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- 9. Equity Investment

REASONS TO INVEST IN TENUTA LICUPI



1

TERRITORIAL ENHANCEMENT

Tenuta Licupi's project enhance aims to Apulia's enological, cultural and territorial heritage by restoring 42 ha divided among vineyards, olive groves, and a winery, as well as renovating a building to be transformed into a wine **resort**, where also visitors can participate in tours of archaeological local sites.

DIVERSIFIED REVENUE STREAMS

The Tenuta Licupi project is structured around three business lines (vineyard, resort, and extra virgin olive oil production) aimed at extending the project's seasonality, ensuring constant cash flows and economic sustainability throughout the entire year.

3

100% SUSTAINABLE

The wines of **Tenuta** Licupi are part of the of national production that holds organic certification. Thanks to photovoltaic system biomass and а cogenerator, it is possible to avoid the emission of 320 tons CO₂, thereby reducing the environmental impact.

4

GROWTHIN ENOTOURISM

Enotourism witnessed a 16% YoY growth in 2024, in line with consumer preferences that shy away from technical overly or winery tastings visits, favoring broader experiences. wine These consumers **seek** both a **high-quality** product and a strong experiential aspect.

5

INNOVATION

Thanks to patented architectural & system **choices**, the company has been given the title of **Innovative SME.** To engage consumers, particularly **Gen Z** and **Millennials**, in the rediscover of wine, it has chosen to operate in tandem with **Art** and developed has system that applies digital economy principles to wine through **NFTs.**

EXECUTIVE SUMMARY





- Tenuta Licupi's project seeks to promote the rediscovery of the Apulian region by both residents and tourists, starting with the production of organic wines and leveraging the region's natural and cultural heritage.
- Key considerations driving this initiative include:
 - Italian wine exports are currently valued 47,17% lower per liter compared to French wine;
 - Despite their high growth potential, iconic Apulian wines such as Negroamaro and Primitivo are underrepresented in the premium wine market.
- Ten years ago, Tenuta Licupi decided to embark on a revitalization process of 42 hectares of land, with an estimated value ranging from €2.698.000 to €2.898.000 for the planting and care of vineyards, the construction of a sustainable three-level winery, the renovation of a trullo, and the construction of a Wine Resort to accommodate travelers.
- The estate's fully integrated production chain allows for the creation of six varieties of certified organic wine, placing Tenuta Licupi among the 6% of national producers holding this distinction. Additionally, the estate established a strategic distribution partnership with Varvaglione Vigne & Vini, a leading player in the Italian wine industry with a strong focus on international markets.
- The Wine Resort will have 40 beds across 18 studios and one-bedroom apartments, offering 12 experiential packages throughout the year, helping to extend the tourist season. Specifically, a 3-phase tour will be offered, including a visit to the Archaeological Museum of Taranto, to allow tourists to discover the history of Taranto from Magna Graecia to today.
- The company is opening its capital to external investors through an **Equity Crowdfunding** campaign, which will allow investors to become **shareholders** and participate in the **implementation** of the **entire industrial plan.**

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- 9. Struttura dell'operazione

COMPANY PROFILE





Tenuta Licupi consists of 42 hectars, distributed as follows:

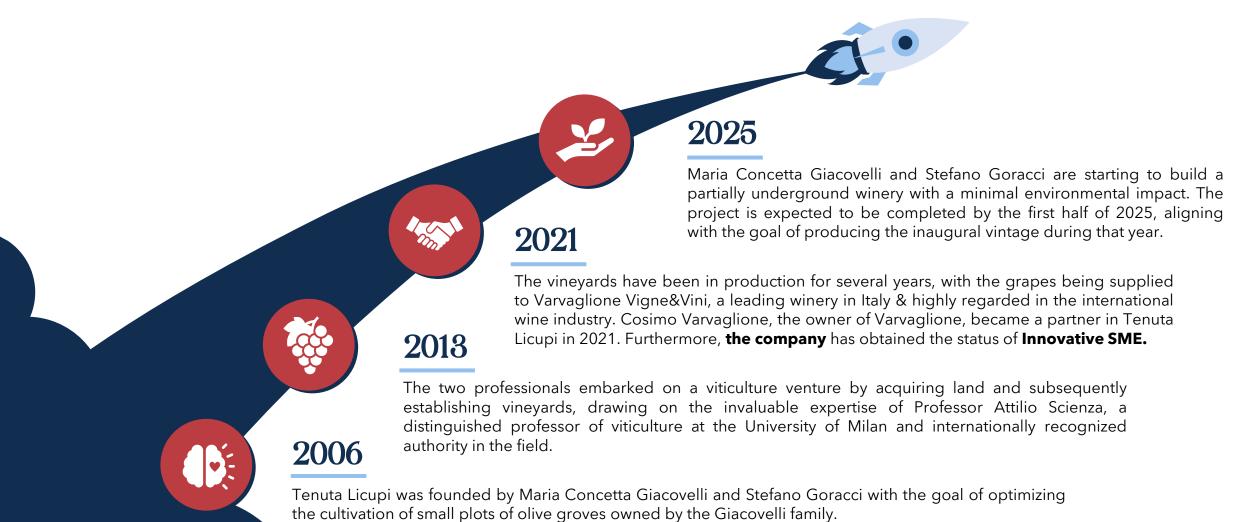
- 1 31 hectars of vineyard.
- 2 9 hectars of olive grove.
- 1 hectar of mediterranean scrub.
- 1 hectars available for the winery.



OUR JOURNEY







INDEX







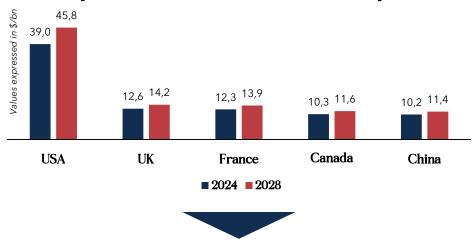
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GLOBAL MARKET





Top 5 national markets for wine consumption





The expansion of the middle class in the BRICS nations has resulted in a heightened demand for sophisticated products.

2 <u>Sociocultural Drivers</u>

Globalization has contributed to a more permissive attitude toward alcohol consumption in developing countries.



\$353 billions

The total value of the global wine market as of 2024.



25 billion liters

The total volume of wine consumed globally in 2024.



CAGR of 4,72%

Compound annual growth rate of the market over the 2024/2028 period.

ITALIAN MARKET





661.811 hectares cultivated

Cultivated areas increased by around 3k hectares compared to the 2022 period.



8 mln q of grapes harvested

Veneto leads with 1.6 million, followed by Apulia, Emilia-Romagna, and Sicily.

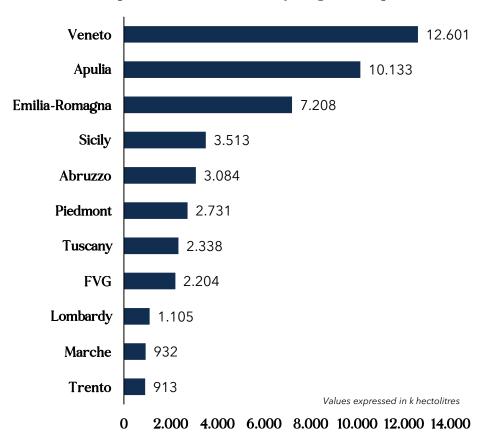


43.9 mln hl produced

Italy is the second-largest wine producer in the world, only behind France.



Wine production volume by region (Top 10)

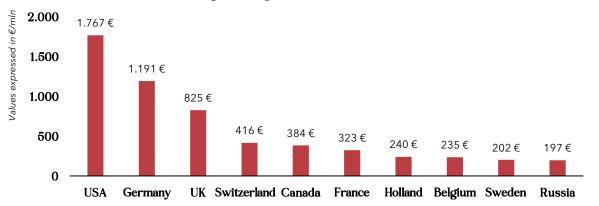


ITALIAN EXPORTS





Main importing countries of Italian wine

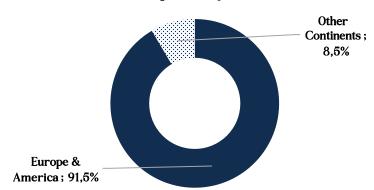


Main exporting regions



Italy is, currently, the world 's leading wine exporter by volume.

Italian wine exports by continent



7.2% is the share of Italian exports to Asia.

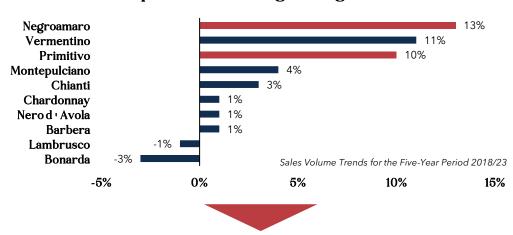
France exports 230% more than Italy in terms of value to the top three continental markets: China, Japan, and India.

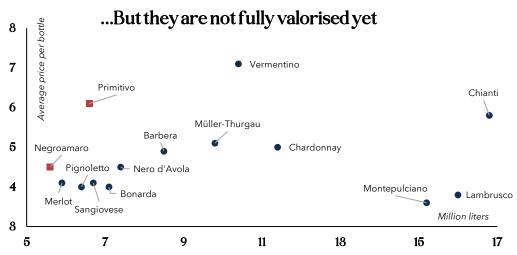
APULIAN WINE PRODUCTION





Apulian wines are growing fast...







€631 millions

Total value of IGP wines produced in Apulia and sold both in Italy and abroad.



40% of the national total

Of red and rosé wines are produced in Apulia, with over 1 mln bottles per year.



+38% in total exports

Growth of Apulian wine exports over the past five years.

MARKET AND POSITIONING IN THE PREMIUM SEGMENT





As of today, there is a **47.17%** difference in the value of a liter of French wine and that of Italian wine.

This suggests a more effective positioning of French products within the premium segment of each national market.







€/liter value of exported wine





The various low-alcohol beverages available in the market, such as hard seltzers, represent a competitive challenge to mid-range and lower-range wines.

2 Optimized Spending

Younger generations tend to buy less but are willing to spend more on high-quality products.

8 <u>Nature Friendliness</u>

The increasing focus on ESG (Environmental, Social, and Governance) issues ensures that the terms «premium» and «organic» become inextricably linked.

4 Experience Enhancement

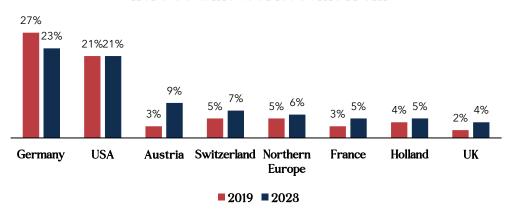
Ultimately, it is crucial to elevate the individual's experience beyond the simple consumption of the beverage.

WINE TOURISM

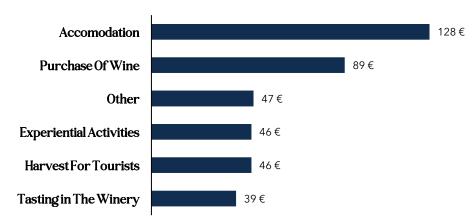




Where do wine tourist come from?



Average spending of a wine tourist





€2.9 Billions

Is the value of wine tourism in Italy in 2023, with a Year-on-Year growth of 16%.



7% of total revenues

Impact of wine tourism on total revenues of italian wineries.



Self-Fulfilling Innovation

Wineries that offer wine tourism experiences have a competitive edge in identifying new business opportunities.

DESEASONALISATION







The Problem

High concentration of tourist flows during peak season, which results in:

1 Environmental Degradation

Due to the high number of tourists simultaneously utilizing the area's natural resources.

2 Underoptimized Resources

Due to the inadequate use of financial and human resources during the off-peak season.

3 Overcrowding

Which leads to a consequent congestion of transportation capacities and hospitality services.



The Solution

Deseasonalize tourist flows & increase the average length of stay through:

All-Around Wine Offering

Ensure a range of wine-related events and initiatives even during traditionally less attractive months and weekdays.

2 <u>Digital Ecosystem</u>

That highlights and enhances the sense of hospitality and the tourism products offered by each operator.

8 Dedicated Tools

To provide visitors with all the necessary information to explore the area and plan their vacation effectively.

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BUSINESS MODEL





The business model of Tenuta Licupi is based on three key streams,



Vineyard
Core business of the
Company



Wine Resort
Complementary revenue
stream of the Company



EVO OilResidual revenue stream of the Company

Each of these will be elaborated upon in detail in the subsequent slides.

STRUCTURE OF THE VINEYARD





The vineyard planting process and strategy has been outlined with the consultancy support of Professor Attilio Scienza, a full professor of viticulture at the University of Milan. The 31 hectares of dedicated land have been cultivated with four different grapevine varieties.



- 1 Primitivo
 - For a total vineyard area of 20,56 hectares.
- 3 Fiano

For a total vineyard area of 2,45 hectares.

2 <u>Negramaro</u>

For a total vineyard area of 5,62 hectares.

4 <u>Malvasia</u>

For a total vineyard area of 1,74 hectares.

2012

Purchase of the first parcels of land.

2014

Completion of the 1st phase of construction (15.18 ha).

2015

Completion of the 2nd phase of construction (14.08 ha).

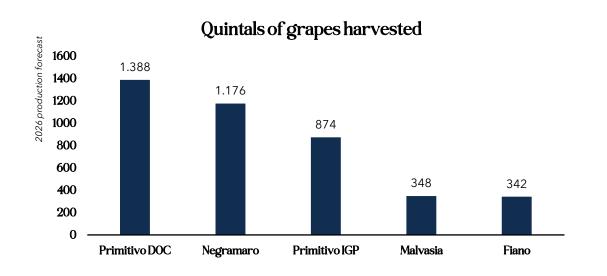
2018

Completion of the last phase of construction (1.10 ha).

PRODUCTION OF THE VINEYARD



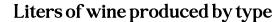


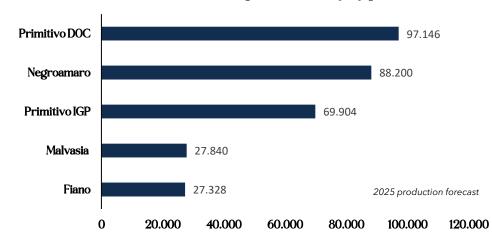


- 4.127 quintals of grapes are estimated to be harvested with a stable production.
- An average wine yield of approximately 70% has been estimated, depending on the grape variety.

An annual production of **310.418** liters of wine has been estimated for 2025.

Excluding bulk wine, it is estimated that 175.740 bottles will be produced in 2026.





PRODUCT OFFERING



Primitivo di Manduria Organic

DOC



Le Tamerici

Blend - Fiano, Malvasia e Greco

APULIA IGT



Alisè

Negramaro Traditional Method Organic

APULIA IGT



GrigoràPrimitivo Organic

APULIA IGT







Da-li-là

Passito di Negramaro Organic

APULIA IGT



LaLucera

Primitivo Rosato Organic

APULIA IGT

To differentiate itself in the market, **Tenuta Licupi** has strategically developed alternative measures to respond to **emerging trends**, including **white**, **rosé**, **traditional method**, **passito**, **and more**. This extensive range is designed to **meet** various **consumption** and **market demands** while **reinterpreting the traditions of Apulian wines**.

ART & NFT





Tenuta Licupi has formed a partnership with Trentino artist Simone Torri, a graduate in painting and sculpture from the Accademia di Brera and an exhibitor in numerous national and international exhibitions. This collaboration seeks to enhance the company 's products by transforming them into artworks that will be sold as NFTs in the marketplace, thereby generating an initial stream of cash flow during the production launch.



Opera Prima

Es: Painting **«Grace»,** acrylic on paper, 30x70 cm*



Alisè

Es: Painting **«Bolt of lighting love at the first sight»,** oil and mixed media on wood, 300x140 cm*



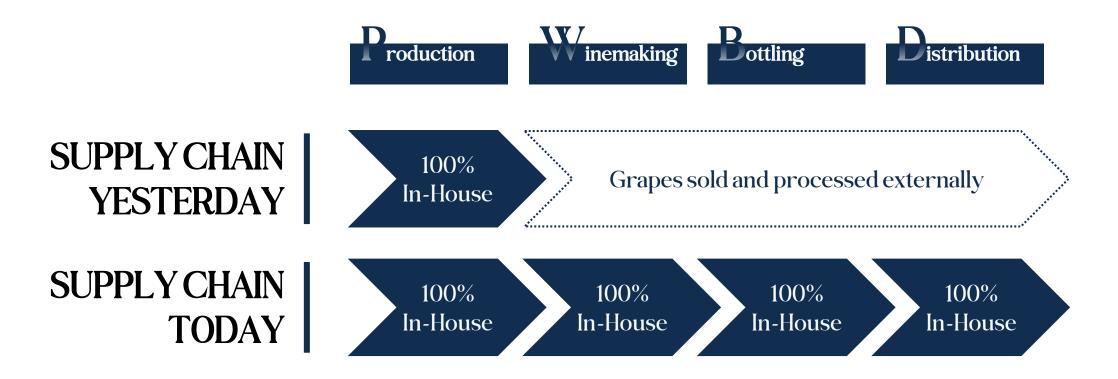
Da-li-là

Es: Painting **«Trafalgar»,** oil on paper, 30x45 cm*

EVOLUTION OF THE SUPPLY CHAIN







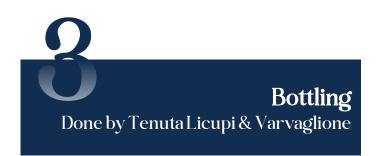
The construction of the new three-level winery has resulted in the complete inhousing* of the supply chain, **enhancing profitability** through the added value gained from controlling all its stages.

100% ORGANIC SUPPLY CHAIN



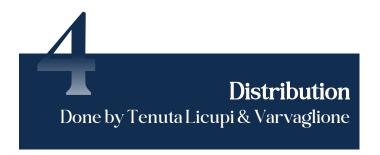












In Italy, there are 46k producers. Yet, only 6% of the wine is organic.

Tenuta Licupi is a certified organic producer.

The entire wine supply chain is managed by the company or its partners.

THE WINERY







ZERO IMPACT

Excavation materials are fully reused, resulting in zero environmental impact from the construction site.



ENERGY SAVING

Through the insulation of production areas, energy consumption is reduced.



PROSUMER COMPANY

Tenuta Licupi utilizes renewable and self-produced energy sources (prosumer).

In order to reduce the carbon footprint, a photovoltaic system and a biomass cogenerator are planned to utilize pruning waste.

















The production facilities feature innovative digital management systems ensuring consumption optimization and increased efficiency of production processes.

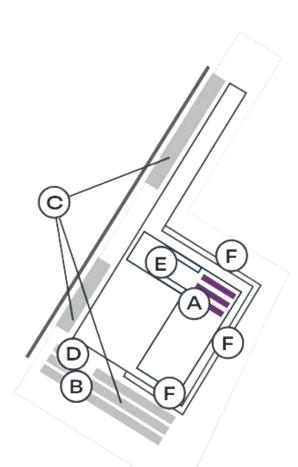
STRUCTURE OF THE WINERY





Layout of the Sustainable Winery

- A Winery
- B Pyrolysis and Cogeneration System
- C Photovoltaic System of around 180 kWp
- **D** Inverters and Electrical Storage
- **E** Ventilation System: Forced∕Natural
- F Terraces on typical Apulian stone walls supporting rows of vines



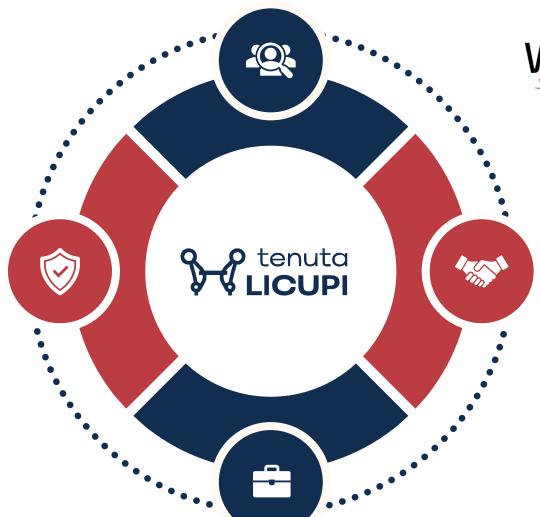
CURRENT DISTRIBUTION NETWORK & tenuta





Direct Sale

■ The direct channel enables the maximization of sales margins while also enhancing the experiential component of stays at the Wine Resort through tours of the Tenuta Licupi vineyard.



Mystery Box

Integrating our products into the assortment offered in Wineman's Mystery Boxes enhances the visibility of our labels among a market segment that is naturally inclined to try new products, thereby fostering customer attraction.



VARVAGLIONE

DAL 1921

The partnership with Varvaglione Vigne & Vini enables widespread distribution of products on an international scale, facilitating the positioning and brand awareness of Tenuta Licupi.



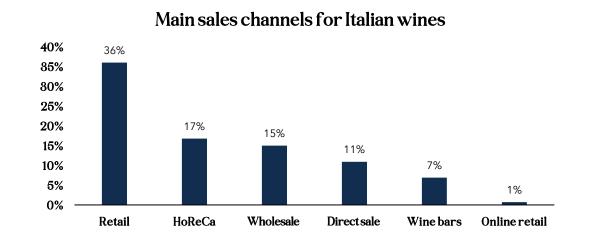
Third-Party Sale

A share of bulk wine, amounting to 20% of the grapes harvested from the vineyard yields, will be sold to third-party producers. This percentage is expected to decline gradually, reaching zero by 2028.

DISTRIBUTION STRATEGY







- The sales distribution across channels is relatively balanced, despite the predominant role of the retail channel.
- This is why **Tenuta Licupi** has outlined the strategy explained in the previous slide for the distribution of its wines.

This strategy allows for the maximization of respectively:



International Expansion

Through a widespread distribution network enabled by the partnership with Varvaglione Vigne & Vini.



Profitability

Leveraging direct channels, which are inherently more profitable.

DISTRIBUTION EVOLUTION

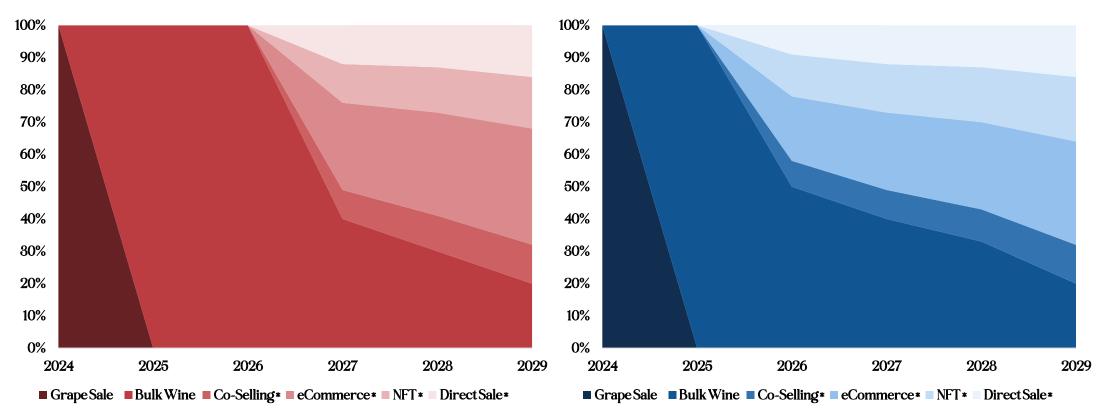




Below is the projected progression of the vineyard's sales channels through 2029

MINIMUM GOAL SCENARIO

MAXIMUM GOAL SCENARIO



WINE RESORT





A completely **green and eco-sustainable** oasis...

...where to rediscover native grapes, identity of this territory.





WINE RESORT







Tenuta Licupi seeks to not only restore the historical significance of its native vineyard hectares but also to establish a destination where **travelers** and **tourists** can appreciate the natural beauty of the Taranto landscape, all while savoring a glass of organic wine!



THE STRATEGY

To transform this idea into reality, a comprehensive plan was developed that encompasses both architectural restoration of the building and a strategic framework for creating an offering that remains accessible yearround, minimizing fluctuations between high and low seasons.



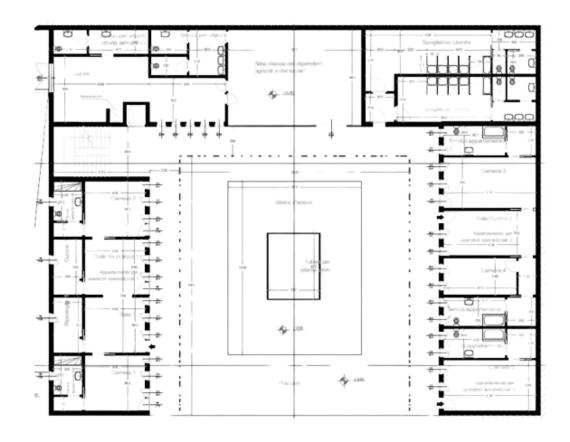
STRUCTURE OF THE WINE RESORT LICUPI





The Wine Resort will be structured as follows:

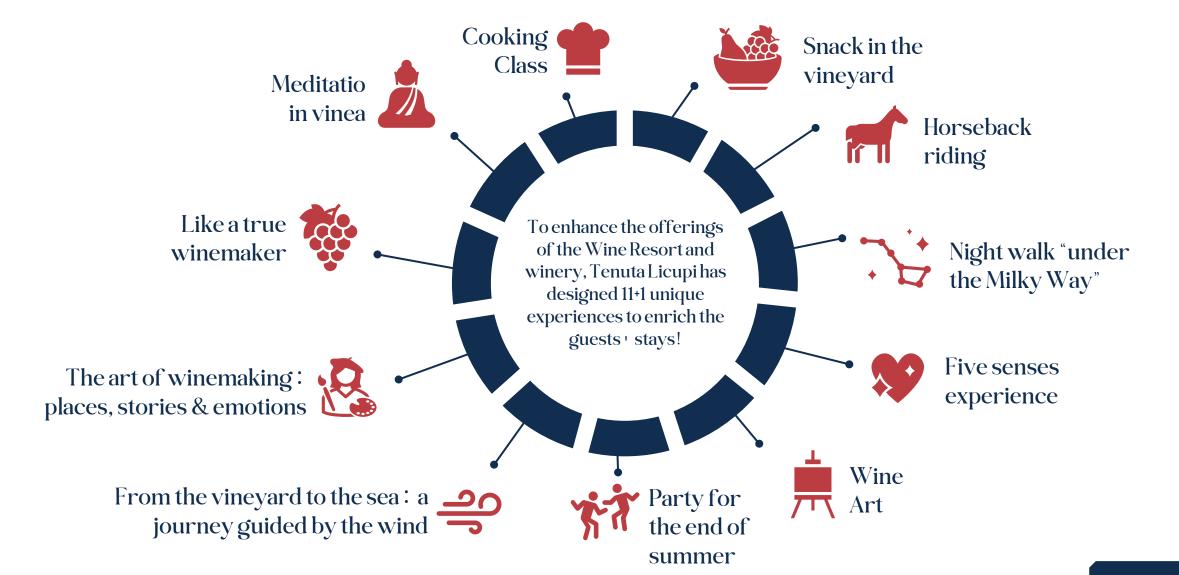
- 40 beds in 18 studios and one-bedroom apartments, averaging €100 per night per person.
- Covered floor area of 840 m² and a 400 m² courtyard for tastings and a bistro.
- Swimming pool and a 420 m² equipped relaxation area on the roof.
- Last but not least, the building is designed to have a low environmental and energy impact.



THE EXPERIENTIAL PACKAGES







THE ARCHAEOLOGICAL TRAILS







The banks of the Ostone River, which currently host the vineyards, have long been a particularly fertile area that has harbored rock settlements since prehistoric times and reached its peak during the glory days of Magna Graecia. These settlements are meticulously documented at the MArTa - National Archaeological Museum of Taranto, a unique place that traces the history of the Taranto province from ancient times to the present.



Tenuta Licupi aims to pay tribute to its territory by creating a three-phase package that explores the history of Taranto from Magna Grecia to the present day.

Visit To The Museum
Guided tour of the National
Archaeological Museum of Taranto

7

Taking A Stroll
Along the archaeological trails along the Ostone River.

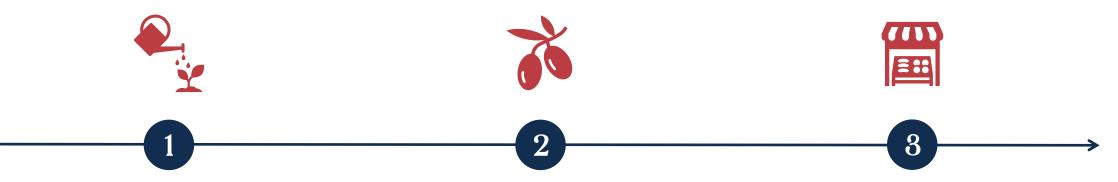
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Wine Tasting
Tasting of the Opera Prima
produced by Tenuta Licupi.

THE OLIVE GROVE







Cultivation

Four varieties of plants spread over nine hectares of land:

- Leccino
- Coratina
- Cellina
- Ogliarola

Harvest & Processing

The olive is harvested from the tree and processed using cold extraction within 6 hours to preserve its aroma, or it is allocated for direct sale.

Sale

The final product is an organic EVO Oil, which is sold through both B2B and B2C channels.

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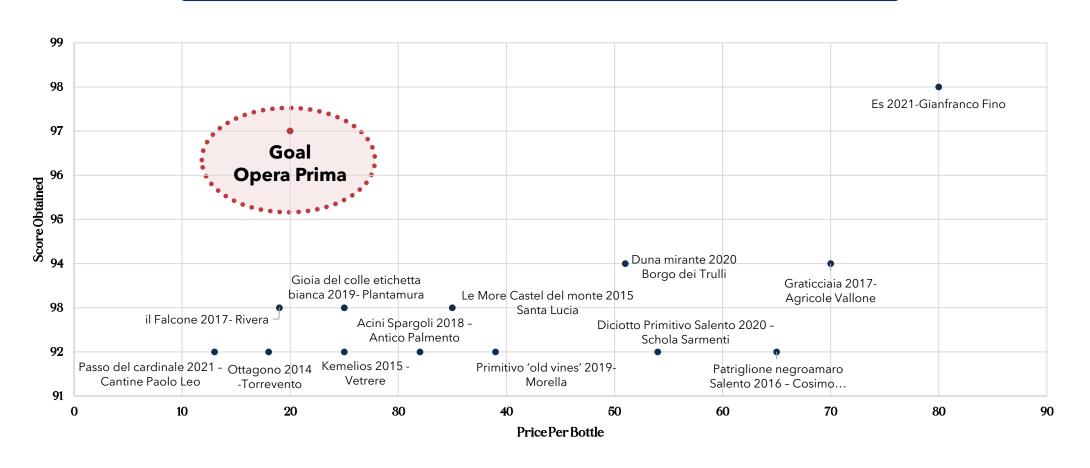
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COMPETITOR ANALYSIS





Below is the analysis of regional competitors in the wine sector



COMPETITOR ANALYSIS





Drivers of the analysis

- Wine resorts owned by major players such as Alejandro Bulgheroni and Cannavacciuolo have been excluded from this analysis.
- The analysis focuses on local competitors primarily located in the province of Taranto.
- Last but not least, the analysis considers wine resorts with a price range similar to that of Tenuta Licupi.



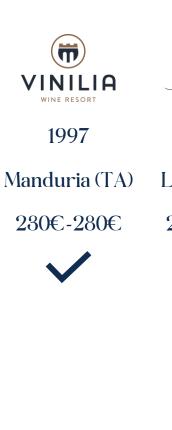
COMPETITOR ANALYSIS





tenuta LICUPI Established in 2006 Lizzano (TA) Location 180€-220€ Accomodation costs* Offers packages **Deseasonalized tours Archeological tours** Own wine production **Organic** wines







COMPETITOR ANALYSIS





Established in Location Accomodation costs* Offers packages **Deseasonalized tours Archeological tours** Own wine production Organic wines

tenuta LICUPI 2006 Lizzano (TA) 180€-220€

GIANFRANCO FINO TENUTA DEL BARCO TENUTE MOTOLESE N/AN/A 2005 2004 Manduria (TA) Grottaglie (TA) Pulsano (TA) Lizzano (TA) 205€-257€ N/A242€-330€ 130€-210€

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KEY PEOPLE







Maria Concetta Giacovelli

Graduated in Mechanical Engineering from the Polytechnic University of Bari, after gaining significant work experience around the world, including at Prada, where she held the role of Head of Knitwear Production and Productions for Advertising and Cinema, she dedicated herself to freelance work as a designer of boutiques for major fashion brands and luxury villas. Later, she decided to pursue a path aimed at creating wealth in her homeland, Apulia, where she founded the agricultural company Olivo della Fortuna, to which she devotes her entire professional expertise and all her working time, thereby leveraging the managerial experience gained at Prada and the skills in the construction sector developed through her freelance work.



Stefano Goracci

Graduated in Aeronautical Engineering from the University of Pisa and later in Aerospace Engineering from Sapienza University of Rome, he worked as a Project Manager, first as Head of Industrial Development for Prada, and then at Energos, a company he founded in 2007 that quickly became a national leader in the construction of photovoltaic systems. Driven from a young age by the desire to apply his experience to seemingly different fields, he later focused on promoting Italy's agri-food excellence. Today, he serves as the Chief Financial Officer of Olivo della Fortuna and the project director for the construction of the winemaking facility.

KEY PEOPLE







Francesco Goracci

Born in 2000, he grew up in the Tuscan countryside with his grandfather Idro, from whom he inherited a passion for vines and the art of winemaking. At the age of 12 he moved to Milan, where he graduated in agricultural sciences while maintaining a strong connection with Montepulciano, where he returned in 2022 to create his winery, financed through a European grant and a crowdfunding campaign, which raised nearly €150.000 in just a few weeks. Today, he splits his time between Milan, where he is completing his university studies, Montepulciano, where he is currently handling all aspects of his winemaking project (until the development is finalized and the team is fully structured), and Apulia, where he manages the vineyards' agronomic operations. His mind is in Milan, his heart in Tuscany, and his roots in Apulia.



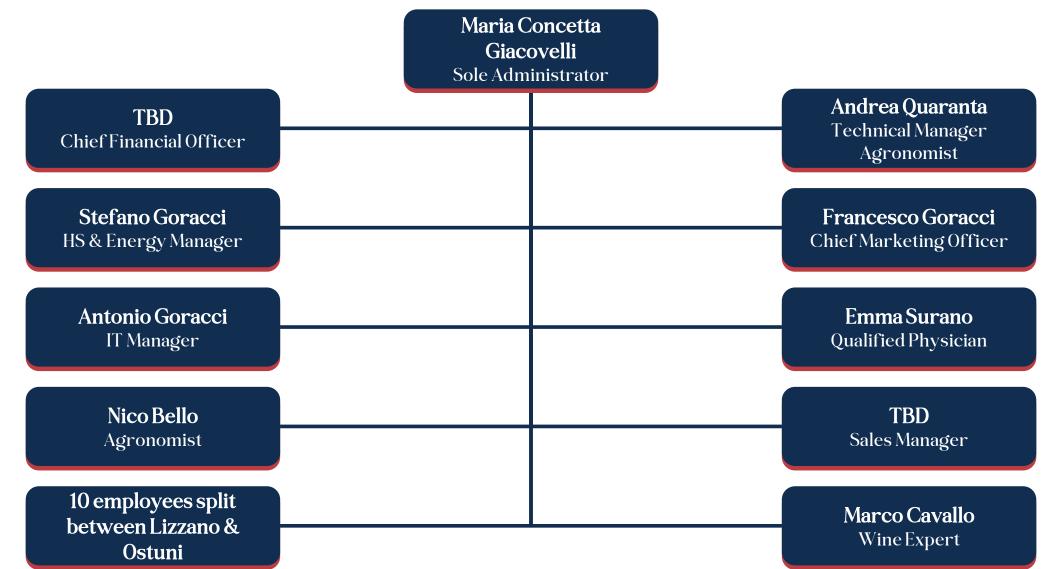
Cosimo Varvaglione

An elegant entrepreneur, ambassador of Apulia to the world, an ambitious and visionary business leader. Together with his children Marzia, Angelo, and Francesca, he runs Varvaglione Vigne&Vini, one of the leading companies in the Italian wine sector, distinguished by a strong focus on exports and meticulous attention to promoting its native territory, the province of Taranto. Innovation and preservation of tradition coexist harmoniously in the company, which was founded over a hundred years ago and today boasts an extensive commercial network developed worldwide.

THE TEAM







CAP TABLE





Maria Concetta

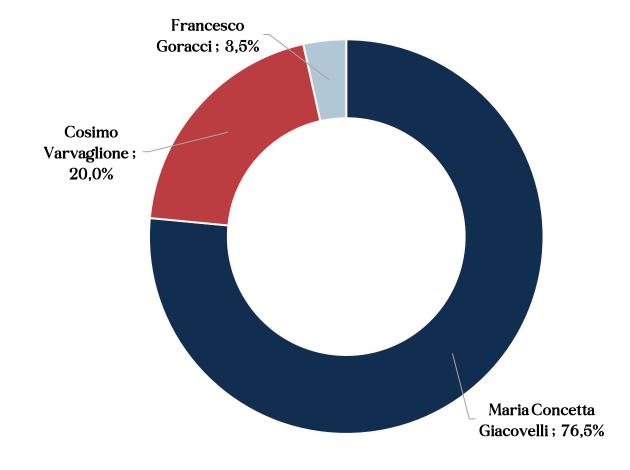
Giacovelli

Shareholder & Sole Administrator

Cosimo Varvaglione Shareholder

Francesco **Goracci**

Shareholder



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COMPANY OVERVIEW





TENUTALICUPI

The entrepreneurial project aimed at improving and enhancing the Agricultural Society **Tenuta Licupi** includes:

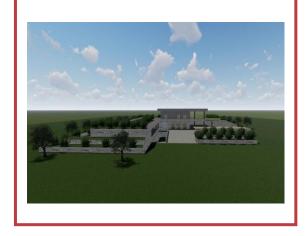
- Construction of a new winery;
- Establishment of a winemaking facility focused on wine production, initially through the sale of bulk wine, with a subsequent shift towards bottling and selling wines under its own brand, in both B2B and B2C channels;
- While awaiting the construction of the winery, the grapes are supplied to the partner **Varvaglione Vigne & Vini**, which enhances them to produce a product destined for export. Furthermore, Varvaglione commits, through a purchase agreement, to acquire the wine production as soon as the winery is completed;
- Development of the Wine Resort;
- Renovation of a Trullo;

This chapter will provide an in-depth analysis of the activities and projects to be realized through the Equity Crowdfunding campaign, based on two distinct scenarios.

TRULLO



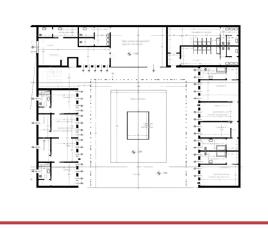
WINERY PROJECT



VINEYARD



WINERESORT



VISION & GOALS







Tenuta Licupi aims to establish itself within the Premium segment of the national wine market while upholding a **strong commitment** to both its territorial integrity and the welfare of its workforce. This ambitious vision is deeply rooted in the core values of the Goracci family and aligns seamlessly with the sustainability objectives set forth in the UN Agenda 2030.



THE GOALS

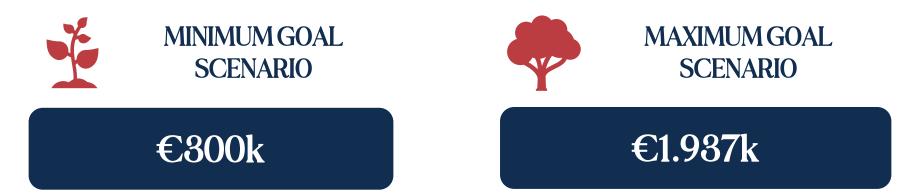
Through the Equity Crowdfunding campaign, Tenuta Licupi aims to build a winery for the **production & storage** of wines, establish a winemaking facility dedicated to wine production, and initiate the construction of a Wine Resort along with the **renovation** of a trullo to provide exceptional accommodations and offer enriching tourism and cultural experiences to guests.

THE CAMPAIGN





- In the context of raising capital through Equity Crowdfunding, a strategic decision was made to structure the plan by presenting various scenarios, based on a **pre-money valuation** of €3.4 million.
- Two potential fundraising scenarios were thus identified: a minimum scenario and a maximum scenario.



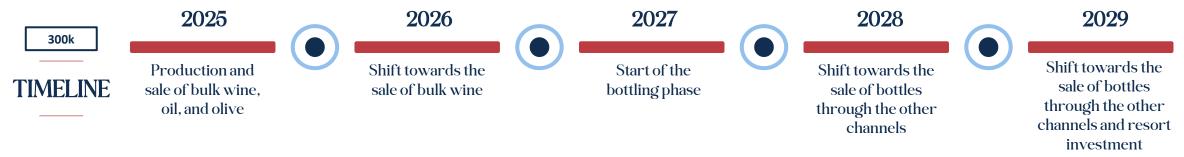
- The various fundraising scenarios facilitate the creation of a modular business plan that aligns and harmonizes the company's objectives with its available financial resources.
- The details of this approach are presented in the following slides, focusing on two key areas:
 - Winery & Winemaking Equipment
 - «Wine Resort» Project

PLANNING OF THE SCENARIOS

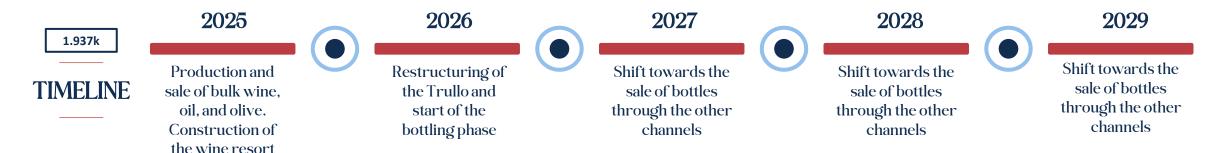




- The plan outlines the commencement of grape-to-wine production starting in 2025, with the goal of launching bottled products under the company's own label between 2026 and 2027, contingent upon the funding scenario.
- In the first scenario, the **company secures €300k** in funding to initiate the construction of the winery, which is expected to be completed by 2027 through bank financing. In this case, the development of the Wine Resort is delayed until 2030.



Conversely, in the event of a €1.937k funding scenario, the available resources would allow for the completion of the winery by 2026, enabling bottling to begin in October of the same year, as well as the completion of the Wine Resort and the renovation of a trullo to be used as an additional accommodation facility.



INDUSTRIAL PLAN GUIDELINES





ASSUMPTIONS & CALCULATION METHODOLOGY

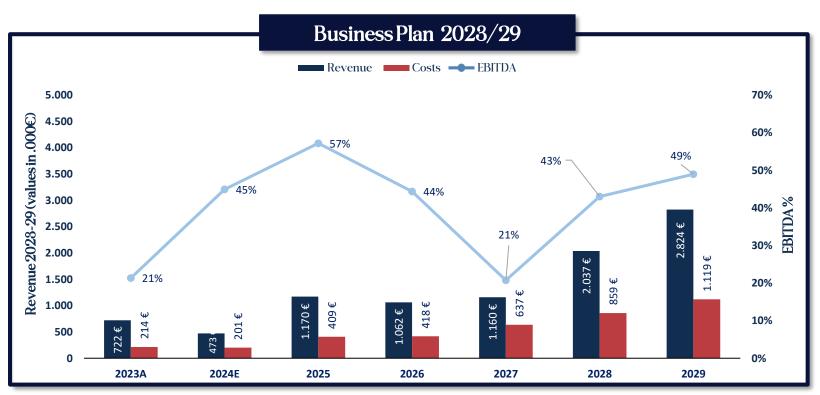
- In line with the **principle of prudence**, the revenues from **core income sources** for Agricultural and Hospitality companies Bulk Wine, Bottled Wine, Grape Sales, Olive Oil, and Hospitality are estimated with precision, considering the business volume that can be generated in each category.
- "Inventory" is estimated based on the specific nature of the products. The production of bottled wine will be sold as follows: 60% in the first year, 35% in the second, and the remaining 5% in the third. While bottles of Negramaro and Primitivo di Manduria DOC Classic Method remain in aging for 18 to 24 months respectively, the rest of the production undergoes a 6-month aging period. The plan includes selling a portion of the wines before their maturation at a discounted price through the use of NFTs.
- As for costs, a detailed and accurate estimate has been made, taking into account labor (staff remuneration, asset depreciation), the production cycle of agricultural products, commissions for the sale of bottled and bulk wine, service costs, and the management of hospitality and agricultural activities.
- As shown in the previous slide, the business plan varies depending on the funding scenario achieved.

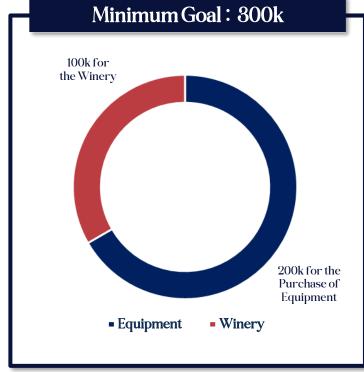
SCENARIO 1 - MINIMUM GOAL





- The minimum scenario involves raising 300k.
 - o This amount will be allocated to the **construction of the Winery** by 2027.
 - o The remaining resources will be secured through bank financing.



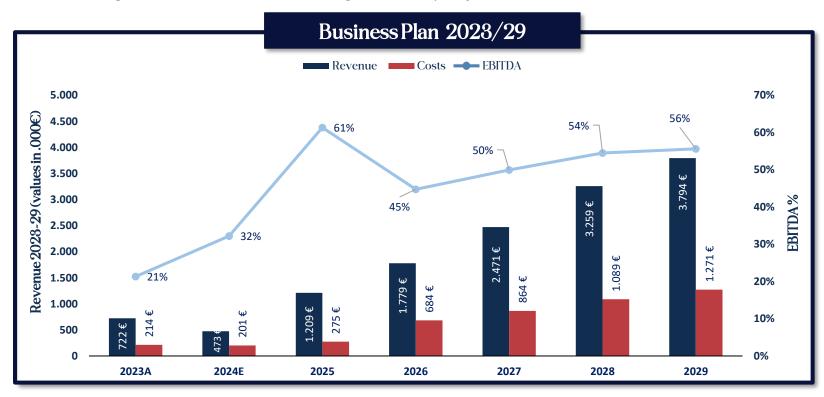


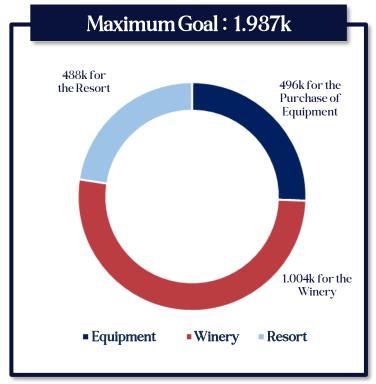
SCENARIO 2 – MAXIMUM GOAL





- The maximum scenario involves raising 1.937k.
 - o This amount will be allocated to the **execution of the projects** listed in the bottom right chart of this slide.
 - o In the maximum goal scenario, **the winery** will be operational **by 2026**, along with the **Resort**. Additionally, with the revenues generated from winemaking, the company will be able to **renovate a trullo** to be used for **Hospitality** activities.





ECONOMIC-FINANCIAL SCENARIOS LICUPI





	Tenuta LICUPI	SCENARIO MIN			SCENARIO MAX				
	(€/000)								
	Completamento Investimento Cantina		2.098			2.098			
	Periodo completamento investimento Cantina	2		2024-2025					
Investimenti	Completamento Investimento Resort		600			800			
	Periodo Completamento investimento Resort		2029		2026				
	Totale Completamento Investimento		2.698			2.898			
	Ripartizione produzione @2025(Uva /Vino Sfuso/Bottiglie)	0%	100%	0%	0%	100%	0%		
	Ripartizione produzione @2029(Uva - Vino Sfuso - Bottiglie	0%	20%	80%	0%	20%	80%		
Produzione	Primo anno imbottigliamento		2027			2026			
	# Totale bottiglie prodotte/000 nel periodo	00 @0000	797	470 @0000	co @0007	948	400 @0000		
	# Bottiglie vendute/000	89 @2028	-	172 @2029	69 @2027	-	180 @2029		
17 6	Canale di vendita (B2B - B2C - NFT)	45%	35%	20%	35%	45%	20%		
Vendita	Prezzo medio ponderato (B2B - B2C - NFT) Iniziale Incremento Prezzo medio YoY	8,73 €	14,37 € <i>6,00%</i>	12,22 €	8,19 €	13,51 € <i>6,00%</i>	10,81 €		
	(5/900)		•			,			
	(€/000) Valore della Produzione 2025-2029	1.170	-	2.824	1.209		3.794		
Economics	Valore aggiunto	761	-	1.705	934	-	2.523		
	EBITDA	669	-	1.383	742	-	2.109		
	EBIT	570	-	1.239	606	-	1.925		
	Indebitamento Bancario Max 2024 - 2029		611			16			
	Considizioni finanziamento soci bullet		no			bullet			
Indebitamento	Finanziamento Soci Max		1.102			1.102			
	EBIT>= finanziamento Soci		o.k			o.k			
	Cassa Netta pari a 2,5xFinanziamento Soci		no			o.k			
	Free Cash Flow		13.035			26.822			
	Free Cash Flow da Exit - EBITDA / EBIT Multiples	12.938	-	13.840	24.040	-	25.843		
	Valorizzazione Pre-money			3.4	00				
	Periodo di Raccolta CrowdFunding		2025			2025			
Valutazione	Raccolta Crowdfunding		300			1.938			
	% Range di Diluizione		8,11%			36,30%			
	Valorizzazione Post-Money		3.700			5.338			
	Periodo di investimento	2024	-	2027	2024	-	2026		
	Cash-in Complessivo da parte dei Nuovi Investitori		300			1.938			
	Rapporto Cash on Cash per i Nuovi Investitori		2,6x			3,4x			

- This slide illustrates the two valuation scenarios along with their respective effects on the company's valuation.
- In both scenarios, the company starts with a Pre-Money valuation of €3.4M; then, depending on the funding scenario, reaches a **Post-Money** valuation ranging between €3.7M €5.338M.
- shareholder The financing conditions are met in the maximum funding scenario.

EXIT VALUATION







The value of the equity to be sold is preliminarily estimated to be in a range within 8,11% and 40,12% (**)

Methodological Note

DCF method with a WEIGHTED AVERAGE COST OF EQUITY of 7.2%. For the Terminal Value, the MULTIPLES METHOD was applied

ON EV/EBITDA - EV/EBIT (10.07x - 11.90x) for the project's valuation. Moreover, a Liquidity Premium of 25% was applied

(*) Analysis by Phoenix Capital based on Infront Analytics data

(**) Maximum dilution calculated considering the discount price in the case of total investments equal to or exceeding €100,000.00, made during the early bird period

The **exit strategy** envisions the establishment of a recognized brand within a 5-year timeframe, aided by achieving production certifications such as **ISO 9001:2015** and recognition from industry experts.

This foundation underpins the valuation of the **proposed sale** of Tenuta Licupi.

Potential acquirers of the company include Industrial Firms, Private Equity funds, as well as national and international wineries seeking Merger and Acquisition opportunities (e.g., Varvaglione).

INDEX





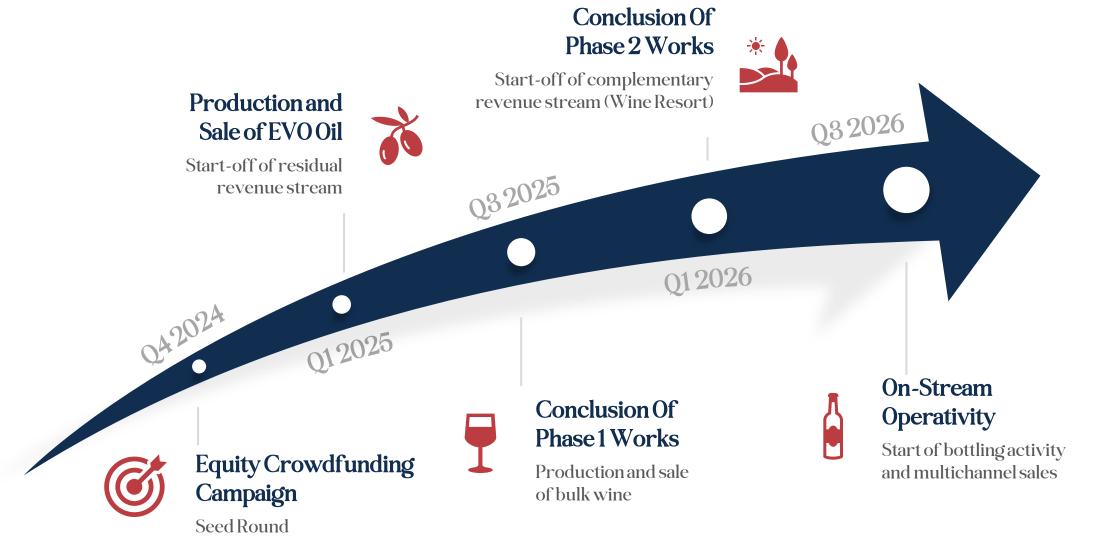


- 1. Executive Summary
- 2. Company Profile
- 3. Market Analysis
- 4. Business Model
- 5. Competitor Analysis
- 6. Team, Cap Table, Track Record
- 7. Financials
- 8. Roadmap
- 9. Equity Investment

ROADMAP







INDEX







- 1. Executive Summary
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PRE-AUCAP VALUE & POST-AUCAP FINANCIAL INDEXES



Investimento Soci al 31/12/2023			
Socio D. Varvaglione	Socio M.C. Giacovelli	Socio F. Goracci	
€ 80.000,00	€ 323.139,16	€ 15.800,00	Trasformati in capitale e sovrapprezzo
	€ 220.745,56	€ 100,00	Postergati

	€ 2.008,20 € 7.645,50 € 346,			
			F Camari	Capitale
				Nominale
	20,0%	/6,5%	3,5%	100%
Prima dell'AuCap				€ 10.000,00
	Trasformazione finanziamento soci in AuCap			
	•		enti in	Capitale Nominale
	19,18%	77,07%	3,74%	100%
	€ 20.000,00	€ 80.784,79	€ 3.950,00	€ 114.734,79
Sovrapprezzo	€ 60.000,00	€ 242.354,37	€ 11.850,00	€ 314.204,37

Totale immobilizzazioni materiali al 31/12/2023	€ 2.121.701,16					
Totale lavori in corso cantina al 31/06/2024						
Totale patrimonio pari al totale investimento imm. materiali al 31/12/2023 + lavori in corso cantina al 31/06/2024						
Incremento patrimonio per finanziamento pubblico regione Puglia acquisito						
Totale potenziale patrimonio materiale e immateriale pre-AuCap	€ 4.524.052,38					
Totale assets al 31/12/2023 e dopo realizzazione cantina al 31/12/2025 da nuovo AuCap						
Di cui: per perizia terreni Olivo della Fortuna	€ 2.595.500,00					
Di cui: per macchinari e attrezzature al 31/12/2023	€ 300.000,00					
Di cui: per investimento cantina al netto del contributo Regione Puglia	€ 1.500.000,00					
Di cui: per conferimenti da Regione Puglia	€ 1.500.000,00					
Riserva sovrapprezzo totale dopo il nuovo AuCap	€ 2.188.301,87					
Totale degli assets post nuovo AuCap e realizzazione cantina	€ 8.083.801,87					

The pre-money valuation has been determined based on the business plan and is aligned with, if not lower than, the current value of the company's assets.

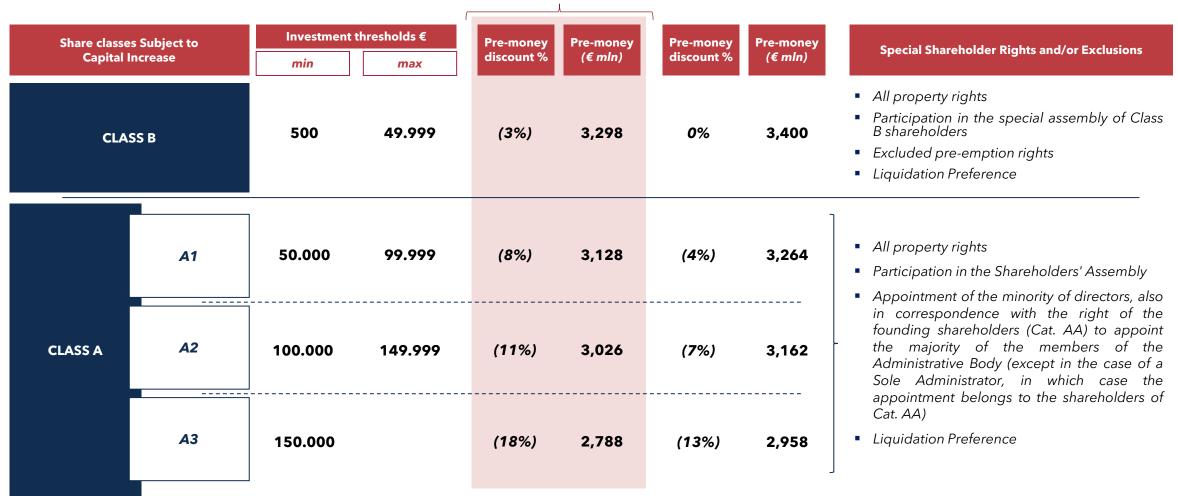
The company's assets are assessed in terms of the commercial value of the land, particularly the vineyards, the work carried out on the winery, and the company's machinery.

This valuation does not take into account the goodwill, represented by the regional capital grant of 1.5 million euros.

STRUCTURE OF THE AUCAP



EARLY BIRD



Note. The term "early bird" refers to the price and discount applied to all shares subscribed during the coming soon phase and confirmed within the first week of the campaign

REWARDS FOR THE INVESTORS



REWARDS	500€ - 750€	>750€	>1.000€	>5.000€	>10.000€
NFTs worth 10% of the invested amount, convertible into future Crù Opera Prima wine bottles	✓	✓	✓	✓	✓
3x bottles of «Opera Prima» Wine		✓	✓	✓	✓
Additional 3x bottles of «Opera Prima» Wine			✓	✓	✓
10% lifetime discount on Wine production				✓	✓
10% lifetime discount on Hospitality Services and Extra Virgin Olive Oil (EVO)					✓

EARLY BIRD

As for the previous slide, those who **invest** during the **Early Bird** phase will receive an **additional discount** on the **pre-money valuation** of the purchased shares.

TAX CREDIT

Those who make an investment in **Tenuta Licupi** will be able to benefit from a **tax credit** equal to **30%** of the **invested capital**.



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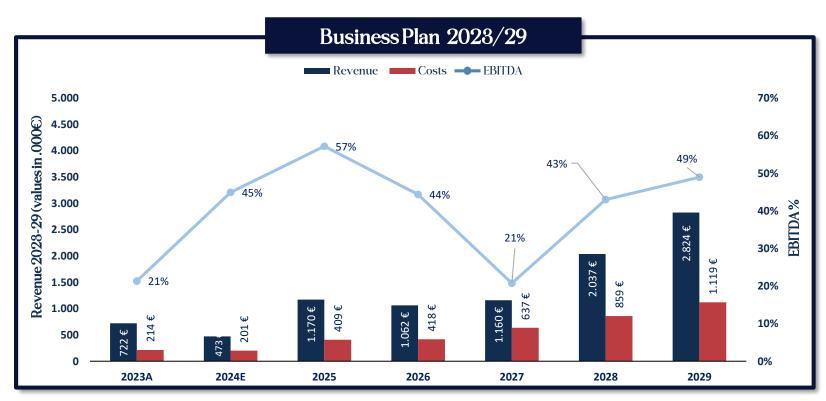


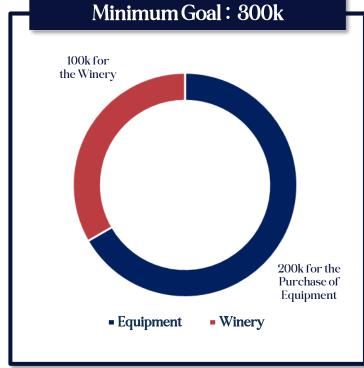
SCENARIO 1 – MINIMUM GOAL





- The minimum scenario involves raising 300k.
 - o This amount will be allocated to the **construction of the Winery** by 2027.
 - o The remaining resources will be secured through bank financing.





INCOME STATEMENT - SCEN. 1





CONTO ECONOMICO	2023A	2024E	2025	2026	2027	2028	2029
Produzione Vitivinicola	000 50	260	1.079	970	1.068	1.945	2.732
Produzione Olivicola	0	0	51	51	51	51	51
Accoglienza	0	0	0	0	0	0	0
Altro	672	213	41	41	41	41	41
VALORE DELLA PRODUZIONE	722	473	1.170	1.062	1.160	2.037	2.824
Costi Variabili Diretti	214	201	409	418	637	859	1.119
Altrio costi Variabili	0	0	0	0	0	0	0
COSTI DELLA PRODUZIONE	214	201	409	418	637	859	1.119
VALORE AGGIUNTO	508	272	761	644	523	1.178	1.705
Costi indiretti Fissi	354	6	38	119	156	176	196
Costi del Personale Indiretto	0	54	54	54	126	126	126
ЕВІТДА	154	212	669	471	241	876	1.383
Ammortamenti	21	18	100	127	144	144	144
Accantonamenti e Svalutazioni	0	0	0	0	0	0	0
ЕВІТ	133	195	570	345	96	732	1.239
Saldo Gestione Finanziaria	0	-52	-42	-49	-44	-44	-62
Saldo Gestione Straordinaria	0	450	203	203	203	0	300
UTILE ANTE IMPOSTE	133	593	730	498	255	688	1.477
Imposte dell'esercizio	0,516	180	215	153	83	204	429
RISULTATO DI ESERCIZIO	132	413	515	346	172	484	1.048

BALANCE SHEET - SCEN. 1





STATO PATRIMONIALE	2023	2024	2025	2026	2027	2028	2029
€	/000						
ATTIVO IMMOBILIZZATO	2.030	2.914	3.697	4.178	4.642	4.498	4.953
Totale immobilizzazioni materiali nette	2.030	2.914	3.697	4.178	4.642	4.498	4.953
Totale immobilizzazioni immateriali nette	0	0	0	0	0	0	0
Immobiliazazioni finanziarie	0	0	0	0	0	0	0
ATTIVO CORRENTE	43	66	304	307	981	1.630	2.129
Line to PAS towns a Parks	-	40	•	•	•	•	400
Liquidità immediate	5	13	0	0	0	0	102
I invitate difference	20		404	445	400	400	000
Liquidità differite	38	53	124	115	123	196	260
Pimananza	0	0	180	192	858	1 125	1.767
Rimanenze	0	0	100	192	000	1.435	1./0/
TOTALE ATTIVO	2.073	2.980	4.001	4.485	5.623	6.128	7.082
TOTALE ATTIVO	2.073	2.300	4.001	4.403	3.023	0.120	7.002
CAPITALE PROPRIO	961	1,777	2.591	2.937	3.109	3.593	4.641
CALITALLI NOT NIO	301	1.777	2.001	2.331	3.103	3.333	1.011
PASSIVITA' CONSOLIDATE	910	918	907	1.154	1.760	2.081	2.215
	310					2.001	
PASSIVITA' CORRENTI	202	286	503	394	754	454	227
TOTALE PASSIVO	2.073	2.980	4.001	4.485	5.623	6.128	7.082

CASH FLOW STATEMENT - SCEN. 1





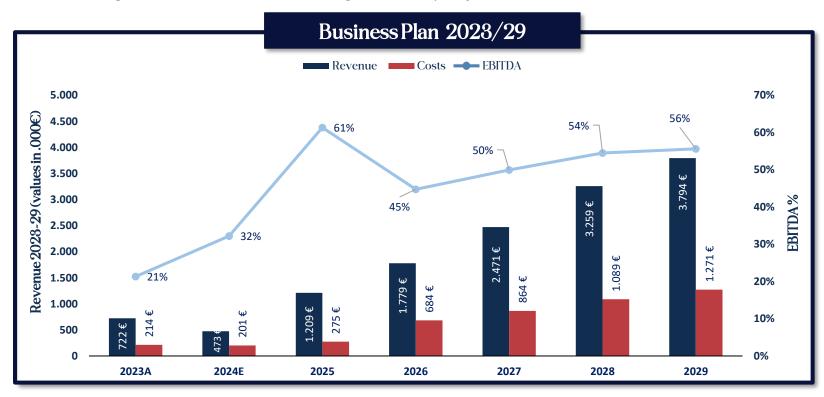
RENDICONTO FINANZIARIO	2023	2024	2025	2026	2027	2028	2029
€/000							
Margine Operativo Lordo (EBITDA)		212	669	471	241	876	1.383
Variazione Fondo Rischi e Oneri		0	0	0	0	0	0
Variazione fondo TFR		8	10	10	14	15	15
Imposte dell'esercizio		-180	-215	-153	-83	-204	-429
Flusso Gestione Caratteristica		41	464	329	171	687	969
Variazione Rimanenze		0	-180	-12	-666	-577	-332
Variazione Crediti v/clienti		-14	-71	9	-8	-72	-65
Variazione Debiti commerciali/correnti		75	-191	15	34	38	45
Variazione Capitale Circolante Operativo		102	22	340	-469	76	617
Pagamento imposte d'esercizio		12	0	0	0	0	0
Variazione crediti diversi e altre attività		0	0	0	0	0	0
Variazione debiti diversi e altre passività		-4	-21	0	0	0	-19
Variazione debito v/sottoscrittori NFT		0	0	0	592	306	137
Flusso di cassa della Gestione Corrente		109	1	340	123	383	735
Variazione Immobilizzazioni immateriali		0	0	0	0	0	0
Variazione Immobilizzazioni Materiali per costruzione vigneto e macch	inari	0	0	0	0	0	0
Variazione Imm. materiali (Cantina)		-902	-883	-608	-608	0	0
Variazione Imm. materiali (Resort)		0	0	0	0	0	-600
Variazione Imm. materiali (Fotovoltaico)		0	0	0	0	0	0
Variazione Immobilizzazioni finanziarie		0	0	0	0	0	0
Flusso di Cassa Operativo		-793	-882	-267	-485	383	135
Variazione del Capitale Sociale Esistente		0	0	0	0	0	0
Variazioni di PN (conferimenti da socio entrante)		403	0	0	0	0	0
Variazioni di PN (conversione in equity finanziam. Soci esistenti)		0	0	0	0	0	0
Variazioni di PN (crowdfunding)		0	300	0	0	0	0
Flusso di cassa a servizio del debito		-390	-582	-267	-485	383	135
Saldo Gestione Finanziaria		-52	-42	-49	-44	-44	-62
Saldo Gestione Straordinaria		450	203	203	203	0	300
Variazione Debiti v/soci per finanziamenti		0	0	237	0	0	0
Variazione Debiti v/associati e/o socio entrante per finanziamenti		0	0	0	0	0	0
Variazione Debiti v/Banche per finanziamenti		0	0	0	0	0	0
Flusso di cassa Netto		8	-421	123	-326	339	373
Disponibilità liquide iniziali		5	13	-408	-285	-611	-272
Disponibilità liquide Finali	5	13	-408	-285	-611	-272	102
Flusso di cassa Netto		8	-421	123	-326	339	373

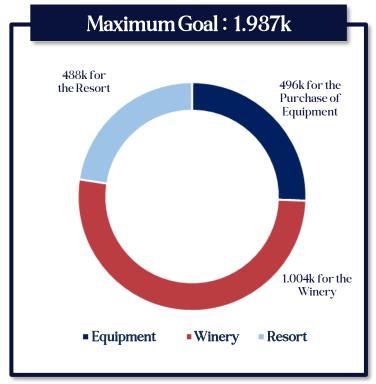
SCENARIO 2 – MAXIMUM GOAL





- The maximum scenario involves raising 1.937k.
 - o This amount will be allocated to the **execution of the projects** listed in the bottom right chart of this slide.
 - o In the maximum goal scenario, **the winery** will be operational **by 2026**, along with the **Resort**. Additionally, with the revenues generated from winemaking, the company will be able to **renovate a trullo** to be used for **Hospitality** activities.





INCOME STATEMENT - SCEN. 2





CONTO ECONOMICO	2023A	2024E	2025	2026	2027	2028	2029
Produzione Vitivinicola	€/000 50	260	1.118	998	1.689	2.477	3.012
Produzione Olivicola	0	0	51	51	51	51	51
Accoglienza	0	0	0	690	690	690	690
Altro	672	213	41	41	41	41	41
VALORE DELLA PRODUZIONE	722	473	1.209	1.779	2.471	3.259	3.794
Costi Variabili Diretti	214	201	275	684	864	1.089	1.271
Altrio costi Variabili	0	0	0	0	0	0	0
COSTI DELLA PRODUZIONE	214	201	275	684	864	1.089	1.271
VALORE AGGIUNTO	508	272	934	1.095	1.607	2.170	2.523
Costi indiretti Fissi	354	66	139	155	175	196	216
Costi del Personale Indiretto	0	54	54	144	198	198	198
EBITDA	154	152	742	796	1.234	1.776	2.109
Ammortamenti	21	18	136	145	184	184	184
Accantonamenti e Svalutazioni	0	0	0	0	0	0	0
EBIT	133	135	606	651	1.049	1.592	1.925
Saldo Gestione Finanziaria	0	-52	-46	-52	-45	-28	-14
Saldo Gestione Straordinaria	0	450	945	0	0	0	0
UTILE ANTE IMPOSTE	133	533	1.504	599	1.005	1.563	1.911
Imposte dell'esercizio	0,516	163	433	182	293	444	537
RISULTATO DI ESERCIZIO	132	370	1.072	418	712	1.119	1.374

BALANCE SHEET - SCEN. 2





STATO PATRIMONIALE	2023	2024	2025	2026	2027	2028	2029
€/000)						
ATTIVO IMMOBILIZZATO	2.030	2.914	4.876	5.331	5.347	5.163	4.979
Totale immobilizzazioni materiali nette	2.030	2.914	4.876	5.331	5.347	5.163	4.979
Totale immobilizzazioni immateriali nette	0	0	0	0	0	0	0
Immobiliazazioni finanziarie	0	0	0	0	0	0	0
ATTIVO CORRENTE	43	39	863	1.568	2.549	4.096	4.749
Liquidità immediate	5	0	613	817	1.316	2.452	2.786
Liquidità differite	38	39	63	60	79	101	115
Rimanenze	0	0	186	690	1.154	1.544	1.848
TOTALE ATTIVO	2.073	2.953	5.739	6.899	7.896	9.259	9.728
CAPITALE PROPRIO	961	1.733	4.743	5.161	5.872	6.992	8.366
PASSIVITA' CONSOLIDATE	910	918	907	1.585	1.838	2.044	1.107
PASSIVITA' CORRENTI	202	302	89	153	185	223	255
TOTALE PASSIVO	2.073	2.953	5.739	6.899	7.896	9.259	9.728

CASHFLOW STATEMENT - SCEN. 2 LICUPI





RENDICONTO FINANZIARIO	2023	2024	2025	2026	2027	2028	2029
€/000							
Margine Operativo Lordo (EBITDA)		152	742	796	1.234	1.776	2.109
Variazione Fondo Rischi e Oneri		0	0	0	0	0	0
Variazione fondo TFR		8	10	13	14	15	15
Imposte dell'esercizio		-163	-433	-182	-293	-444	-537
Flusso Gestione Caratteristica		-3	319	627	954	1.346	1.587
Variazione Rimanenze		0	-186	-504	-463	-390	-304
Variazione Crediti v/clienti		0	-25	3	-19	-22	-15
Variazione Debiti commerciali/correnti		75	-197	64	32	39	32
Variazione Capitale Circolante Operativo		73	-88	191	504	973	1.300
Pagamento imposte d'esercizio		12	0	0	0	0	0
Variazione crediti diversi e altre attività		0	0	0	0	0	0
Variazione debiti diversi e altre passività		-4	-21	0	0	0	-19
Variazione debito v/sottoscrittori NFT		0	0	428	240	191	168
Flusso di cassa della Gestione Corrente		80	-109	619	744	1.164	1.450
Variazione Immobilizzazioni immateriali		0	0	0	0	0	0
Variazione Immobilizzazioni Materiali per costruzione vigneto e mad	cchinari	0	0	0	0	0	0
Variazione Imm. materiali (Cantina)		-902	-2.098	0	0	0	0
Variazione Imm. materiali (Resort)		0	0	-600	-200	0	0
Variazione Imm. materiali (Fotovoltaico)		0	0	0	0	0	0
Variazione Immobilizzazioni finanziarie		0	0	0	0	0	0
Flusso di Cassa Operativo		-822	-2.207	19	544	1.164	1.450
Variazione del Capitale Sociale Esistente		0	0	0	0	0	0
Variazioni di PN (conferimenti da socio entrante)		403	0	0	0	0	0
Variazioni di PN (conversione in equity finanziam. Soci esistenti)		0	0	0	0	0	0
Variazioni di PN (crowdfunding)		0	1.938	0	0	0	0
Flusso di cassa a servizio del debito		-419	-270	19	544	1.164	1.450
Saldo Gestione Finanziaria		-52	-46	-52	-45	-28	-14
Saldo Gestione Straordinaria		450	945	0	0	0	0
Variazione Debiti v/soci per finanziamenti		0	0	237	0	0	-498
Variazione Debiti v/associati e/o socio entrante per finanziamenti		0	0	0	0	0	-604
Variazione Debiti v/Banche per finanziamenti		0	0	0	0	0	0
Flusso di cassa Netto		-21	629	204	499	1.136	334
Disponibilità liquide iniziali		5	-16	613	817	1.316	2.452
Disponibilità liquide Finali	5	-16	613	817	1.316	2.452	2.786
Flusso di cassa Netto		-21	629	204	499	1.136	334