



Viva Business - Information for wineries when selling their business

Viva Business - About us:

We are experts in the sale and purchase of international wineries, working worldwide and offering selected off-market wineries, investments or shareholdings in the wine and beverage industry and projects.

Our portfolio of opportunities for sale consists of prestigious wineries in Italy, Portugal, France (Bordeaux, Champagne, Provence), Spain, Switzerland, Germany, UK, Greece, South Africa, Israel, Chile, Argentina, Australia, India, U.S.A. and other countries, depending on the request.



Our team has professional experience, expertise and technical competence in wine production and cellar management, as well as in the international wine business. Viva Business is neither an estate agent nor a broker, but a specialist agency for the sale and transactions of wineries.

As a consulting company, we additionally offer our buyers and wineries comprehensive consulting services during or after a purchase or sale, in addition to brokerage. Below is an overview. Our success fee is in line with the international standards of M&A transactions.

Our clients:

For wealthy entrepreneurs, the purchase of a winery is a special asset investment like hardly any other investment, but one that must also be profitable in the medium to long term. They only look for wineries in renowned wine regions with the best sites and high-quality wines.

In addition to these lateral investors, companies from the wine industry and pure financial investors naturally also buy or participate in wineries.



Viva Business looks after international clients who intend to buy a winery. These are e.g. international entrepreneurs, wealthy families, celebrities, family offices, but also international wine dynasties and well-known beverage companies, who are familiar with the valuation of wineries in different regions and countries and can therefore assess the prices for assets and vineyards.

We have medium and long-term business relationships with many of our clients. This allows us to understand what and where these clients are looking for, their expectations and how they would like to negotiate a transaction. All our clients have signed a confidentiality agreement with us.

Selling your winery, important points about the process:

The sale of a renowned winery is basically the sale of a company with all its assets, i.e. a merger & acquisition (M&A) transaction and not a real estate sale.



Most of the wineries for sale on the real estate market are not interesting for our clients from a business point of view, buildings with vineyards are far from being a functioning winery. Only so-called "off-market" wineries with a functioning business model, an established international brand and positive finances are interesting. A business plan should be in place.

The value of a winery is always made up of the following components: Real Estate, Land, Vineyards, Fixed Assets (Equipment Farming & Winery), Wine Inventory in bottles and tanks, and Goodwill. Clients are only ever interested in a total package. Any internal ambiguities (multiple owners, assets that do not belong to the company, etc.) must be cleared up in advance. A valuation prepared in advance by the owners helps in initial discussions with us.

The value of the wine stock in bottles and tanks cannot be calculated according to export prices or current open wine prices in a valuation. The buyer must generate sales and income with this wine in order to have a positive cash flow for the running business at the beginning. It makes a difference whether one sells 1 pallet to an

importer or the entire wine stock to a buyer for the winery.

The process of acquiring a winery is the same as with any business. After we have prepared an Info Memo and if a client is interested, there is an LOI (Letter of Intent) from the interested party to get access to the financial data and also to conduct a Due Diligence. For a due diligence, the client usually requests exclusivity for a period of approx. 3 months, as this is also a financial expense for the client (involvement of lawyers, experts, etc.). After that, the actual sales negotiations and the preparation of a sales contract begin. Zoom calls with the client for a personal meeting before an inspection have become standard in today's times.

Our clientele is international, the business language is English, the winery in the respective country needs a lawyer for the sales negotiations and the contract, who is familiar with transactions and speaks good English.



When acquiring a winery, new long-term strategies are always worked out in order to open up new international sales markets, to increase sales and profits and possibly, if possible, to increase production. Wineries are not a hobby of wealthy people but must always allow a "Return of Invest (ROI)", which is calculated from the purchase price, turnover and profit.

An interesting possibility is the (active or also silent) participation in a winery. With such an investment, one or more persons can participate in a winery and buy into an existing or newly

founded company. Tax savings are the advantage for the client, while keeping company shares in the family is the advantage for the winery.

Entrepreneurs and private individuals who purchase a winery today usually do not have time for day-to-day business and seek advice from specialized companies or work with the previous owner on a long-term basis. Companies like us, for example, can provide interim management after the purchase, which, together with renowned oenologists and agronomists, advises on the strategic future direction of the winery.



Bettina Kurz
CEO

Mobile +49 172 72 43 993

Mobile +39 331 9999 375

Web www.viva-business.com

Email bettina.kurz@viva-business.com

“The private office for international winery transactions”

Viva-Business GmbH & Co.KG . Röntgenstr.32 . D-71229 Leonberg . HRA 729010 Amtsgericht Stuttgart . pers. haftender Gesellschafter: Viva Business Verwaltung GmbH . HRB 745992 Amtsgericht Stuttgart. Geschäftsführer: Bettina Kurz . Sitz: Leonberg. UST.ID.NR. DE 293010939

Our merger and acquisition process includes:

- **Consultation for sales of wineries**
- **Analysis of the appropriate potential buyer from our clients network**
- **Mergers & acquisitions advisory – creation of Teaser and info memos**

In transactions of wineries (sales or participation), our success sell-side fee is a fixed percentage of the deal value or the enterprise value of the business being acquired or sold.

Our payable ongoing services may include:

- Consulting during & after the sales process
- Audit & Due diligence
- Assistance with legal specialists
- Business Development
- Valuation of wineries
- Review existing status of the strategy
- Review existing status of the vineyards and assets
- Analysis of current operations practices & marketing strategy
- Supervisory role by Viva Business
- Financial & investment support

Our services agreement is a contract that retains ongoing services from Viva Business and will be paid on a per-hour , per-day or per-project basis in advance of the work.