



RETAIL CASE STUDY

“You never know when a conversation will lead to something. **We did Singapore, Brisbane and Sydney with Wholesale Investor. It was a conversation** at the back of the room...that led to a meeting, that led to a change of thinking, that led to an introduction, that led to a plan **that led to a 5 month process to \$20 million.** Sounds easy!”

TONY NASH, CEO, BOOKTOPIA

booktopia




Founded in 2004 on a budget of \$10/day. **BOOKTOPIA** is now a Multi-award winning business for e-Commerce, Book Retailing, Business Success and Social Philanthropy. FY23 forecast \$270m+ revenue, \$20m EBITDA. Booktopia has easily competed with international alternatives including Amazon's arrival in Australia.

WHOLESALE INVESTOR JOURNEY

- **2019**
EMERGENCE SYDNEY EVENT
The opportunity to pitch at scale to 1,600+ HNWI Investors, Family Offices PE & VC's face to face
- **EMERGENCE BRISBANE EVENT**
The opportunity to pitch at scale to 1,600+ HNWI Investors, Family Offices PE & VC's face to face over a number of days.
- **SINGAPORE TECH AND BLOCKCHAIN**
Singapore – Investor and Showcase Event (600 + HNWI Investor, PE & VC's)

CAPITAL RAISED
\$20M

2020 WHERE ARE THEY NOW?

- 
CHASING BIG W'S SPOT
as Australia's largest book retailer
- 
DOUBLE INBOUND AND OUTBOUND
from 30,000 books per day to 60,000
- 
EXPANSION IN CAPACITY
of their 13,000sqm warehouse in Sydney