

WINE INDUSTRY

Financial SYMPOSIUM

November 9 & 10, 2021

CIA @ Copia, Napa



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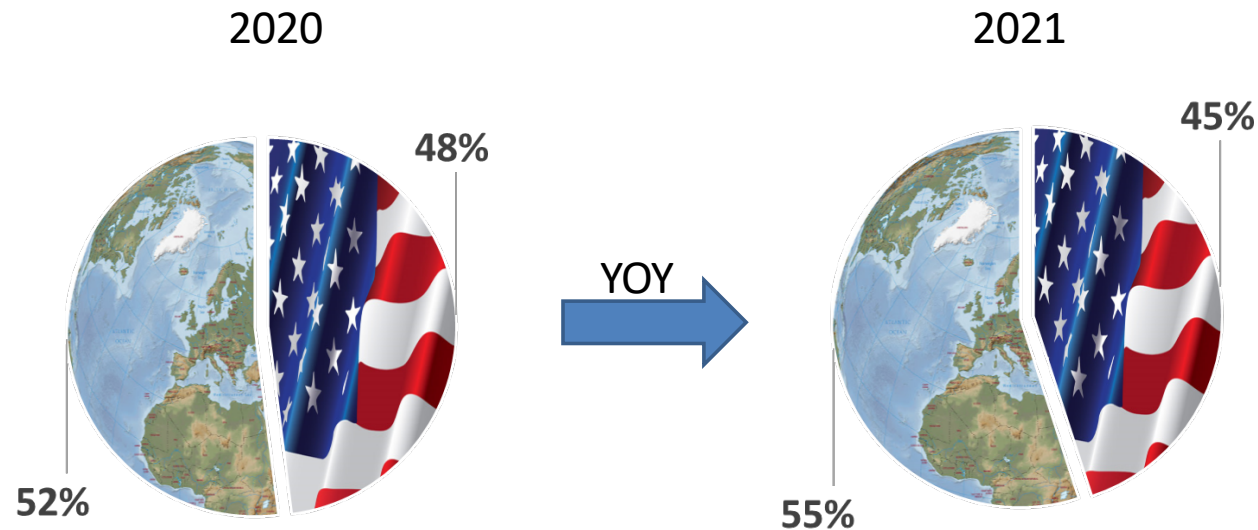
Wine.com customers buy more premium

ASP (750ML)	Spirits	Still Wine	Sparkling
Wine.com	\$ 55.10	\$ 28.66	\$ 37.16
Nielsen	\$ 24.22	\$ 11.67	\$ 13.63

Source: Wine.com: sales 1/1/2021 through 10/31/2021
Nielsen: all measured channels in aggregate, 52 weeks ending 10/9/2021



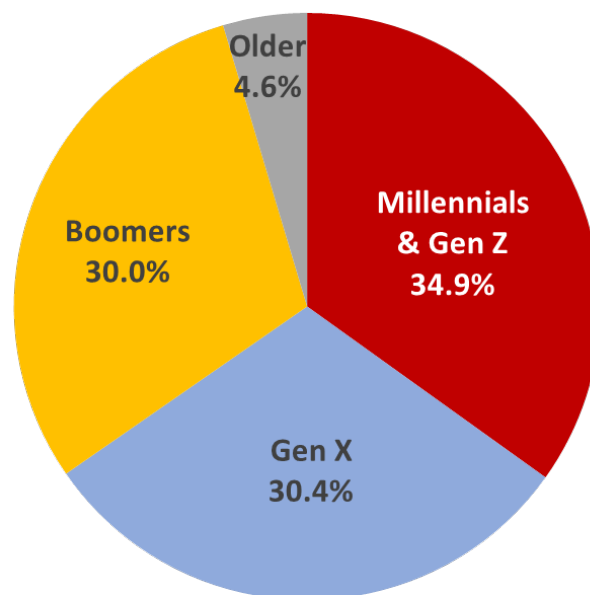
Wine.com customers buying more imports



Source: Wine.com: sales 1/1/2021 through 10/31/2021 vs. Prior Year Period



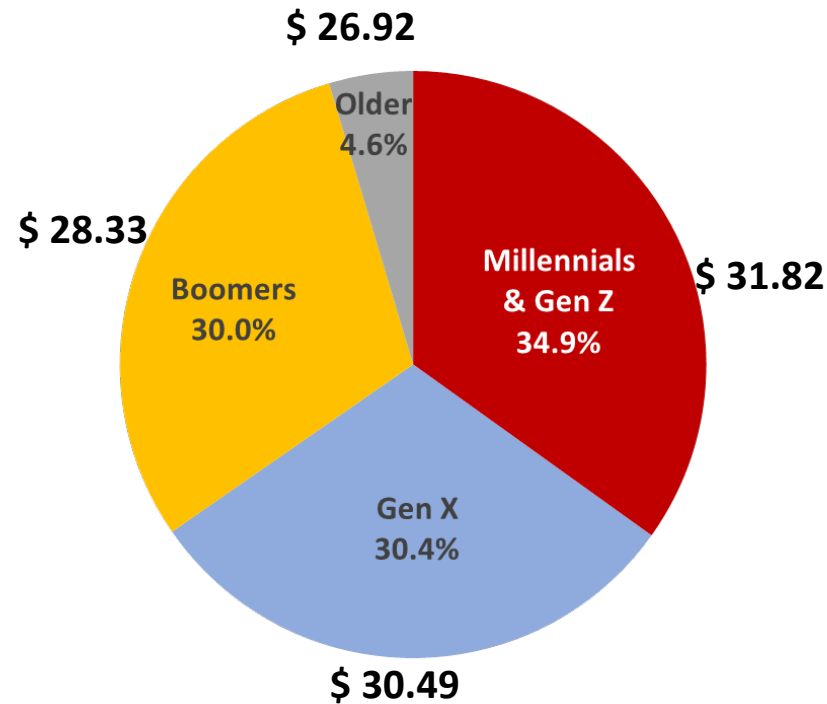
Young customers driving growth



Source: Wine.com customer counts 1/1/2021 through 10/31/2021



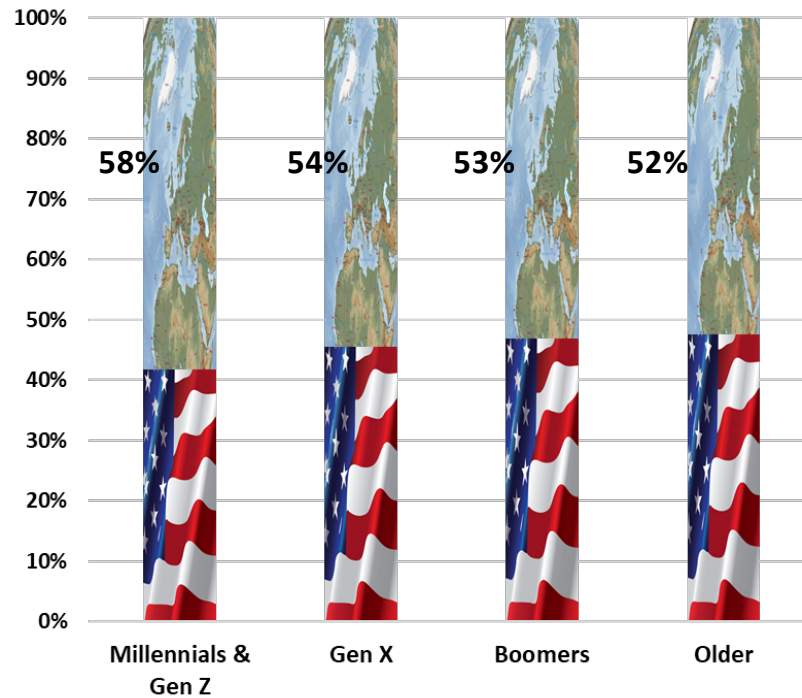
Young customers buy more expensive wine



Source: Wine.com average selling price, per bottle, by generation, 1/1/2021 through 10/31/2021



Young customers are driving our imports



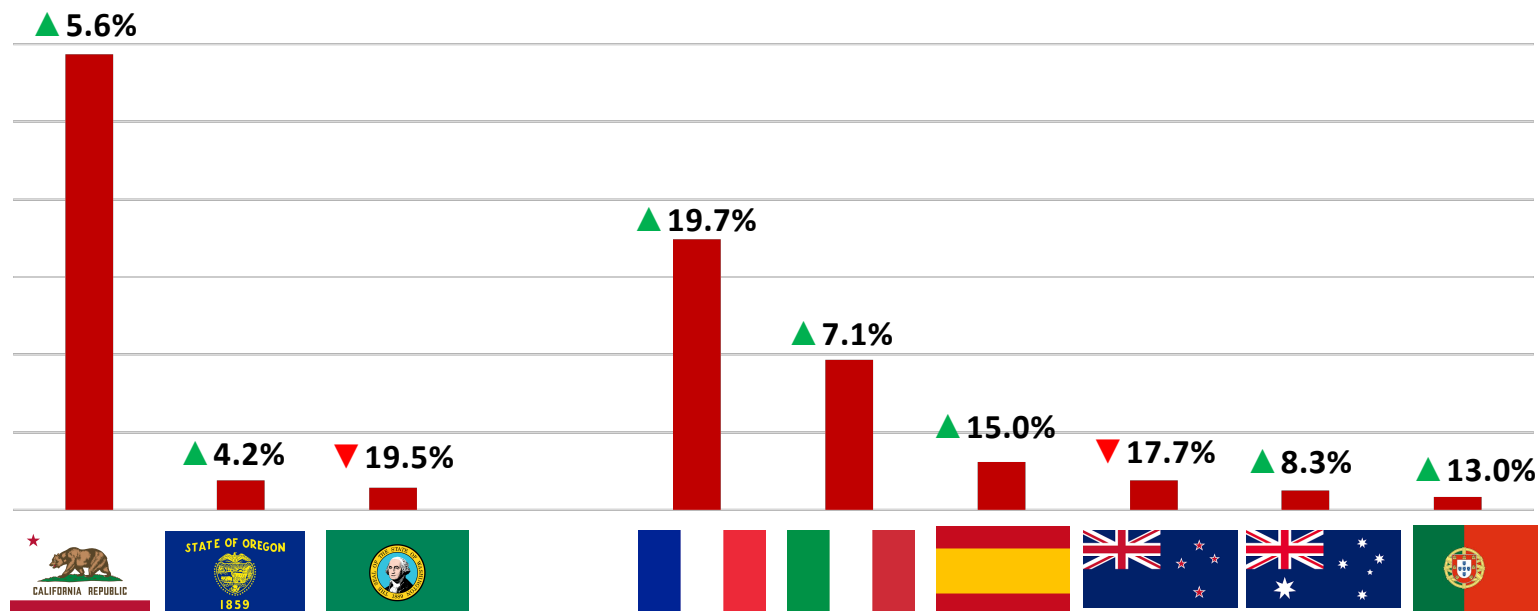
Source: Wine.com sales by generation, 1/1/2021 through 10/31/2021



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Size & growth by origin



Source: Wine.com sales and growth by region, 1/1/2021 through 10/31/2021



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