

## MUM AND DAD INVESTORS GET FIRST CRACK AT ONLINE WINE RETAILER

Sydney based Cracka Wines, has announced plans to raise \$5m from its 250,000 customers as it prepares to expand its direct-to-consumer marketplace into Asia.

Leveraging recent changes in government legislation, CEO Dean Taylor has appointed Equitise to manage what will be Australia's first and largest major crowd-sourced raising of funds when the bill is enacted later this year.

"Since its launch in 2010, Cracka has been committed to building a marketplace that allows consumers to connect directly with producers, cutting out the middleman and releasing value that can be shared between them. We've developed a robust, highly scalable technology platform that produces significant sales volumes for our winery partners here in Australia. It's time to expand our horizons to allow the small and medium wineries that we work with to sell to consumers all around the world," said Taylor.

"Giving our most loyal customers the opportunity to invest aligns with our longer term vision to take the company public. While we are too small to do this just yet, we see a crowd sourced funding raise through a platform like Equitise as the first step in this direction."

Equitise co-founder Jonny Wilkinson also praised the government for taking a huge step forward in support of Australian innovation.

"Equity crowd funding has been a long time coming in Australia and will allow companies like Cracka Wines to better utilise their customer and supplier networks for growth and expansion."

According to Taylor, customers who choose to invest in Cracka will also enjoy a range of shareholder benefits.

"We expect most of the interest and demand will come from our most active and loyal customers, so it makes sense to give them priority access, preferential pricing and invitations to special events."

