



September 13, 2022
Cool Japan Fund
(Cool Japan Fund Inc.)

Cool Japan Fund Invests in Wine Sales Platform Business to Expand Distribution of Japanese Sake in Australia and the UK

Cool Japan Fund (CJF) is pleased to announce its investment of 10 million AUD in Wine Gallery Pty Ltd, an online retailer solving the product discovery problem for wine through the retail brand of “Good Pair Days (“GPD”)” in Australia and the United Kingdom.

Japanese cuisine is becoming increasingly popular and common in Australia and UK, and whilst other Asia-region countries are ranked as top importers of Japanese sake, Australia and the UK are ranked only 7th and 11th. Expert knowledge and product education is likely a contributing factor for low sake consumption. There is believed to be great opportunity for market growth by maturing local consumers with reputable suggestions and educational content of Japanese sake.

Given these circumstances, CJF has a will to promote overseas consumption of Japanese sake as one of CJF’s core investment themes, and has recognized Australia and the UK as the region prospects for expansion of the market.

The expansion of Japanese sake is expected by leveraging GPD’s network and know-how to attract and delight millennial consumers in those regions. Through the partnership with CJF, GPD’s wine education and community, personalisation technology and marketing features will be applied to Japanese sake, contributing to its global branding. CJF will assist GPD in Japanese sake project especially with regard to sourcing local brewery network which has been cultivated in the experience with CJF’s Japanese sake projects.

GPD was co-founded in 2015 by experienced investment banker Tom Walenkamp, award-winning sommelier Banjo Harris Plane and experienced software engineer Beto de Castro Moreira. Their multi-national service maintains a global wine portfolio from Australian wineries to international wineries. GPD’s wide-ranging selections are mainly mid-range wines that have gained popularity in recent years, and they deliver the wines to more than 35,000 members in Australia. GPD has specialty with regards to their data analysis and personalized suggestive functions to gain and retain members so that they enjoy the purchase for product curation, discovery, and education,

rather than specific product brands and price points. All products sold by GPD come with expert tasting notes, food pairing and recipes matches, contributing to the member experience. Compared with other retailers, GPD has attractive member retention and utilization, and enjoys a unique competitive position. GPD's UK-based operations were launched in November 2021 and have already attracted over 16,000 active members. According to a consumer insight survey, GPD users have a greater interest in Japanese sake than other online wine consumers in both Australia and the UK, therefore GPD is presumed as a suitable online retailer to market Japanese sake in both countries.

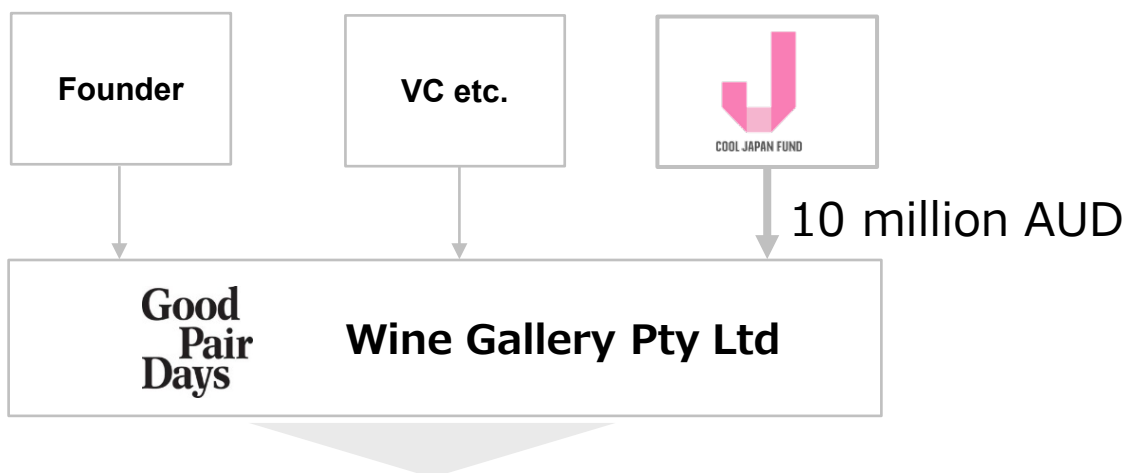
About Wine Gallery Pty Ltd (Trading as Good Pair Days)

Founded : 2015
Head office : Sydney, Australia
CEO : Tom Walenkamp
Details of business: Online Wine Retailer
Website : <https://www.goodpairdays.com/au/>

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Project Scheme



Expanding Distribution of Japanese Sake in Australia and the UK

Characteristics of Good Pair Days

- Multi-national wine retailer offering global selection of wines with mid-range prices that gained popularity in recent years
- Specialty in their data analysis and its personalized suggestive functions to attract consumers with their educational contents and participation in their community

Rich data with accumulated approximately 500,000 survey takers, and up to 50 data points per SKU

Best solution for Wine consumers with personalized suggestion

Wide selection of wine portfolio over the world with replicable business model across the countries

Launched in the UK following in Australia and achieved speedy multinational rollout



Spontaneous fan community

Words of Mouth
Bond of members

