

NAWR Annual Summit
April 2023

LIV | EX
THE FINE WINE MARKET

The Fine Wine Market, Past, Present and Future: - A data driven approach to predicting trends

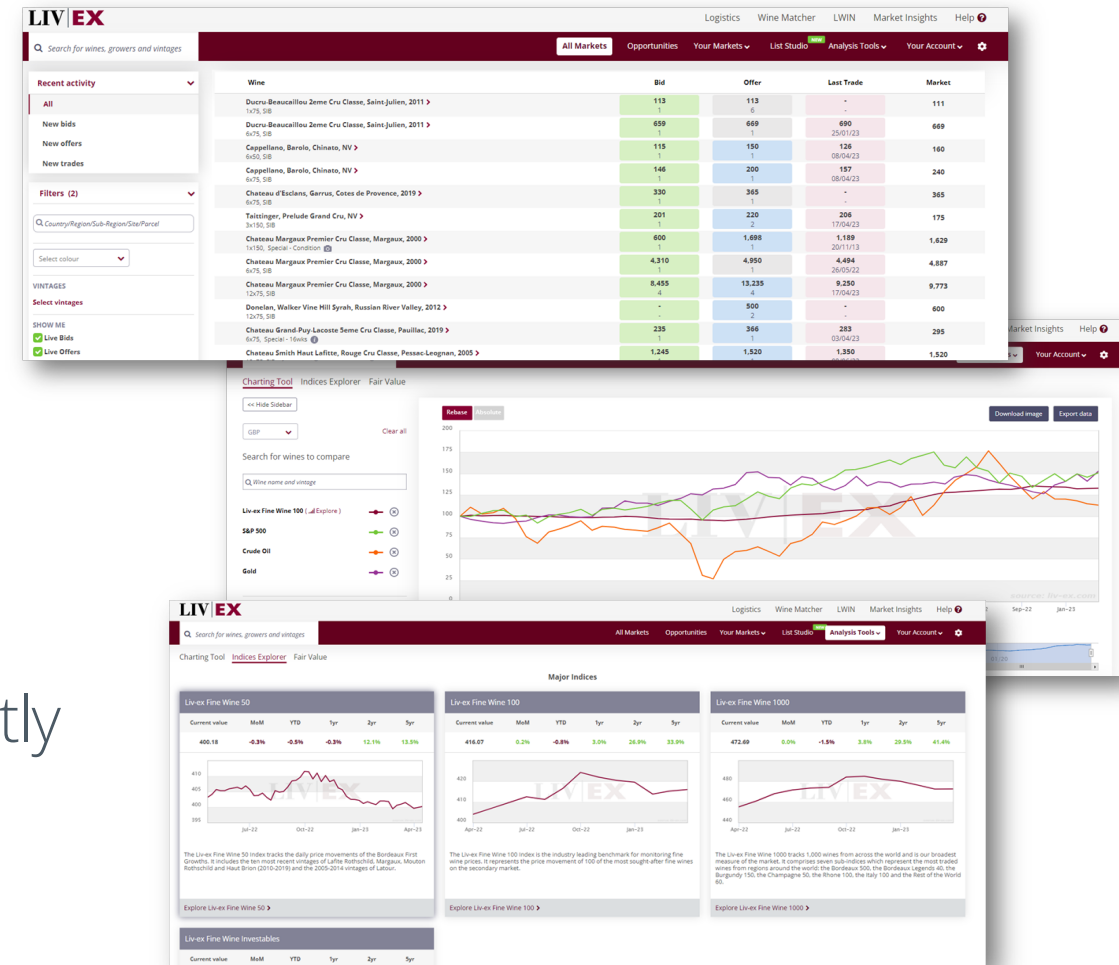
Robbie Stevens
Territory Manager - Americas



What is Liv-ex?

The global marketplace for the wine trade:

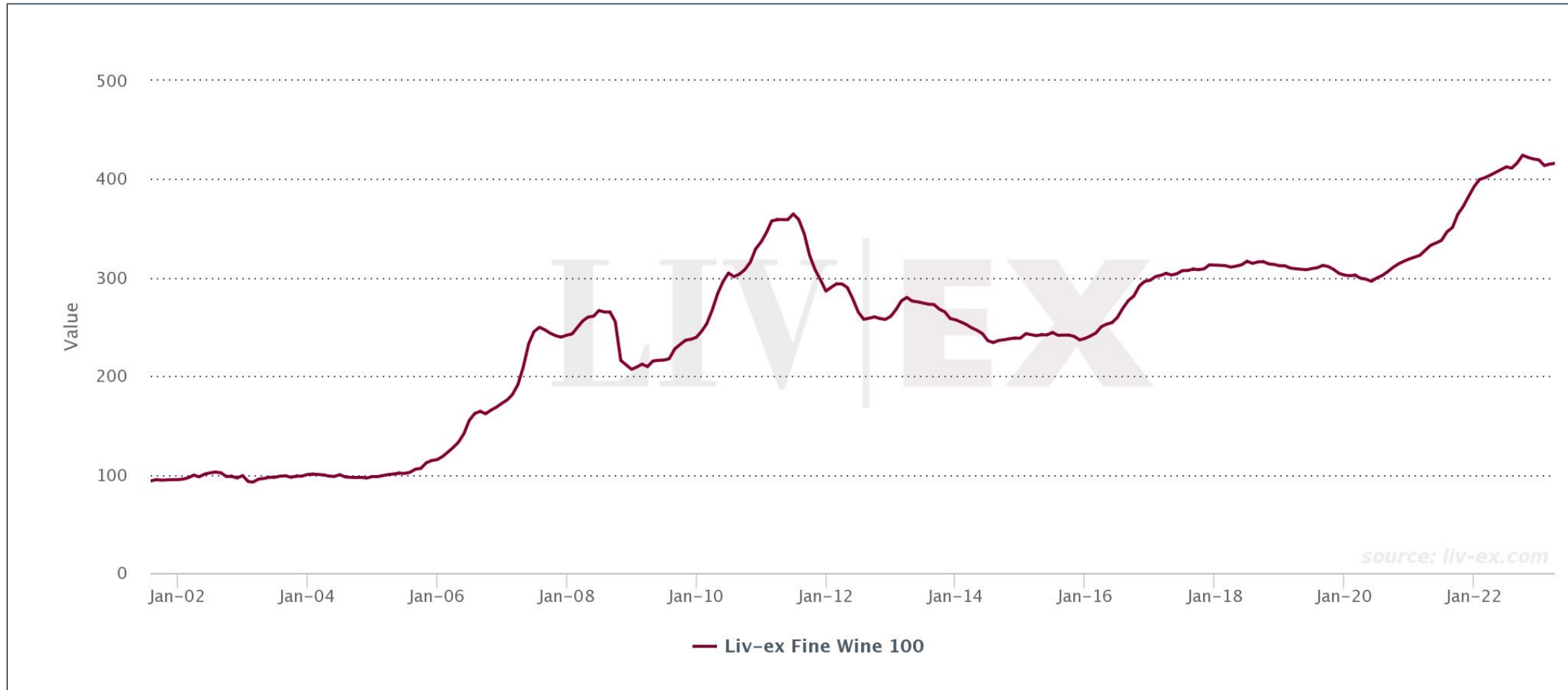
- Est. 1999
- Data, trading and logistics services
- Price, buy and sell wine more efficiently
- 625+ merchant members
- Open 24/7
- Actual transaction prices
- \$150m of firm buying and selling opportunities
- 26,000+ wines.



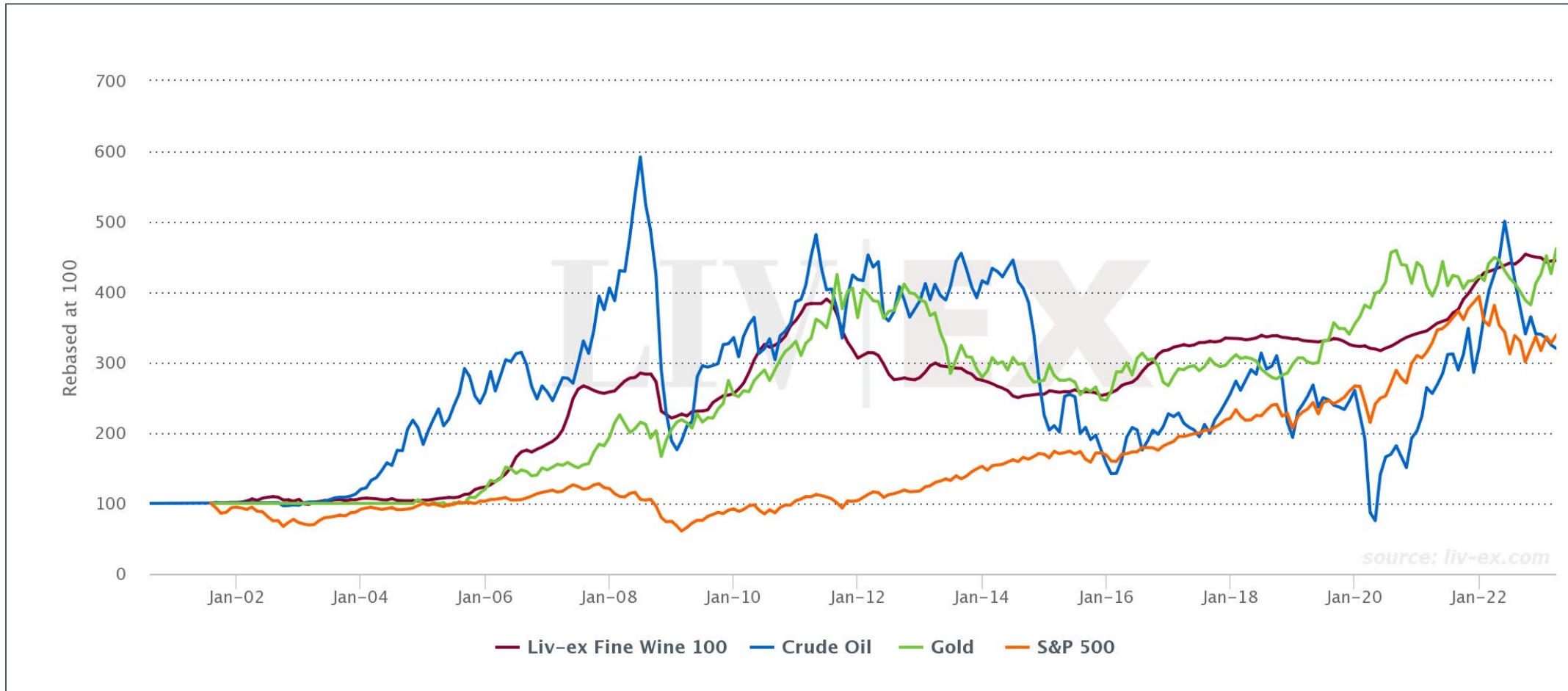
The background is a blurred image of a laboratory. A test tube is visible in the center, containing a yellow liquid. To the right, there is a glowing molecular structure overlay. The overall color scheme is dark red and purple.

The Past

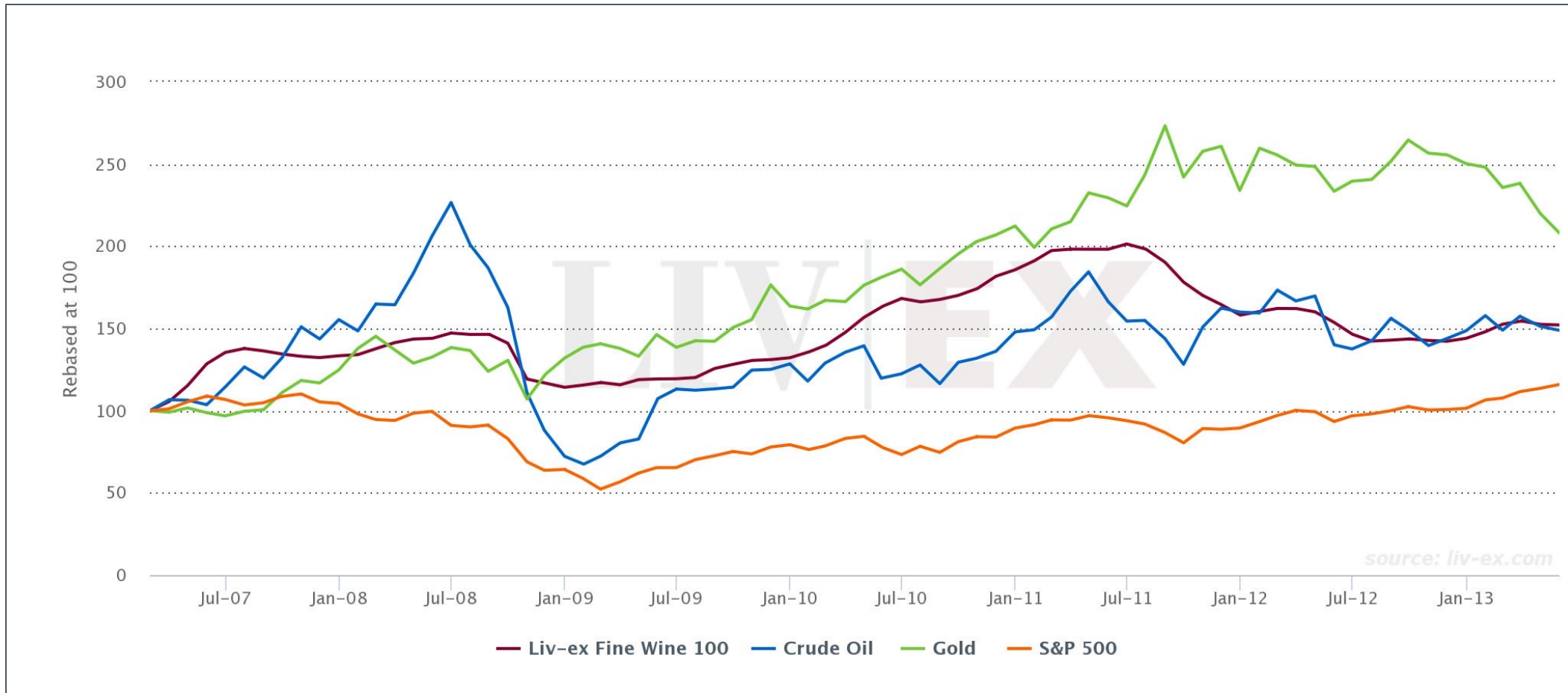
Liv-ex Fine Wine 100 since inception



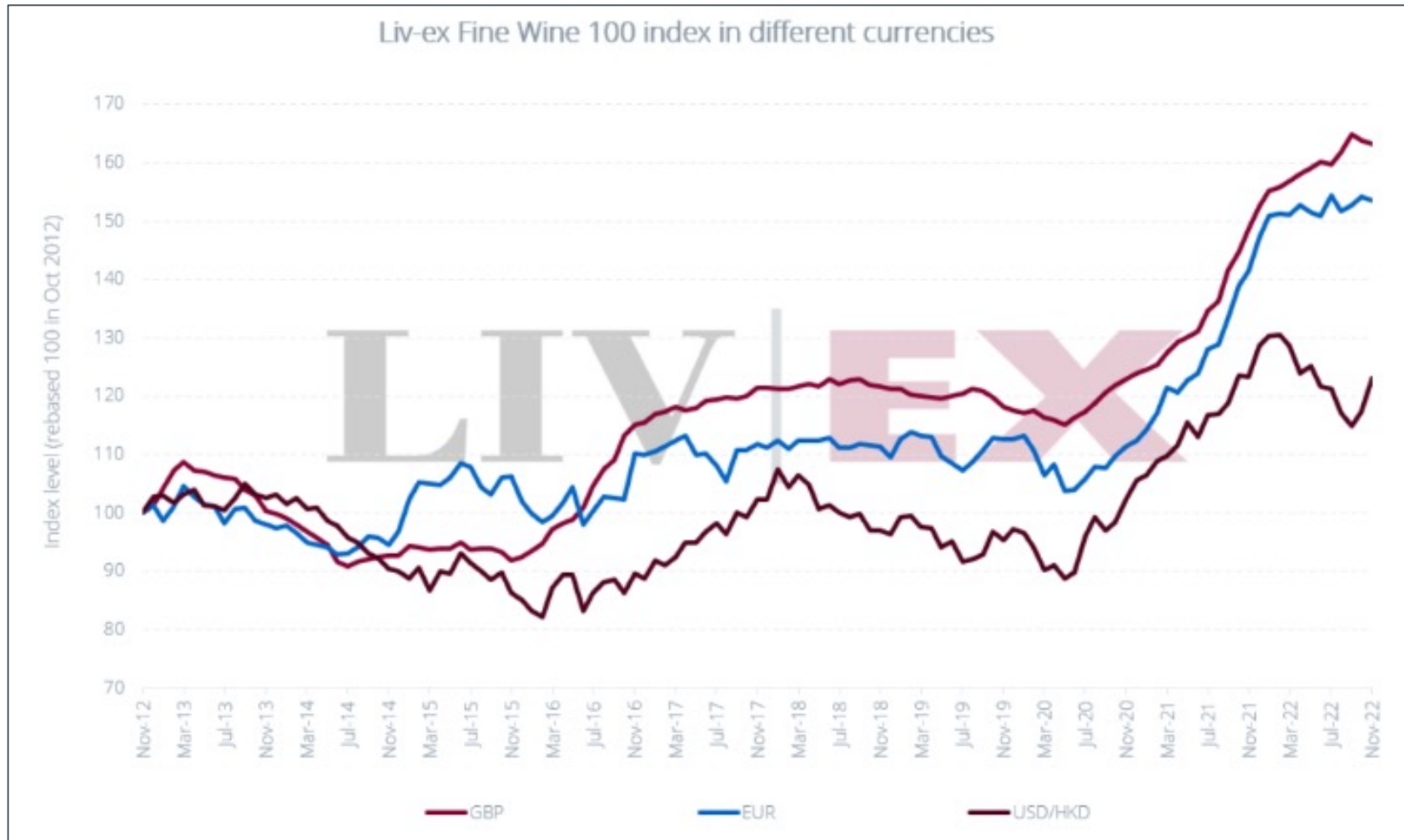
Liv-ex Fine Wine 100 vs traditional asset classes



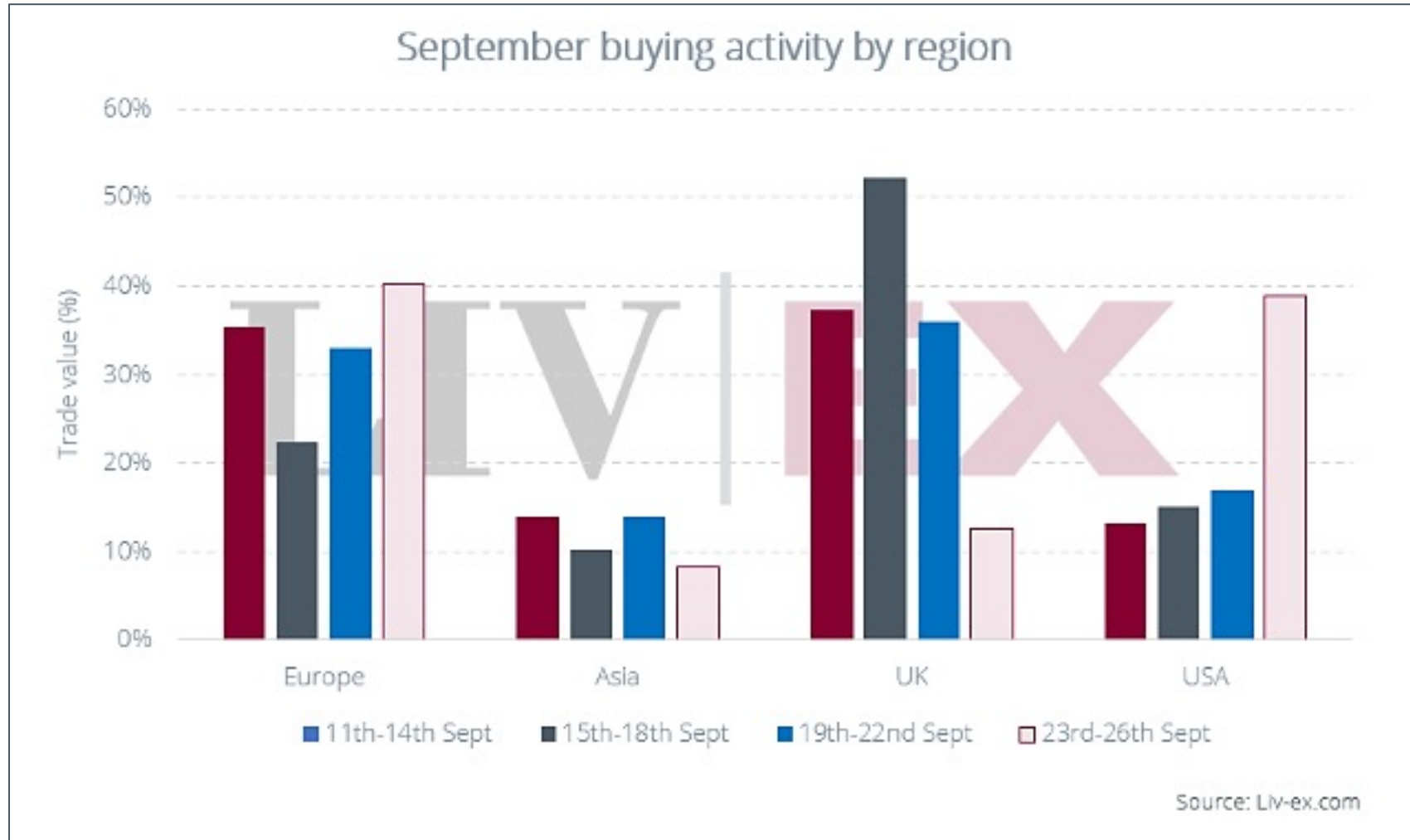
The 2008 financial crash influence on fine wine



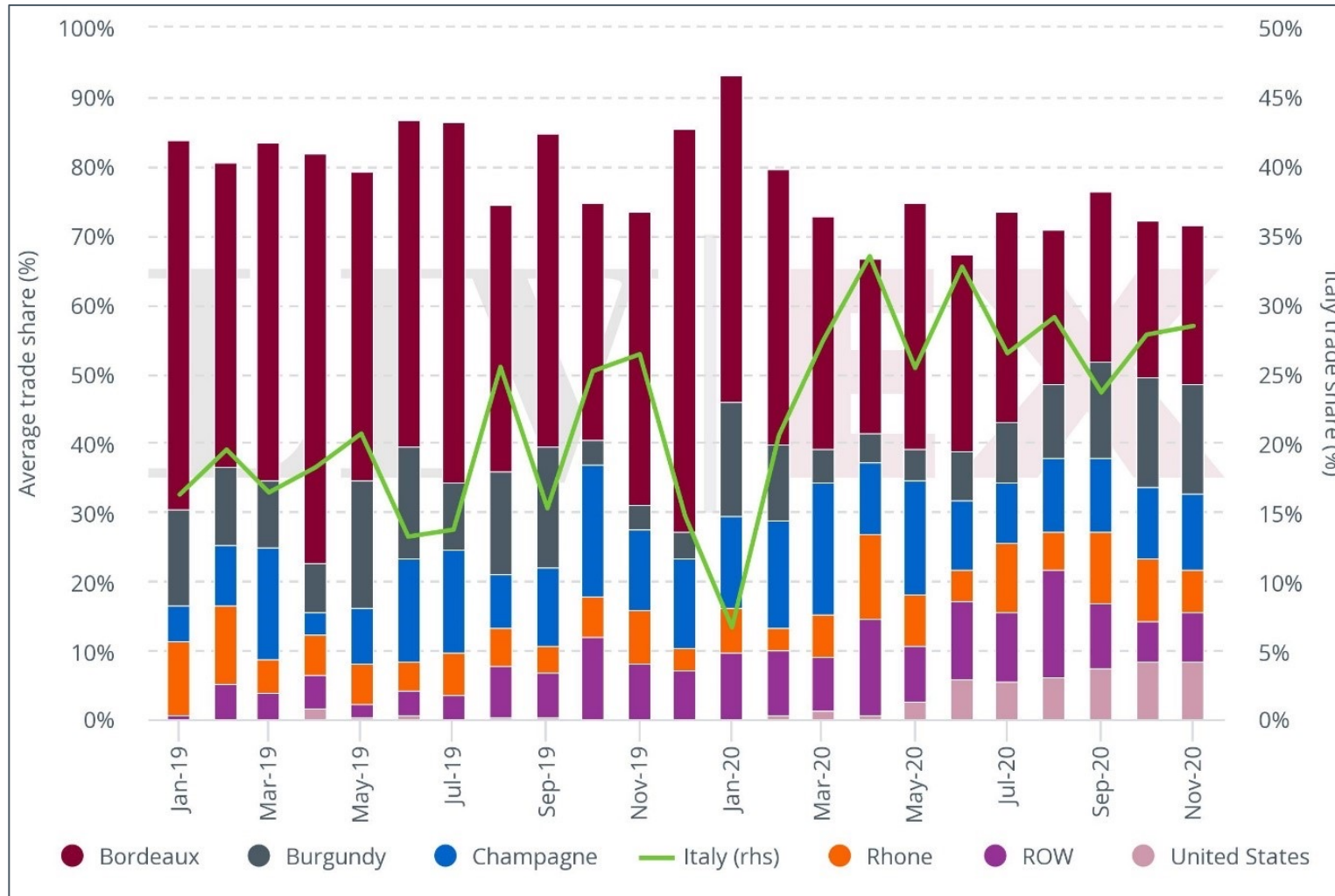
Forex changes – Brexit and Trussonomics...



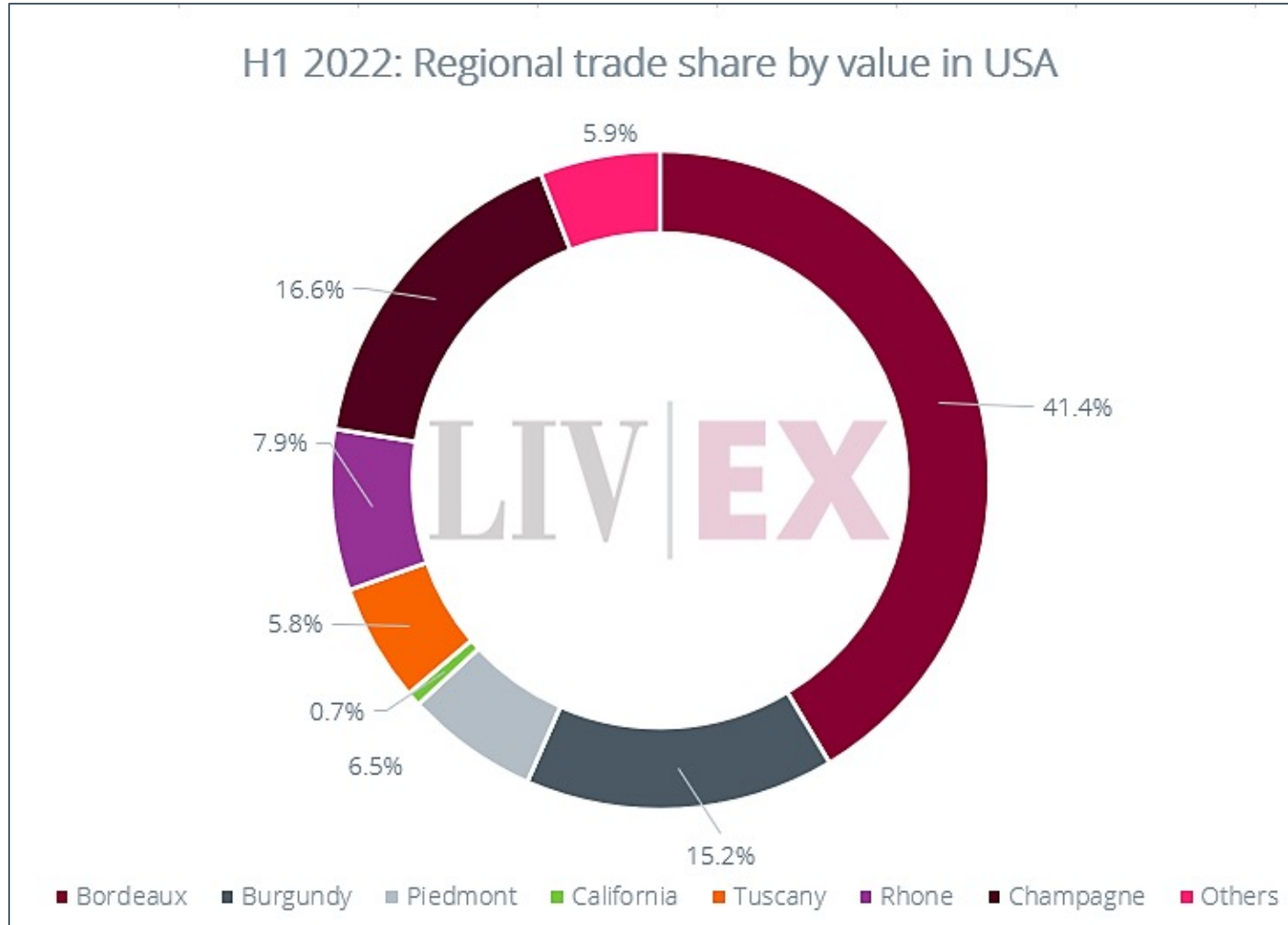
Forex changes – Brexit and Trussonomics...



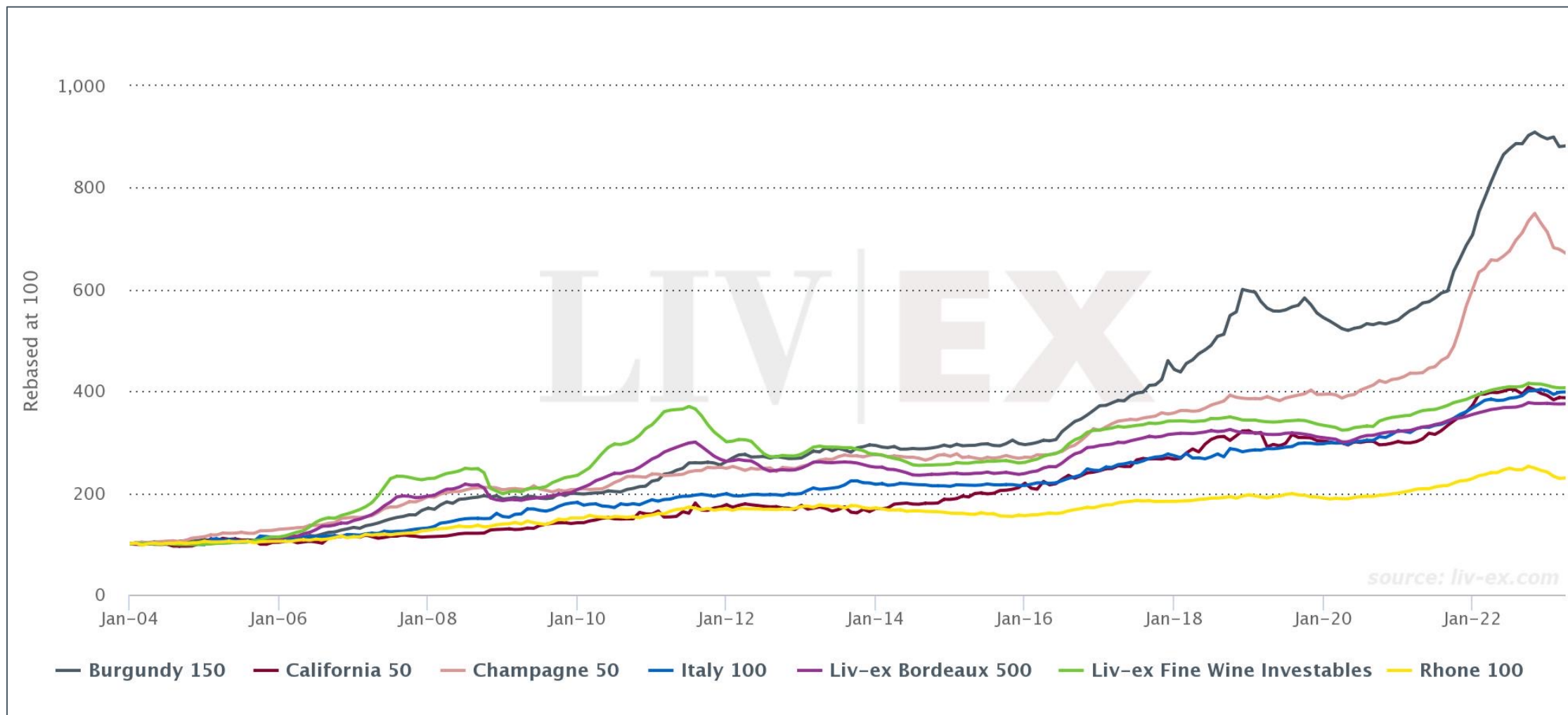
The dreaded tariffs... Imposition and suspension



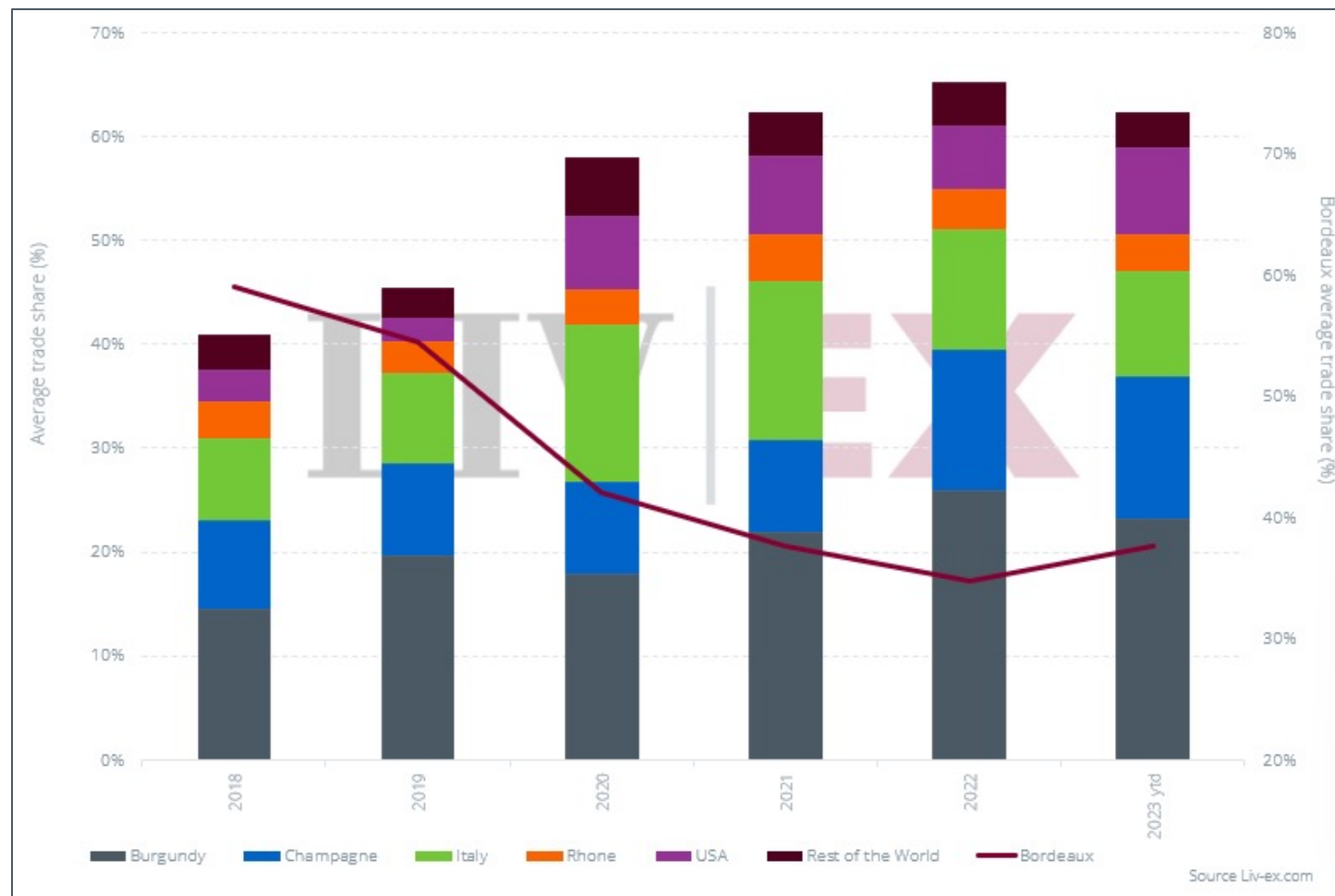
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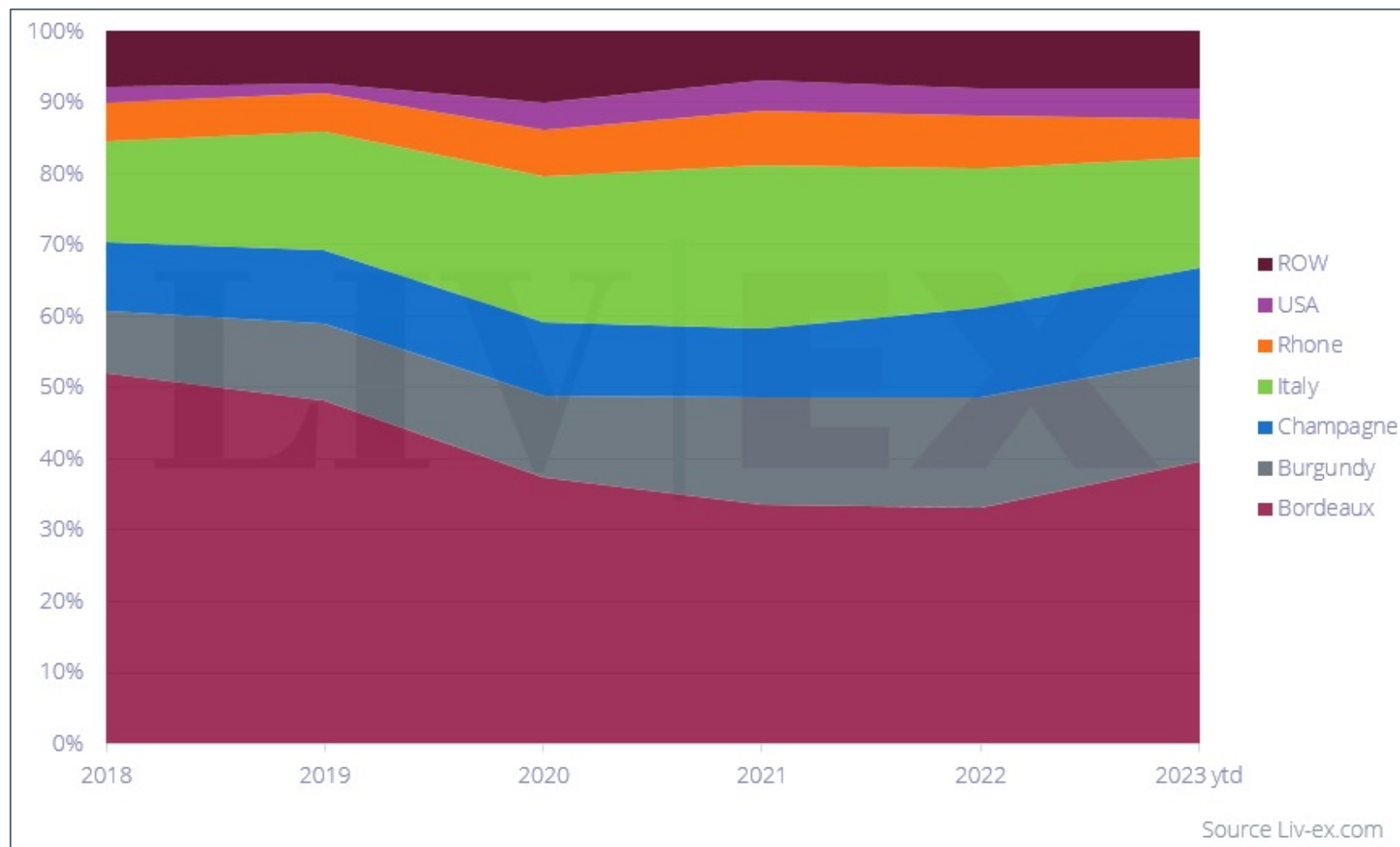
A regional perspective



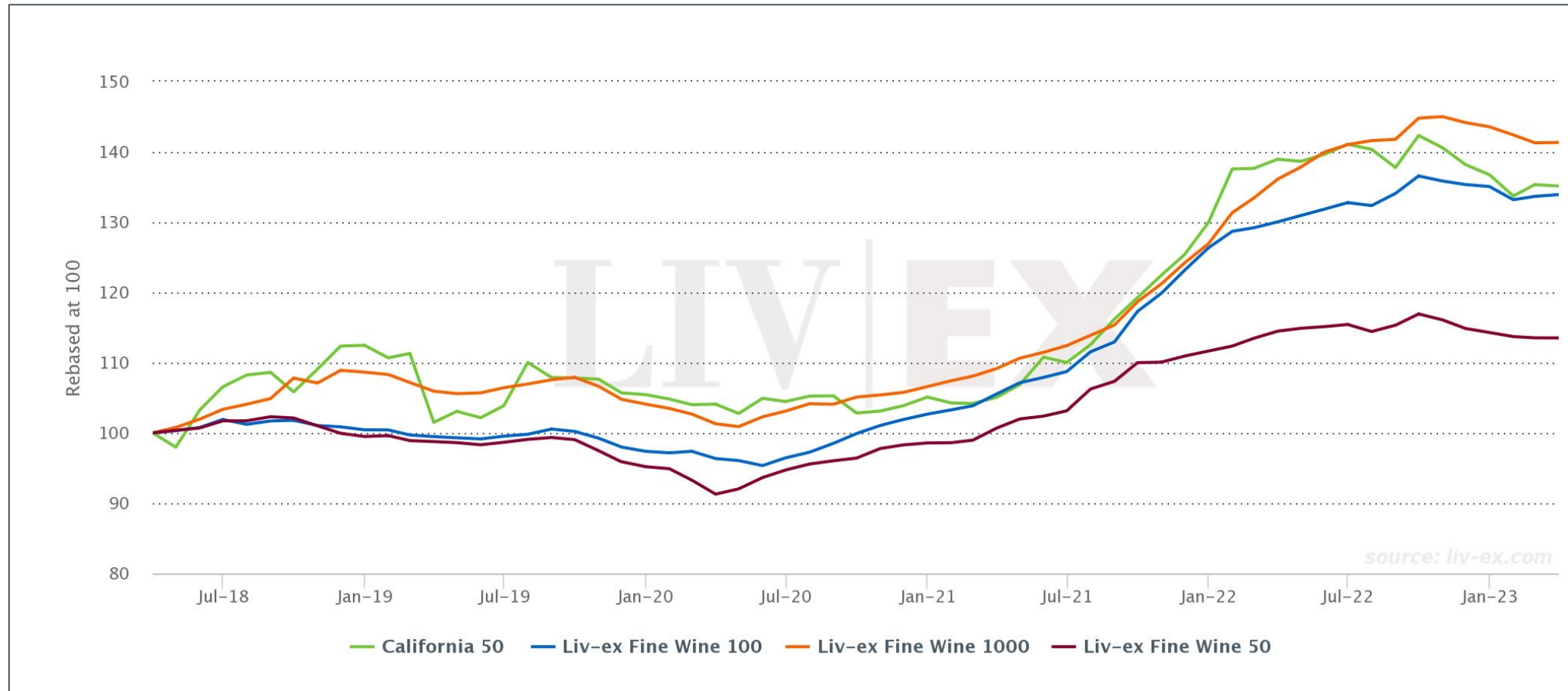
Regional market share by value



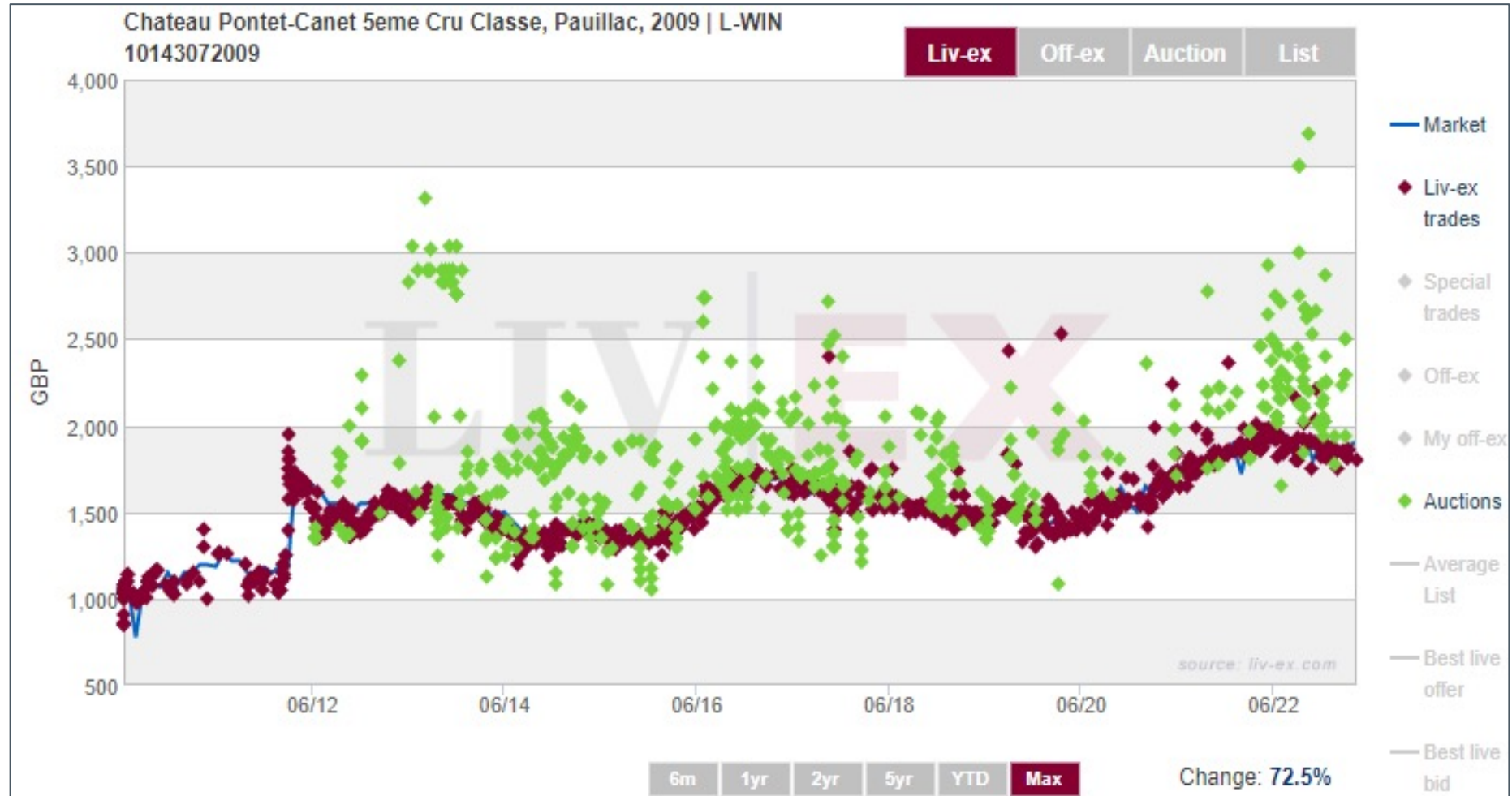
Regional market share by volume



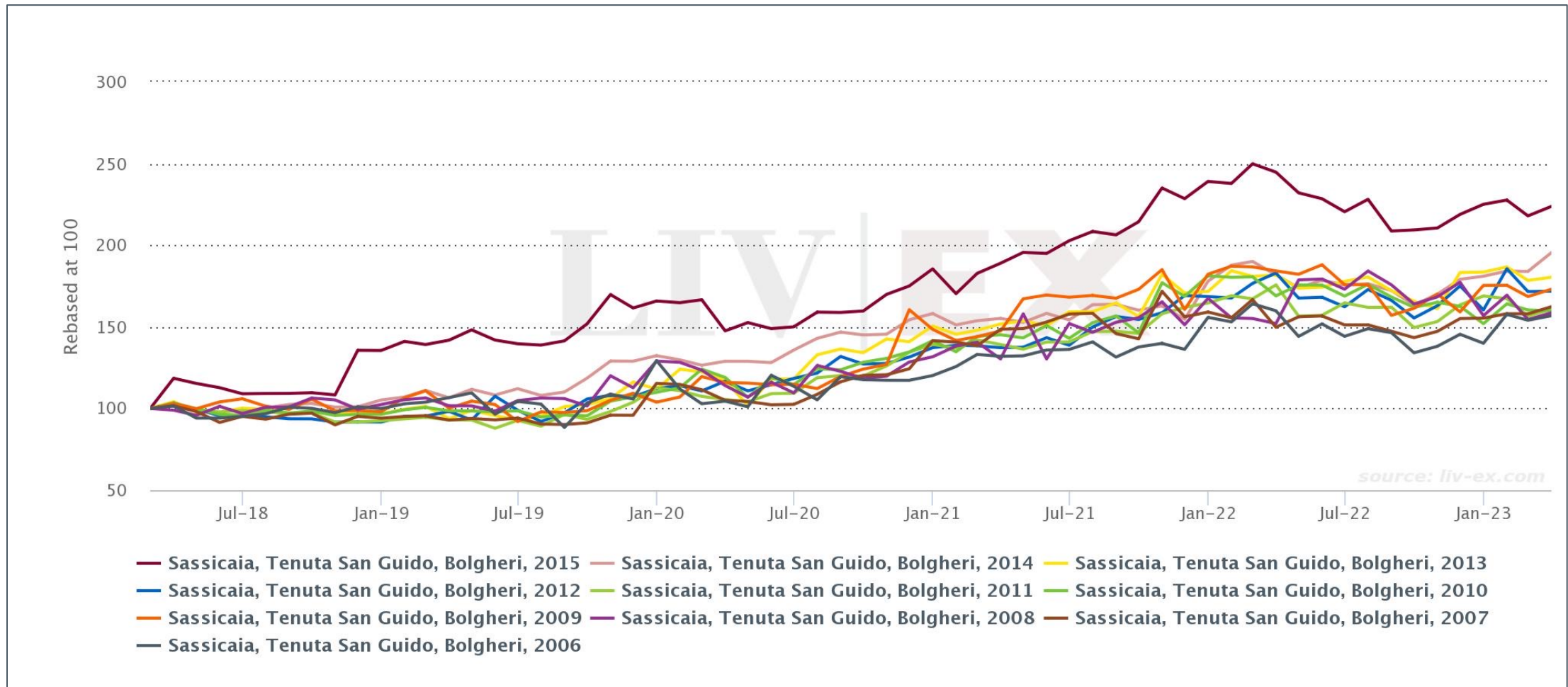
The Golden State's success on the international stage



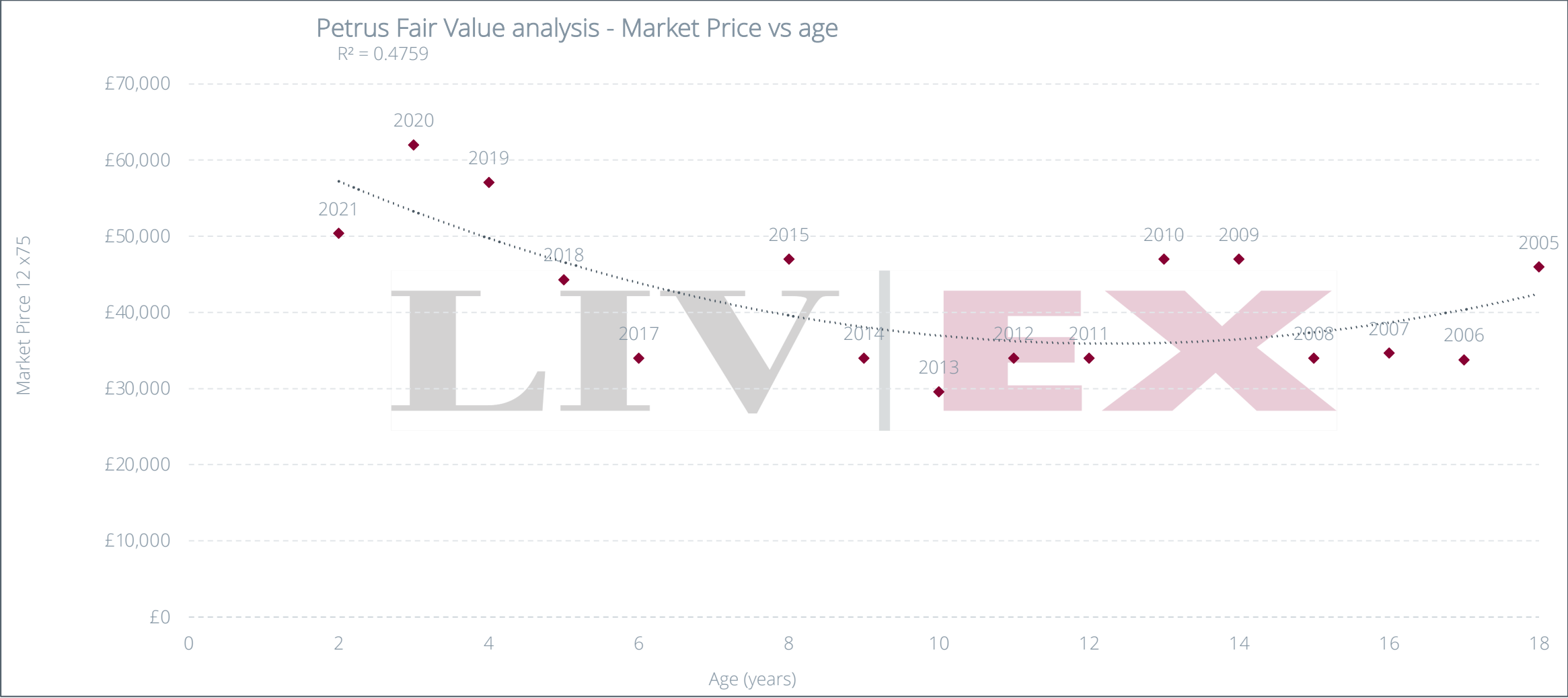
When certain critics speak, the market listens



...or catalyze change on a brand level / shine a light on an emerging region



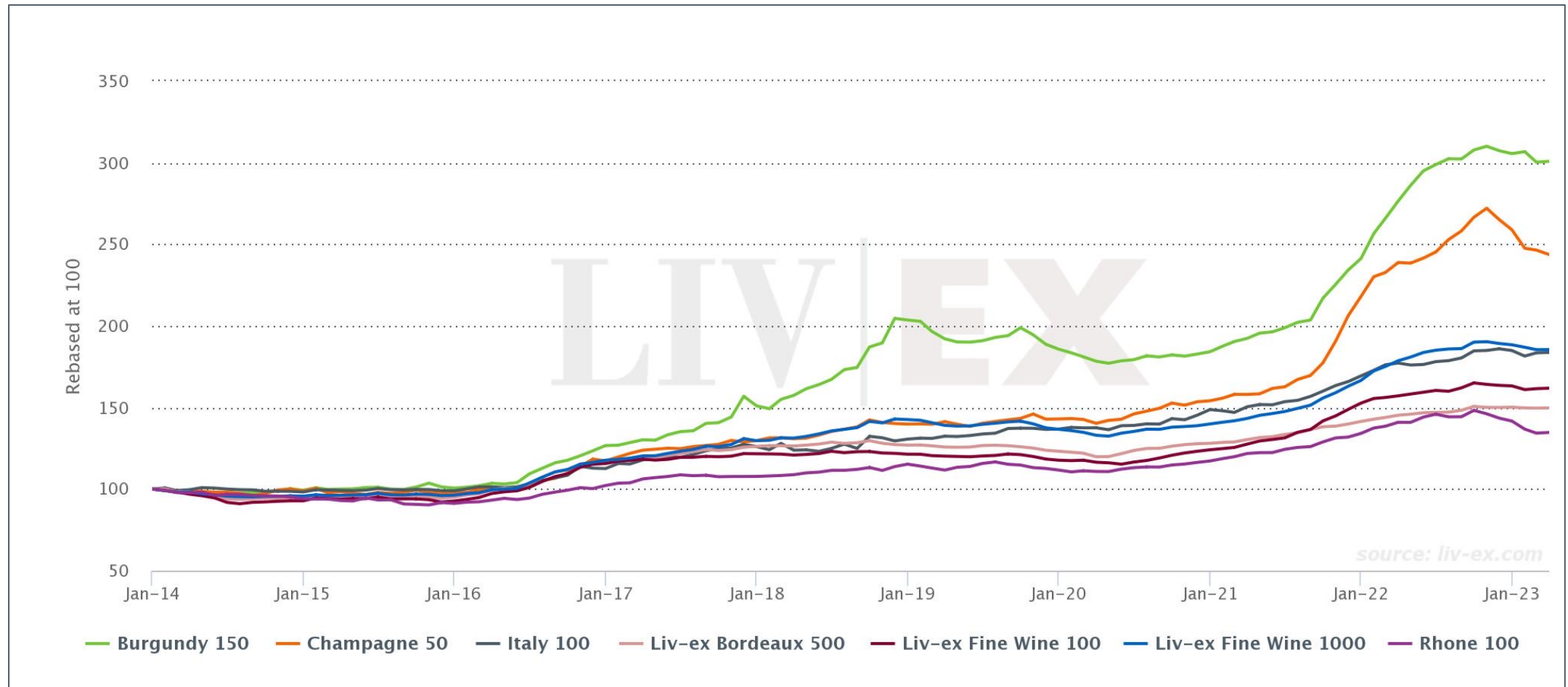
And sometimes things don't make sense...





The Present

The picture today...

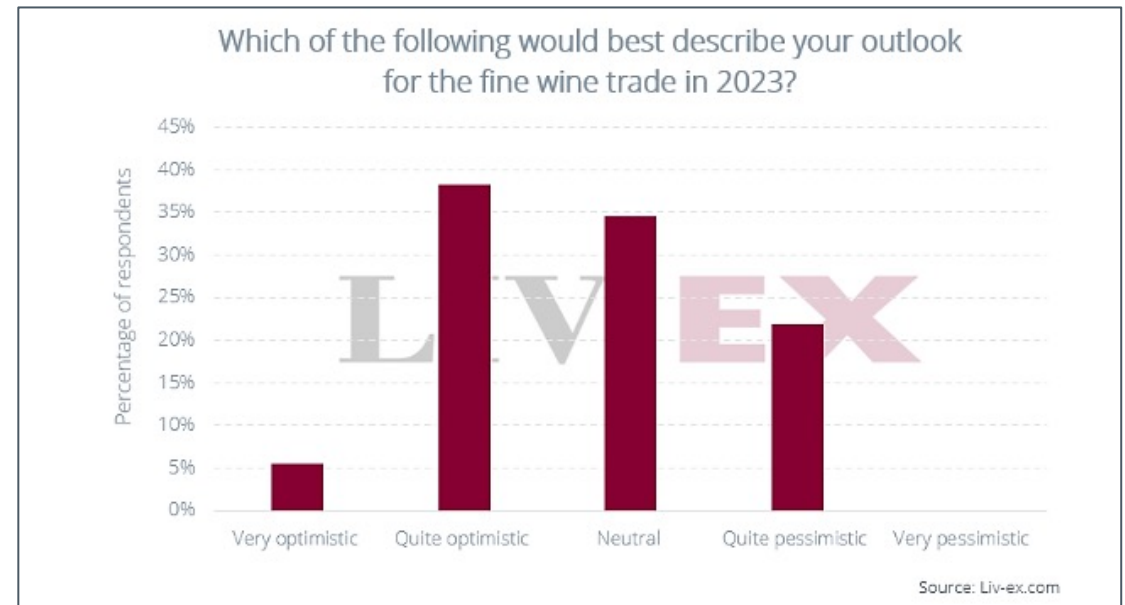
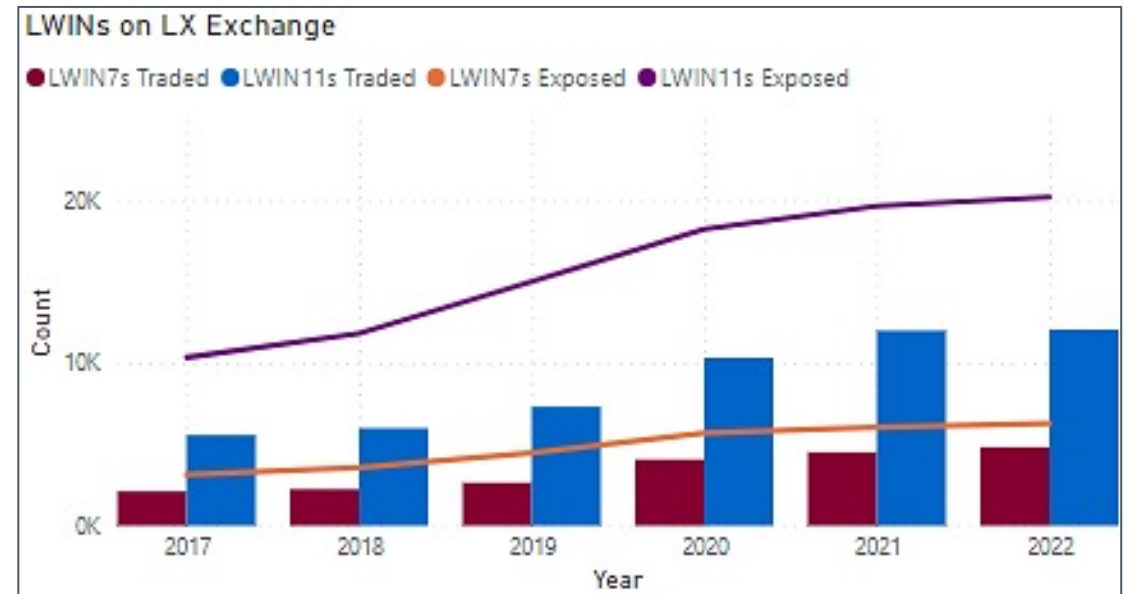


The picture today...

- The market hangs in the balance
- 7 years of sustained growth, market correction occurring
- Headwinds still exists
 - Cost of living crisis
 - World on the brink of recession
 - War in Europe

However...

- The market continues to expand
 - Over 12000 wines traded last year vs 5000 in 2017
 - Regional base diversifying
- Brings new players to the game
- Technology driving efficiency and democratization amongst merchants
- Wine merchanting and retailing is evolving from the very antiquated to the modern
- Client expectations and buying patterns are evolving.
- Business models are changing and adapting



The Future:

- The market
- The merchant
- The customer

The changing role of technology

- Tech landscape has changed in last 5 years
- Merchants beginning to embrace technology
- Seeking to better serve their customers
 - APIs
 - Automated purchasing bots
 - Algorithms
 - Powerful stock management systems

The changing expectations of collectors

- Liv-ex survey
- Hundreds of collectors from 36 countries.
- Cellars averaged 2500 bottles worth around \$375k
- What do you expect from the fine wine trade?
- ...are you getting it?



Today's Collector Wants Greater Transparency

To what extent do you agree with the following statements?				
	Strongly disagree	Tend to disagree	Tend to agree	Strongly agree
I would like more independent market data & insights	2%	10%	42%	47%

*n=192

Source: Liv-ex.com

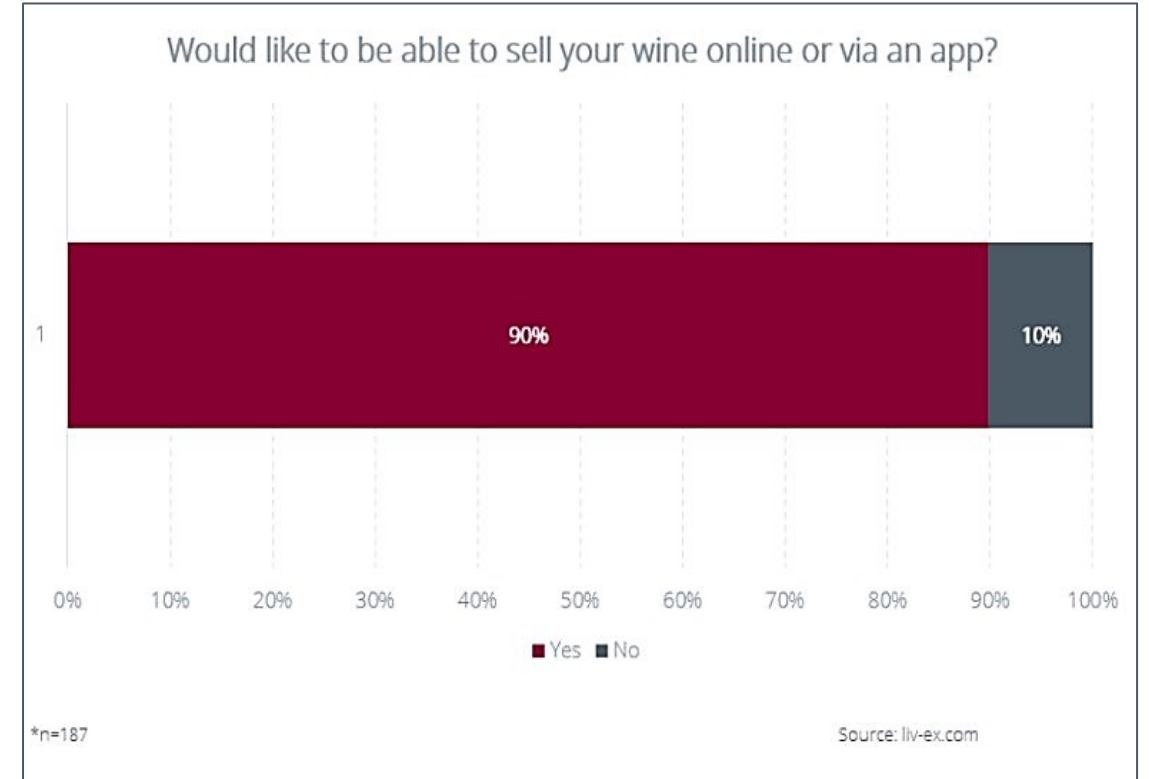
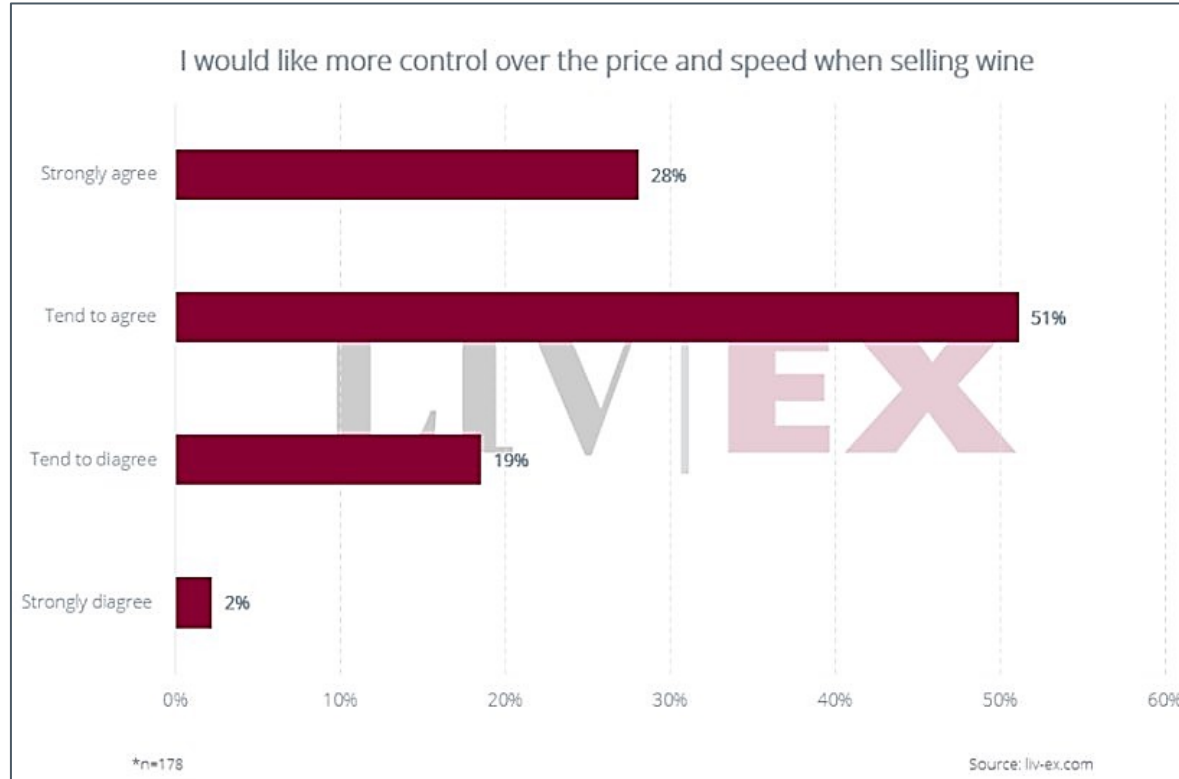
“

‘It always seems to say that now is a great time to buy.’

Today's collector wants greater liquidity



Today's collector wants greater control



Robbie Stevens,
Americas Territory Manager

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