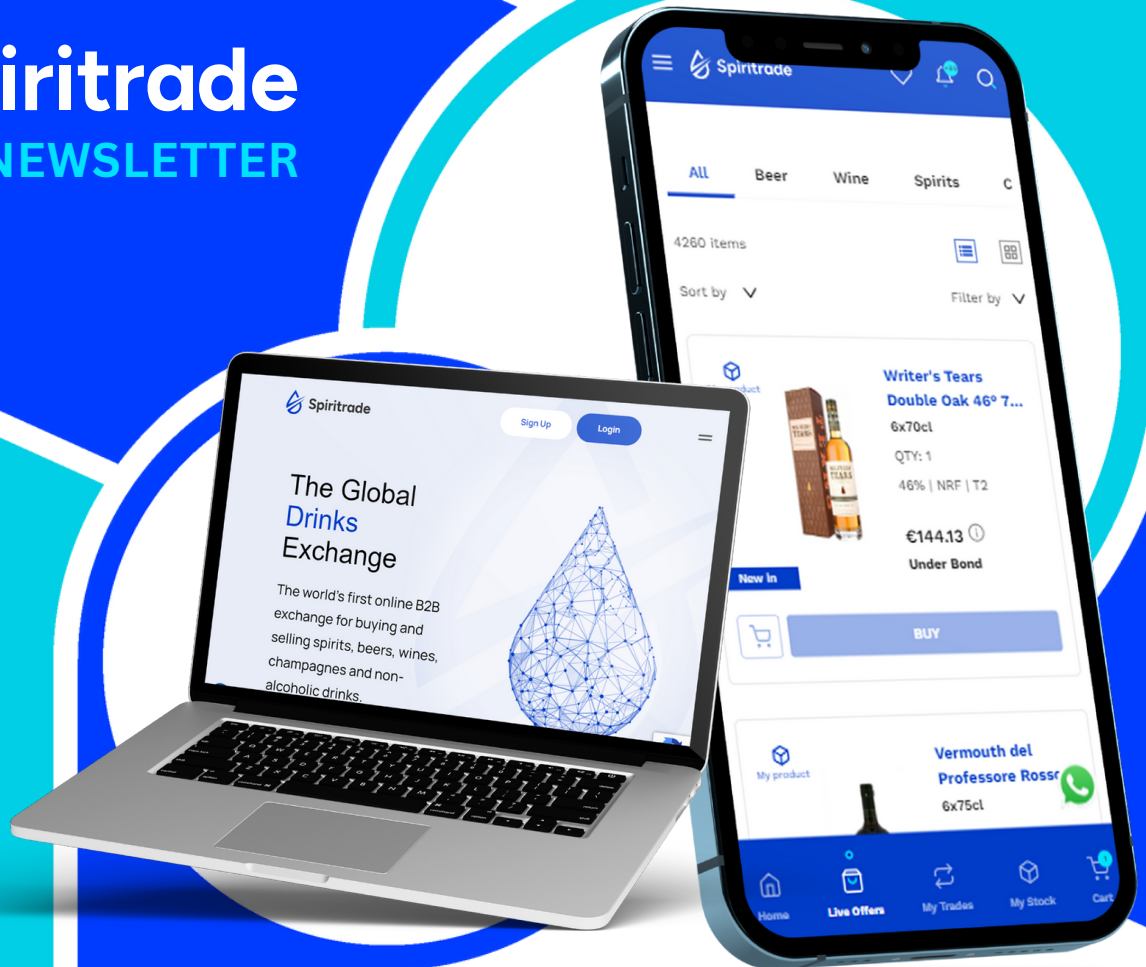




THE Spiritrade NEWSLETTER



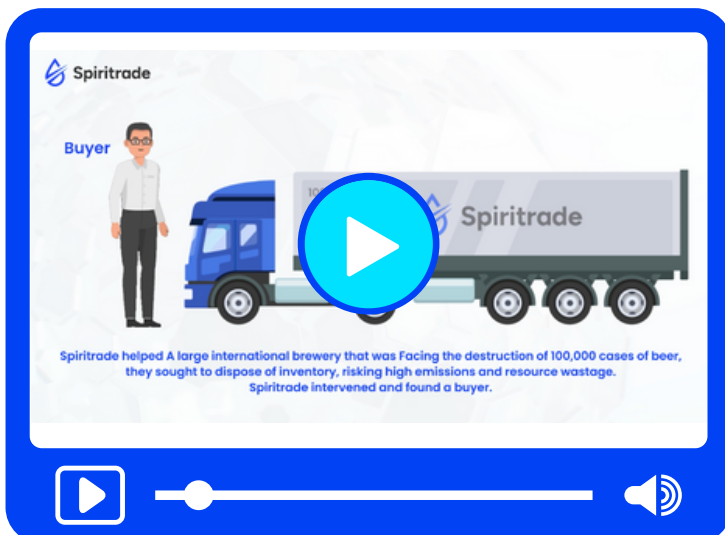
SPIRITRADE UPDATES

Welcome to the first edition of our quarterly Spiritrade newsletter in 2024! Stay updated on the transformative changes and trends that can be seen happening in the drinks trading industry and at Spiritrade, our latest Spiritrade platform developments, career opportunities, plans for the year ahead and more!



INDUSTRY NEWS

SUSTAINABILITY AT SPIRITRADE



Spiritrade, the world's only B2B Global Drinks Exchange, is pioneering sustainability in the drinks industry. Our mission is to revolutionise the trade while minimising environmental impact. Our strategy focuses on simplifying the supply chain, utilising global bonded warehouses to significantly cut down transport miles and reduce carbon emissions.

A cornerstone of our approach involves addressing the challenge of short shelf life stock. Traditionally, unsold drinks result in environmental degradation due to wastage and pollution from destruction. Our platform counters this by finding buyers, thereby preventing wastage and promoting a circular economy.

Spiritrade helped a large international brewery facing the destruction of 100,000 cases of beer. The brewery sought to dispose of inventory, risking high emissions and resource wastage. Spiritrade intervened and found a buyer. This not only saved valuable resources but also prevented the release of emissions associated with waste disposal.

Spiritrade's approach redefines efficiency and sustainability in the drinks industry. By turning potential waste into opportunity, we not only support the industry's economic vitality but also contribute to a healthier planet.



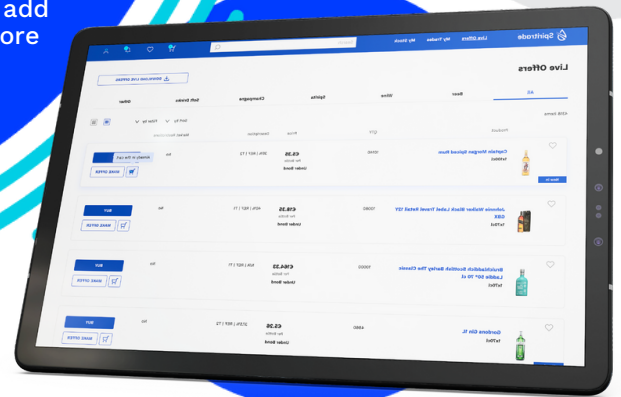
“An important question we ask ourselves at Spiritrade before we release new functionality is “Will this improve the overall user experience and make purchasing stock more seamless and intuitive for the user?” With that question at the heart of our decision making, we have recently launched a Shopping Cart function on our platform, where users will be able to purchase multiple products through a Secure Single Web Page.



Members can manage their Shopping Cart simply by using sort, filter and search functions to manage their orders. They will also be able to adjust order quantity and remove no longer-needed products. Once the products have been purchased an invoice is raised and will be sent to the member. The Shopping Cart function can be used with ease across all devices, with users capable of creating the list on their smartphone and then returning to purchase the stock on another device.

Alongside the shopping cart we will be releasing multiple new features to help aid the purchasing journey. This includes adding incoterms and lead times to the add listing form, to allow our members to make a more informed decisions.”

ED CHARTIER
HEAD OF E-COMMERCE



SPIRITRADE PROGRESS & INNOVATIONS

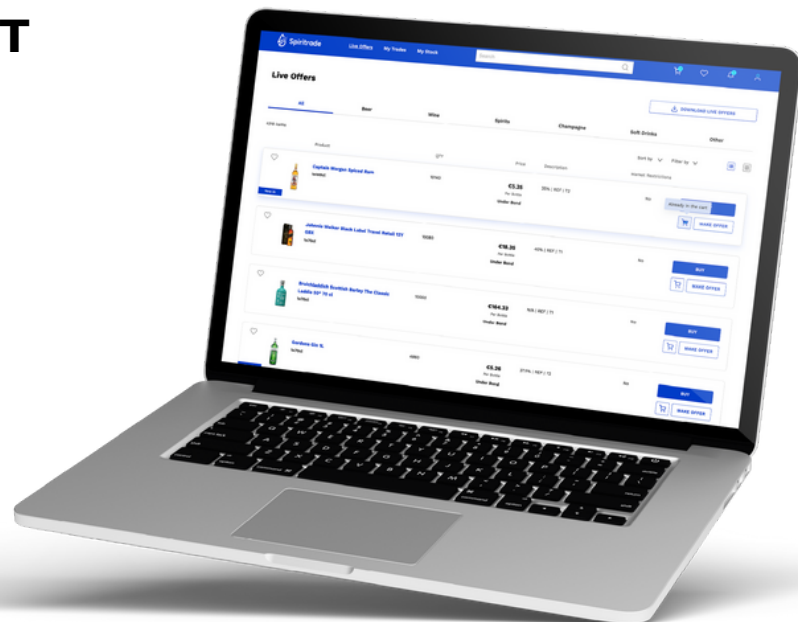


GLOBAL SHOPPING CART

We are very excited to announce a new major feature on our award winning B2B marketplace!

We've launched a Global Shopping Cart feature for a smoother user experience, allowing members to purchase products in bulk.

Looking ahead, our 2024 plans will focus on rolling out new features to aid our growing membership. Members can expect to see an improved customer service with direct communication with their personal account managers possible through the platform.



 **BUSINESS UPDATES**

THE END OF OUR FINANCIAL YEAR 2023



215% 
SALES GROWTH

WORDS FROM THE CEO

“I am thrilled that Spiritrade has had remarkable success over the past year. It brings me immense pleasure to report that our sales have surged by an astonishing 215% over last year, marking a truly extraordinary milestone in our journey.

Our strategic investments in technology and team expansions have proven immensely fruitful. Our state-of-the-art technology and talented workforce's dedication have driven our company's growth to new levels. We are reaching more customers and selling more products than ever before, a testament to the effectiveness of our strategies and the strength of our technology.”



JIMMY META

CEO & FOUNDER



JOIN OUR TEAM!

At Spiritrade we are rapidly growing and currently expanding our team! Apply today for roles in Sales, Operations, Accounts, and E-Commerce & Marketing!

Its an opportunity for a candidate to be a part of a very exciting and innovative startup that is set to disrupt the drinks industry.

APPLY TODAY!  careers@spiritrade.com



WE ARE HIRING

MEET THE NEWEST MEMBERS OF THE SPIRITRADE TEAM!



Ry Leon

Trade Sales

Over the past decade, Ry has been involved with the launch and development of several new drinks brands, working alongside some of the world's largest wholesalers and retailers. Ry looks forward to helping Spiritrade continue to expand its global reach.



Sanjay Viswanathan

Trade Sales

Sanjay comes with experience in sales and marketing within India's construction Industry. He is eager to leverage his skills in sales and customer relations to help facilitate new opportunities in new markets, which will be driven by his passion for the spirits industry.



Richard Morgan

Trade Sales

Richard has over 4 years of experience in the Electronics sector where he was involved in the purchasing department. He is looking forward to being able to use the experience he has gained previously to cultivate new and successful relationships at Spiritrade.



SHOP NOW 





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