the service was launched in Bologna together with the first agreements with wine producers on Communication Services. In Q4 2017, the company closed a 2<sup>nd</sup> round of fundraising of €400K.
- In 2018, Winelivery expanded its operations to Turin, Florence, and Bergamo.
- At the end 2018 a 3<sup>rd</sup> round of funding of €1.3M was closed Winelivery operates in 10 cities and expects further expansion to 5 more cities by the end of the year.

### Products / Services

Winelivery specializes in the fast and premium delivery of beverages: less than 30 minutes and at the right consumption temperature. Its has a dual business model; on the one side it is an Online Retailer, on the other it operates as a Media Agency:

- Retail: the company focuses primarily on private consumers, the target clients of Winelivery are high spending consumers between 25-45 years old. However it also provides services to corporate clients, mainly gifting and small catering/events. The revenue model relies on direct margin on products sold, with products in consignments stock. This also implies a shorter distribution chain since traditional actors such as agents and distributors are not included.
- Media: it operates as a communication channel for brands by leveraging its technology and its wide customer base. The brands can apply for standard memberships or ask for tailored communication projects. Winelivery's clients range from big corporations such as Campari, Nestlè or Pernod Ricard to small/niche producers of wine and other beverages.

### Facts and Figures

- The Winelivery app has been installed on more than 100,000 devices in Italy. It's customer base is continuously growing with an average monthly growth rate of 7%.
- These metrics will be further boosted by the new openings in 2019: in addition to the cities already active in 2018 (Milan, Bologna, Turin, Florence and Bergamo) another 5 five cities have been launched in 2019: Rome, Naples, Prato, Catania and Formentera.
- Each year the company has achieved a three digit revenue growth rate being able to go from €111,000 of revenue in 2017 to €1.5 million expected in 2019, projecting €10M in 2022 with an EBITDA of 10%.

### Next Steps / Growth Plan

Fundraising information will be provided on the day to investors.