

Press Release

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IWSR embraces new leadership for continued growth and appoints Julie Harris as CEO

London, 7 September 2023 - IWSR Drinks Market Analysis, the world's leading source of data and intelligence for the \$1.5 trillion global alcoholic beverage market, is appointing Julie Harris as its new CEO. The transition comes following Mark Meek's decision to step back from the CEO role and to take up a non-executive director position within the company.

Julie Harris joins from Comparison Technologies, a leading tech-enabled comparison and customer acquisition platform in the home digital services market, where she has been CEO since 2019. Prior to this, Julie has held several CEO roles across a number of sectors, including WGSN, the global leader in trend forecasting for the fashion and retail industry.

Julie Harris, newly appointed CEO of IWSR, commented: "I am delighted to be joining the very talented team at IWSR at such an exciting stage in its evolution and to build on the phenomenal growth of the last few years. Mark leaves the company in fantastic shape and I look forward to working with our global teams to continue to develop new and exciting products for our valued clients."

Under Mark Meek's leadership, IWSR has delivered annual revenue growth of 20% and has significantly expanded the coverage and functionality of its core database. The company has also developed a range of new products, including annual strategic consumer sentiment studies on topical issues such as ecommerce, no-and-low alcohol drinks and the impact of Covid-19. In conjunction with its strong organic growth, IWSR has also completed the acquisition of Wine Intelligence France, broadening its coverage of the wine sector.

Julian Masters, managing partner at Bowmark Capital, leading private equity investor and IWSR majority shareholder, commented: "Mark has been both a great leader of IWSR and partner to Bowmark, driving transformational change during his tenure as

CEO. We thank him for his significant contribution to the company's success and are delighted that we will be continuing to work together in his new role. We look forward to working closely with Julie Harris on delivering IWSR's next phase of growth and continued product development."

Mark Meek, outgoing CEO of IWSR commented: "I'm incredibly proud of what the IWSR team has accomplished, with the support of Bowmark, since the management transitioned from our founder. The business has grown strongly, and we've considerably enlarged our talent base and product range. The future continues to look bright. So now, after nearly 10 years, I believe it is a great moment to hand over the reins of the business to the talented Julie Harris. I look forward to being part of the IWSR story as a non-executive and will give Julie all my support to ease her into the new role."

IWSR's database tracks consumption trends across more than 35,000 brands and in over 160 countries. The company has over 200 blue chip customers representing all the major market participants including producers, ingredient manufacturers, investment banks and consultancies.

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About IWSR Drinks Market Analysis

IWSR is the leading source of data and insight on the global beverage alcohol market. The IWSR database, essential to the industry, quantifies the global market of wine, spirits, beer, cider, RTDs (ready-to-drink), and no/low-alcohol products, by volume and value in over 160 countries, and provides insight into short- and long-term trends, including five-year volume and value forecasts, as well as consumer behaviour.

IWSR tracks overall consumption and trends at brand, price segment, channel, and subcategory level. Our data is used by the major international wine, spirits and beer companies, as well as financial and beverage-alcohol market suppliers.

IWSR's unique methodology allows us to get closer to what is actually consumed and better understand how markets work. IWSR boasts a team of global analysts, each of whom is equipped with local market expertise and an expansive network of on-the-ground industry contacts. Our analysts meet and speak with their industry contacts throughout the year to capture local insight, key market trends, and the 'why' behind the numbers.