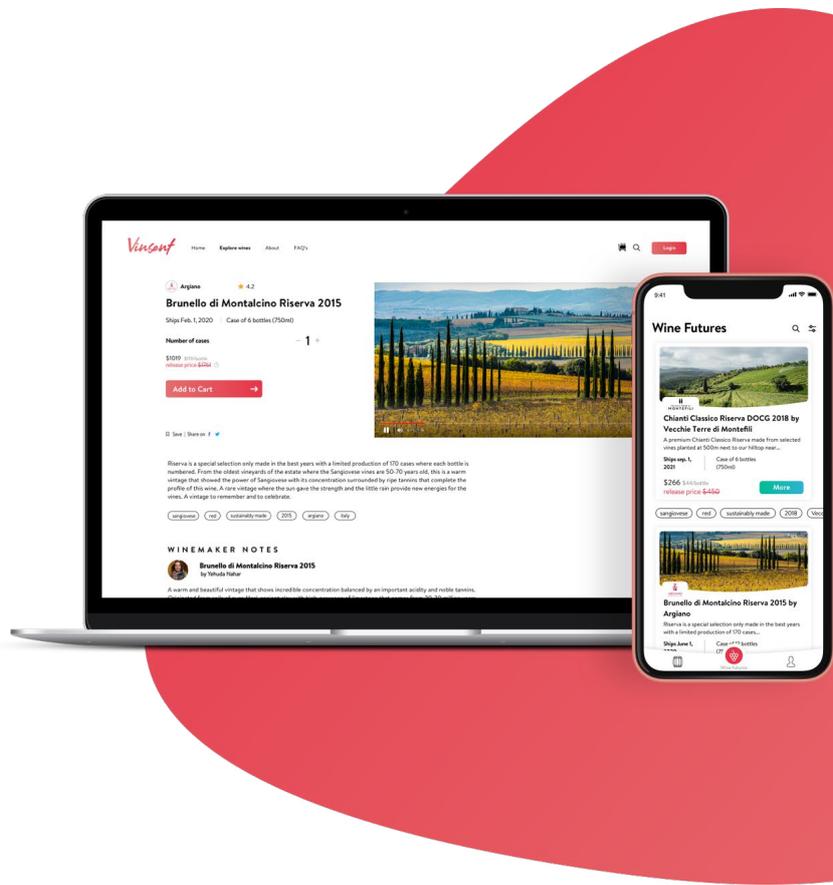


Vincent

MEDIA KIT



OVERVIEW

Led by our vision to reinvent the way people buy, own and experience fine wine, we created Vinsent - the first DtC marketplace that enables wineries and wine lovers to connect directly and sell-buy wine futures. With Vinsent wine lovers can purchase wine futures directly from boutique wineries, while wineries can enjoy early cash-flow and create long-term customer loyalty.

PRESS RELEASES

May 1, 2019

Vinsent announced today its collaboration with the award-winning Italian winery, Argiano. As part of this collaboration, Argiano will offer, for the first time globally, its limited-production “Brunello di Montalcino Riserva 2015” over the Vinsent app.

[Read More](#) (pp. 8-9)

Mar. 11, 2019

Vinsent announced its launch of a new marketplace for boutique wineries to offer their wine futures to wine lovers around the world.

[Read More](#) (p. 10)



MEDIA ASSETS

Vinsent

Logos and
Screenshots Gallery



Team Photos
Gallery



ABOUT

In 2018, Jacob Ner David, a serial entrepreneur and the Co-Founder of Jezreel Valley Winery, and Gil Picovsky, a successful entrepreneur, established Vinsent (previously known: VinX). Their goal was to tackle the inefficiency of the wine industry distribution model by connecting wineries and consumers directly.

In March 2019, backed by Overstock.com's Medici Ventures, Vinsent introduced its mobile app on Google Play store and Apple App Store. As part of a pilot, Vinsent introduced a library of 20 wine futures from 15 curated boutique wineries, e.g. Argiano, CVNE & High Dive Cellars. For the first time globally, Vinsent enabled wineries to offer their wine futures for sale directly to wine enthusiasts, while connecting both sides, to increase customer loyalty.

To secure wine trading and tackle industry issues of fraud, Vinsent utilizes the latest blockchain technology. Tokenizing the future of wine allows for trusted selling and trading of wine futures on a transparent and secure blockchain. With Vinsent, wine enthusiasts can now know that the bottles they purchase are authentic.

Throughout 2019, Vinsent will introduce new wine futures and wineries, new winery platform, and a trading platform for wine lovers to exchange their recent purchases.

THE FOUNDERS



Jacob Ner David

Founder, CEO

[Email](#) | [Linkedin](#) | [Twitter](#)

Jacob is the co-founder and CEO of Vinsent. In 2015 Jacob served as a Senior Advisor to McKinsey & Company, helping to build a new service line focused on early stage companies. Jacob is the Chairman of the award winning Jezreel Valley Winery. As an entrepreneur Jacob has created over \$1 Billion in shareholder value. Jacob received a J.D. from Georgetown, a B.A. from CUNY, and was an Isaacs Scholar at Oxford University. Jacob is a Henry Crown Fellow of the Aspen Institute.



Gil Picovsky

Founder, COO

[Email](#) | [Linkedin](#)

Until September 2018, Gil was Chairman of harmon.ie, an innovative software company leveraging AI to organize and deliver content to the IT worker. The company was successful bought by its management. Before his role in harmon.ie, Gil headed the Technology Investment Banking practice at Cukierman & Co., a boutique investment company focused on Europe and Asia. Prior to this, Gil was involved in corporate development, entrepreneurial and consultancy practices in Israel and overseas, serving both the private and public sectors. Gil is a graduate of EDHEC and the Merage institute.

PRESS MENTIONS

“Overstock.com’s Medici Ventures Invests In VinX To Create Blockchain Wine Market”

Forbes

Forbes, Oct. 4, 2018

“Overstock’s investment arm funded blockchain for wine”

TC

TechCrunch, Oct. 4, 2018

“Medici Ventures Invests in Wine Startup VinX”

FNI

FNI Blockchain, Oct. 4, 2018

“VinX Blockchain Wine Tracking Startup Secures Overstock’s Medici Ventures 7 Figure Investment”

BitcoinExchangeGuide

BitcoinExchangeGuide, Oct. 4, 2018

“Overstock CEO’s Medici Ventures Invests in VinX”

BITTPRESS

Bitt Press, Oct. 5, 2018

“Vinsent’s New App Uses Blockchain to Disrupt Old-School Wine Purchasing”

thespoon

TheSpoon, Feb. 14, 2019

“Enjoy Your Wine Using Blockchain With the Vinsent App”

CryptoNewsZ

CryptoNewZ, Feb. 15, 2019

“Explore wine on the blockchain with your tipsy Valentine”

THE BLOCK

TheBlock, Feb. 14, 2019

“Overstock-Backed Medici Ventures Backs VinX: Blockchain for Wine”

BLOCKONOMI

BlockOnomi, Oct. 4, 2018

“Vinsent launches its app to bring wine purchases onto the blockchain”

siliconANGLE

SiliconAngle, Feb. 14, 2019

“Overstock.com’s Medici Ventures Helps Bring Wine onto the Blockchain”

Blockchain

Blockchain Technologies, Oct. 5, 2018

“Vinsent Aims to Democratize the Centuries-Old Tradition of Trading in Wine Futures”

CTECH

Calcalist, Mar. 20, 2019



For more information

Press Inquiries
Assaf@vinsent.wine

Partnership Inquiries
Gil@vinsent.wine

Vinsent, Formerly VinX, Introduces New Way for Consumers to Purchase and Experience Fine Wine

New app driven by blockchain technology gives wine lovers early access to wine at exclusive pricing, provided by a secure and transparent process.

TEL-AVIV, Mar. 11 2019 - Vinsent (formerly VinX), a fast-growing Israeli technology startup, announced today the release of a new app that offers consumers the ability to purchase from a library of over 20 wine futures through a pilot group of 15 curated boutique wineries, such as Montefili, Argiano, CVNE, High Dive Cellars, Jezreel Valley Winery and more.

The Vinsent app creates a marketplace that enables wineries around the world to offer their wine futures – wines still in the barrels – for purchase, and is a key part of Vinsent’s long-term efforts to tackle the inefficiency of the wine industry distribution model by enabling consumers to connect directly with wineries.

“Vinsent brings consumers in direct contact with wineries early in the winemaking cycle, giving early access to fine wine for consumers, and providing greater cash flow for wineries throughout the process,” said Jacob Ner-David, Vinsent CEO. “Simply said, we are reinventing the way wine is bought, owned, and experienced.”

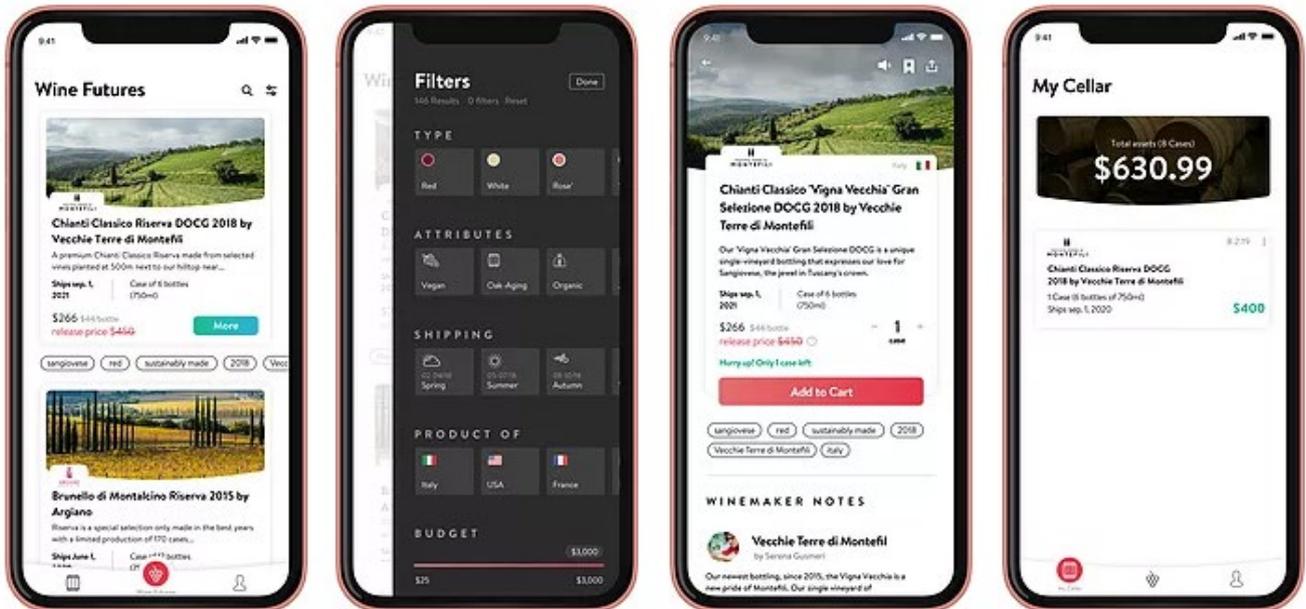
By enabling wineries to easily offer wine futures direct to consumers, wineries can also better forecast the sales of wines and success of vintages. The Vinsent app enables wineries, for the first time globally, to send updates on the winemaking process to their customers, ask for their feedback and build long-lasting loyalty.

“Getting our wines directly into the hands of those that trust us to produce great wines, as a producer, there’s no greater return on our efforts,” said Nicola Marzovilla, owner of Vecchie Terre di Montefili Winery

Vinsent’s app utilizes the latest blockchain technology to secure wine trading and tackle industry issues of fraud. Tokenizing the future of wine allows for trusted and permission-less selling and trading of wine futures on a transparent and secure blockchain. Moreover, registering the released wines on a blockchain lets wine enthusiasts know that the bottles they purchased are authentic.

“The wine industry is ripe for blockchain disruption, as the technology solves significant problems with supply chains, transferring ownership and establishing provenance,” said Jonathan Johnson, president of Medici Ventures, a funding partner of Vinsent. “By building its platform with blockchain technology, Vinsent is establishing a secure marketplace for global audiences.”

The app includes exclusive pricing and early access to wines with plans to introduce new wines and wineries throughout 2019, along with a blockchain-based trading platform for wine lovers to exchange their recent purchases.



Vinsent is now available for download for Android and iOS. For more information please visit www.Vinsent.wine

About Vinsent Vinsent was founded in 2018 by Jacob Ner-David, an accomplished entrepreneur and chairman of the award winning Jezreel Winery; and Gil Picovsky, an investment professional and experienced entrepreneur. Vinsent is a proud member of the La Wine Tech.



ARGIANO
CANTINA DAL 1580

Vinsent partners with the award-winning Italian winery, Argiano, to offer limited-production wine futures to wine lovers and collectors

TEL-AVIV, May 1st 2019 - Vinsent, an online marketplace for boutique wineries to offer wine futures, announced today its collaboration with the award-winning Italian winery, Argiano. As part of this collaboration, Argiano will offer, for the first time globally, its limited-production “Brunello di Montalcino Riserva 2015” over the Vinsent app.

According to Argiano CEO, Bernardino Sani, the Brunello Riserva is produced only in the best vintages and from an exclusive selection of vines. With only 170 cases available upon release on January 2020, Argiano partnered with Vinsent to offer its wine future - wines still in the barrel - for sale over the platform. Now wine lovers and collectors across the world can enjoy early access to Brunello Riserva 2015 before anyone else.

“We are always looking for new ways to reach our end-consumers and show our appreciation to them. It was only natural for us to partner with Vinsent and offer Brunello Riserva 2015 wine futures through its platform,” said Bernardino Sani, Argiano CEO and winemaker. “With Vinsent we can now engage directly with our end-consumers, while our wine lovers can secure a case of our fine wine”.

“Vinsent is proud to have Argiano joining the family. We found a great partner who shares the same vision to reinvent the way people buy, own and experience fine wine” said Jacob Ner-David, CEO and Co-Founder of Vinsent.

Vinsent is now available for download for Android and iOS. For more information please visit www.Vinsent.wine

About Vinsent The Vinsent app creates a marketplace that enables wineries around the world to offer their wine futures for purchase, and to enable end-consumers to secure their favourite wines and enjoy monthly updates from the winemaker. Vinsent was founded in 2018 by Jacob Ner-David, an accomplished entrepreneur and chairman of the award winning Jezreel Winery; and Gil Picovsky, an investment professional and experienced entrepreneur.

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For more details, media kit and requests, please contact: Assaf@vinsent.wine