

## The single source of truth for fine wine pricing

Stop relying on publicly available sources, you risk mispricing your wine. Price too high and your risk sitting on stock that won't sell, price too low and you miss out on margin.



### Transactional Data

- Transactional data showcases the true value of a wine – it shows the genuine price a wine has sold at, both on Liv-ex and at auction
  - Liv-ex shows real time offers of wine and bids against them so you can understand latest demand and appetite
- Access 25 years of data historic transactional data to understand the trends and evolutions of fine wine value



### Market Data

- Liv-ex Market Price showcases the perceived value of wine at a given moment
- In 2025 we collected, analysed and standardised 45 million unique data points, to create a single source of truth for pricing data, so you no longer need to search across sites online
  - We clean and standardise the data and return it in a handful of meaningful data points, including regional benchmarks and key merchants insights



### Quality Data

- Liv-ex has been leading the market for 25 years, we have created industry standards that are used throughout the fine wine world, including LWIN codes and SIB contracts
- We have plans to continue setting the standard Offex?



- Liv-ex is so much more than fine wine pricing; members can also buy and sell through the Exchange
  - We bring together over 500 vetted wine businesses from around the world, each with a unique set of clients, creating unparalleled demand
  - We move wine from seller to buyer, handling all the logistics and paperwork along the way. You only ever deal directly with Liv-ex on the other side of the trade, significantly reducing admin and the need to manage multiple trading relationships
  - We reduce risk with SIB contacts – you know the condition of the wine before you buy, and through out robust authentication process where we check the wine as it moves between seller and buyer