

Vivino, the World's Largest Wine App, Welcomes Olivier Grémillon as Chief Executive Officer

London, England — July 26, 2021 Renovata & Company is pleased to announce the appointment of Olivier Grémillon as chief executive officer of Vivino, the world's largest wine app that "makes wine easier" by enabling users to store, search, find and buy the wine they love to drink.

"I'm thrilled to be joining a company that has disrupted the wine industry by building something amazing and truly unique in the wine space," Grémillon says. "I look forward to working with the team on their continued growth and success."

Vivino is backed by Kinnevik, Creandum and Balderton. In February, the company closed a \$155M Series D funding round, led by Kinnevik, which helped it launch a "Match For You" functionality that gives customers personalized wine recommendations. Vivino has a great opportunity to disrupt a \$300B global business.

Today, Vivino has about 150 employees in 10 countries. The app has been downloaded over 44 million times (with 20,000 new users per day), and the company has maintained its 50-100% year-on-year (YOY) growth for the past six years. The app has more than five times the number of users compared to its eight closest competitors combined.

"Olivier has led demonstrable growth at Booking.com and Airbnb," says Thomas Jepsen, Renovata & Company partner. "At Booking.com, he led a business with more than \$20B in gross merchandise value (GMV)."

"He understands the potential hurdles and challenges that face a smaller, growing organization," adds Mannie Gill, Renovata & Company partner. "He will help lead the company through key strategic decisions, develop and execute a multi-year business plan, and build and lead a team capable of scaling 70-80%+ YOY growth for multiple years."

Before joining Vivino, Grémillon was vice president of Global Segments and Booking Home at Booking.com. He worked at Airbnb for 6 years, most recently as managing director for Europe, Middle East and Africa. Grémillon launched his career as a marketing consultant and spent several years at McKinsey & Company and Deloitte.

This appointment highlights Renovata & Company's depth and expertise as a search firm and advisor to the leading private- and growth equity-backed digital and SaaS companies, their boards, and investors across the U.S. and Europe.

About Renovata & Company

Renovata & Company is a global executive search and private equity advisory firm. We are trusted by financial sponsors, their portfolio companies and public corporations to deliver transformational leaders and valuable investment insights. Renovata & Company's executive search activities are focused on the most complex search assignments—board-level mandates which include board directors, CEOs, CFOs and other C-suite executives, as well as investment professionals and Operating Partners—and we provide strategic counsel to clients across the technology, digital, business services, industrial, consumer and retail sectors. Renovata & Company has relationships with over 50 of the top 100 private and growth equity firms globally. Our private equity advisory services include diligence support, backable executive introductions and deal sourcing delivered by our affiliate, L Capital Advisors. We also make equity co-investments alongside our private equity clients through our investment affiliate, L Capital. We are privately held and operate from five offices across two continents: Boston, Hamburg, London, New York and San Francisco. www.renovata.com

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