

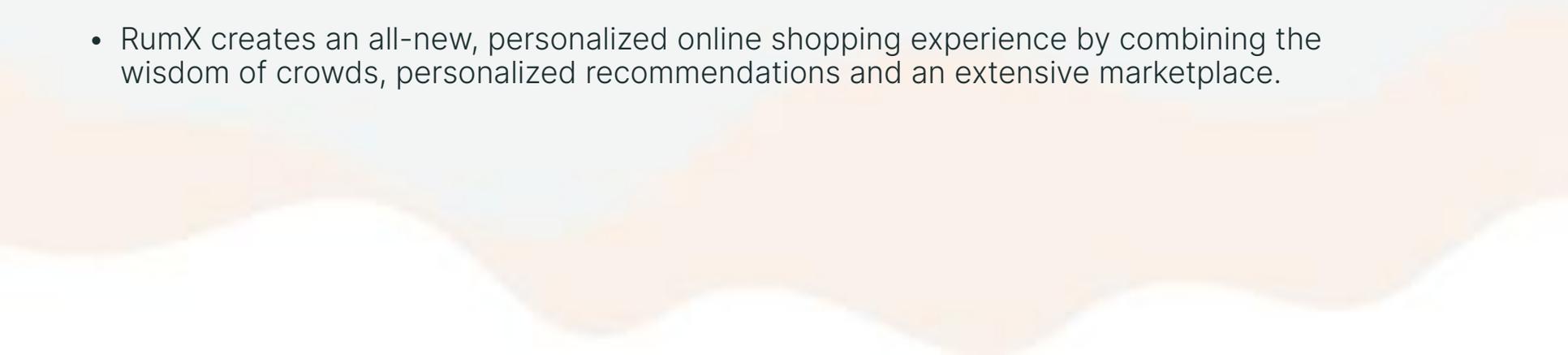


**RumX**

**TASTE CONNECT BUY**

Press material • 13.03.2023

# OUR VISION

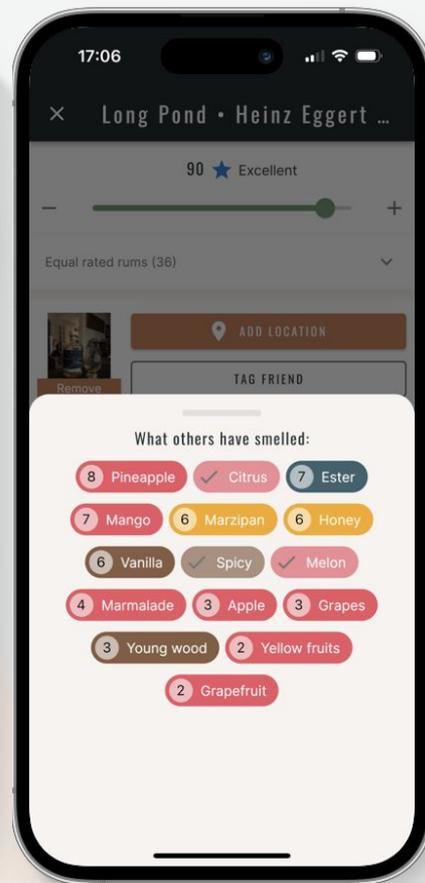
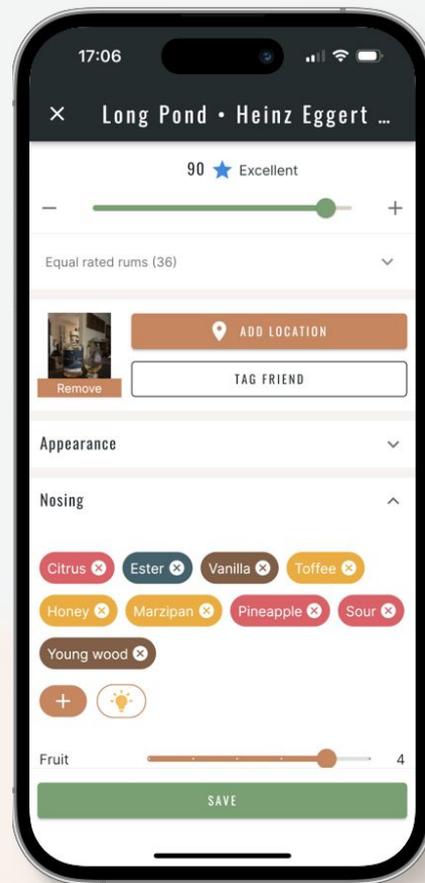
- RumX is the home of the global rum community, enabling users to taste rums, connect with fellow rum lovers and buy their favorite bottles
  - RumX is the largest knowledge platform and database dedicated solely to rum
  - RumX guides rum lovers on their journey through the world of rum and let's them discover its fascinating diversity
  - RumX creates an all-new, personalized online shopping experience by combining the wisdom of crowds, personalized recommendations and an extensive marketplace.
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- A decorative graphic at the bottom of the slide consisting of a wavy, horizontal band with a color gradient from light orange to light blue.

**With RumX you can...**

# TASTE

## your rums in a better way

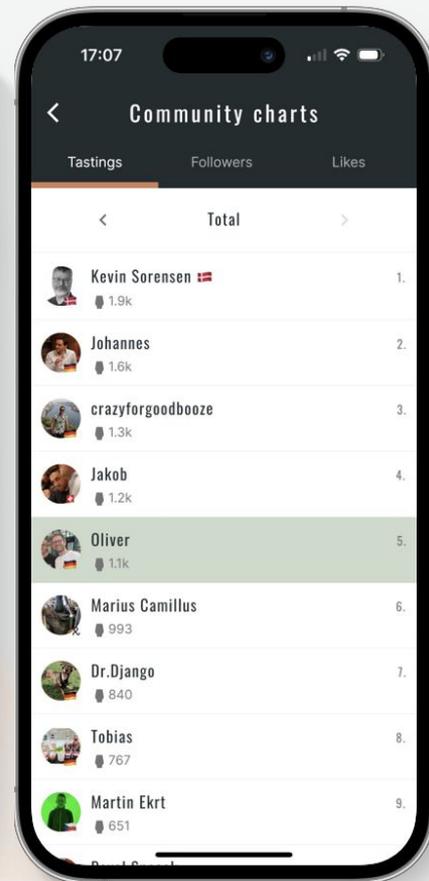
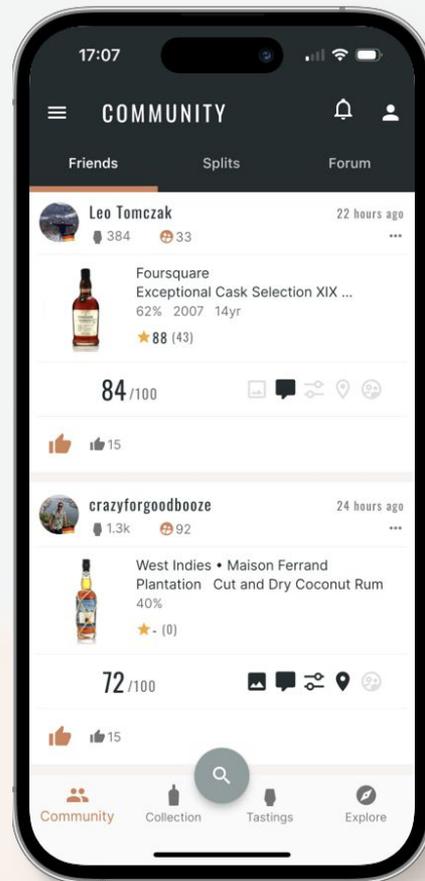
- Learn how to taste rums like a pro with our interactive tasting wizard that guides you through the tasting step by step
- Log your tasting impressions in a digital tasting diary and rate the rums based on your personal preferences
- Scroll through the 80,000 tasting impressions from the RumX community to find out what rums taste like and how the community rates them
- Get rum recommendations based on your individual tasting profile



# CONNECT

with Europe's largest rum community

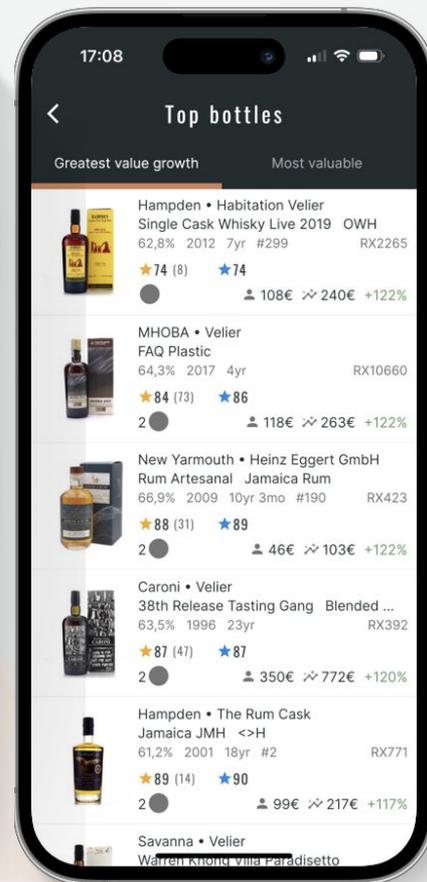
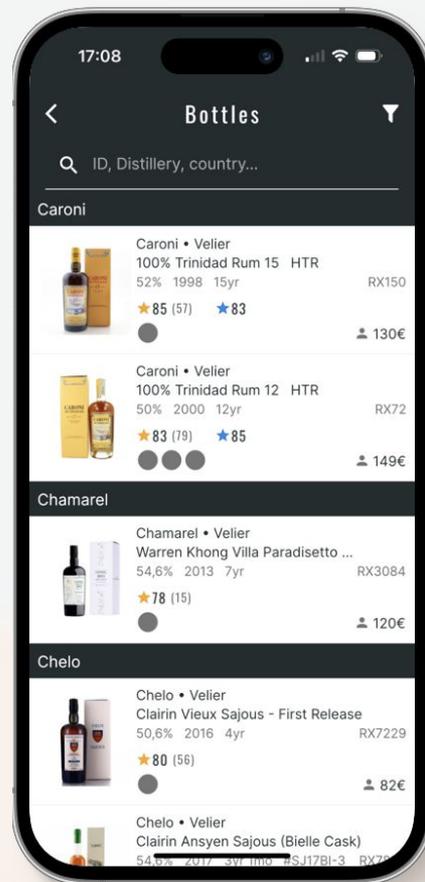
- Share your impressions and let the community know which rums you like the most
- Get inspired by the experiences of the community and popular bloggers to find new exciting rums
- Became an active member of the RumX community to exchange about all topics around rum
- Participate in bottle splits organized by the RumX community and get access to exclusive offers by RumX and its partners



# BUY

## The right rum and track your collection

- Search for your new favorite rum in our database with over 13,000 rums and find offers from our partner shops
- Search our database with over 13,000 rums and 80,000 tasting impressions from the RumX community
- Digitize your rum collection by simply scanning the barcodes of your bottles
- Monitor the market value of your personal collection and track your collection by country, distillery, bottler and other interesting facts

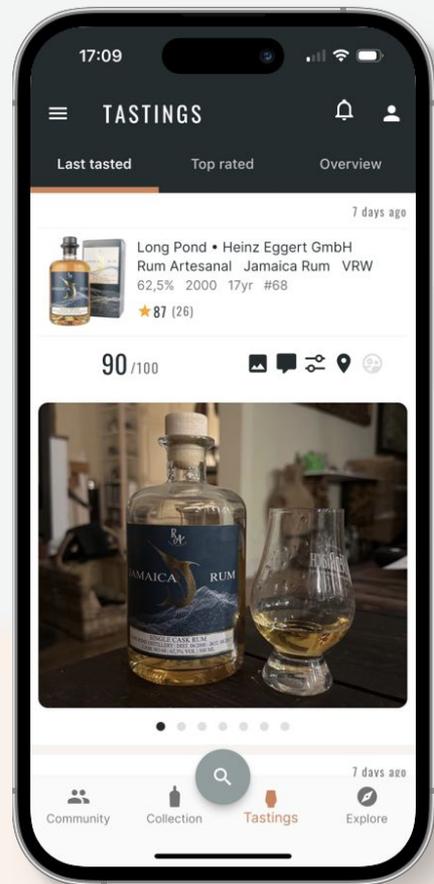


**What's new?**

# ALL-NEW USER INTERFACE

## More features and optimized UX

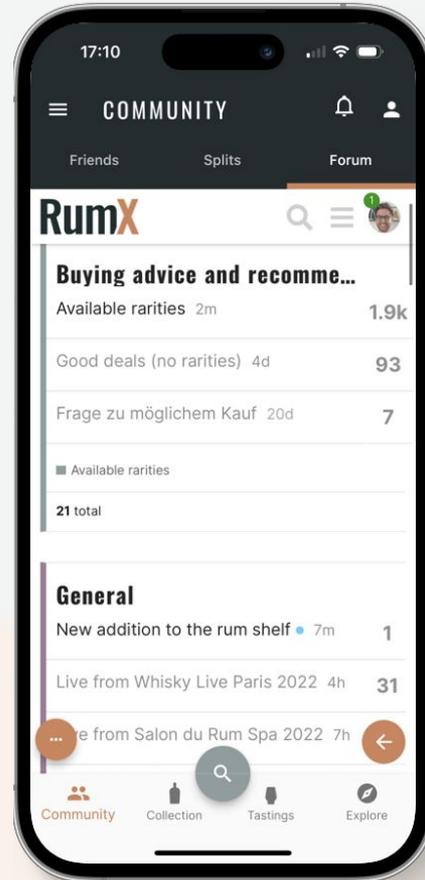
- Experience the all-new, unified design for both iOS and Android
- Easily navigate through the app while enjoying your rums
- Access all information about your rums with a few clicks only - from fact sheets to community impressions
- Condensed UX with enhanced features to enrich your tasting documentation: Upload an image, generate a tasting list, add your tasting locations and tag your friends



# INTEGRATED FORUM

## including bottle splits

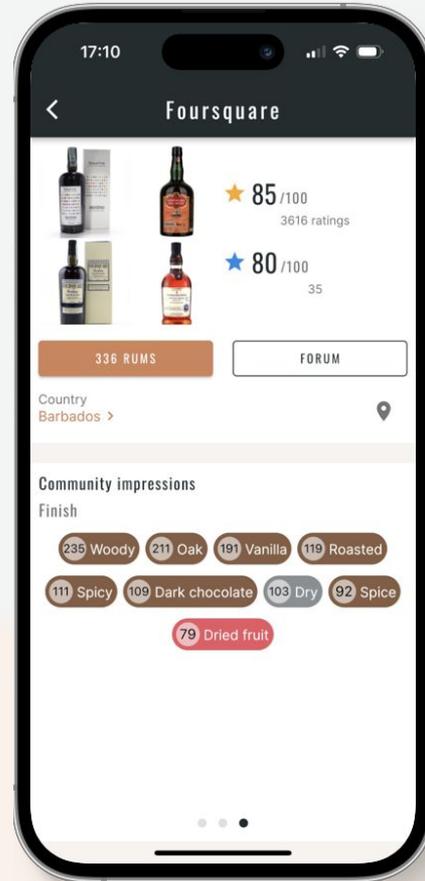
- Browse the RumX forum directly within the app
- Participate in bottle splits and share your own bottles with others
- Get notified when a member finds a great deal
- Exchange about rum trends, events and new releases
- Stay in the know about exclusive offers by RumX and its partners



# OVERVIEW

## of countries, distilleries and bottlers

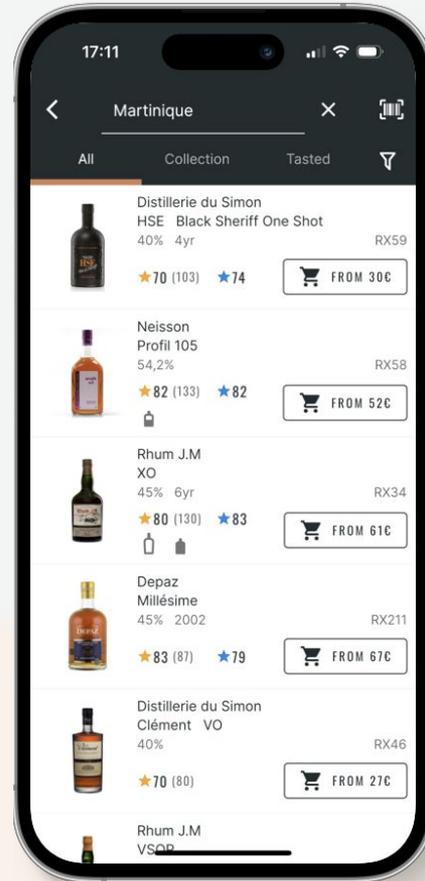
- Get an overview of the best rums, the typical taste and top vintages
- Learn about the taste profile of a country or distillery
- Access aggregated ratings from the RumX community
- Find similar rums to the ones you enjoyed



# NEW SEARCH

which is faster and more accurate

- Search faster with our new database technology
- See results based on relevance
- Make use of quick filters to easily switch to your own collection or tasting diary

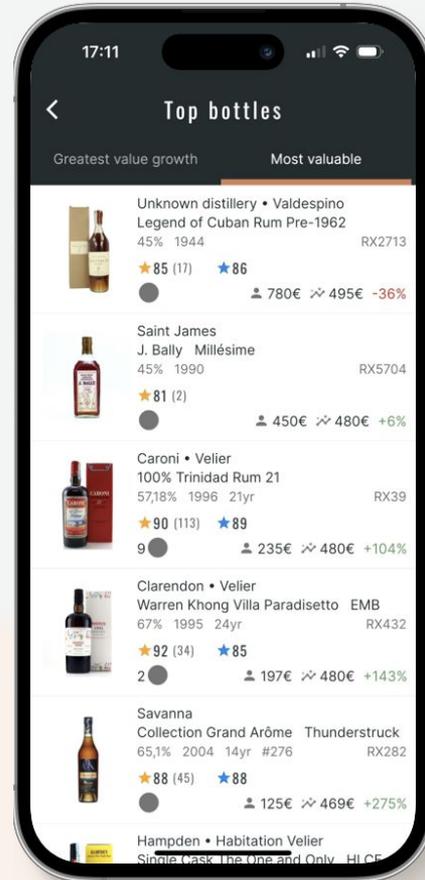


# CURRENT MARKET VALUE

## of your collection and other bottles

- Monitor the market value\* of your collection and individual bottles
- Check the current market value of a rum and compare offers
- Keep track of market value development for any rum in the database
- Immediately identify most valuable bottles and bottles with greatest proportional value growth

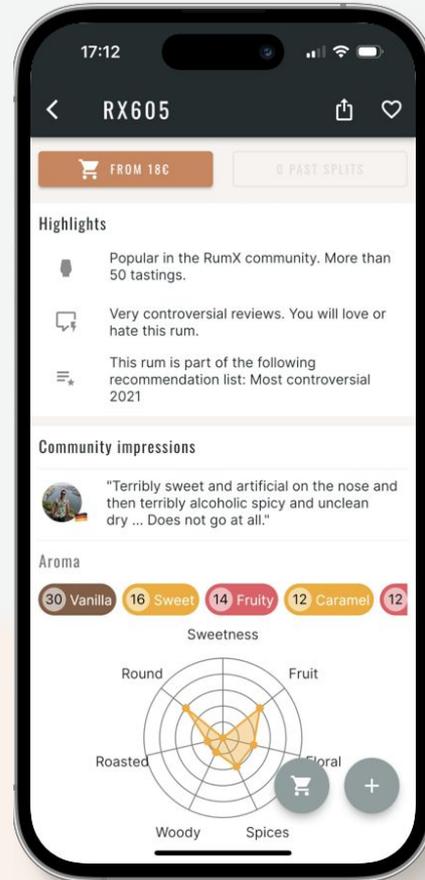
\* Market value is calculated based on current auction prices, shop offers, and anonymized user input



# HIGHLIGHTS

## for a quick first impression

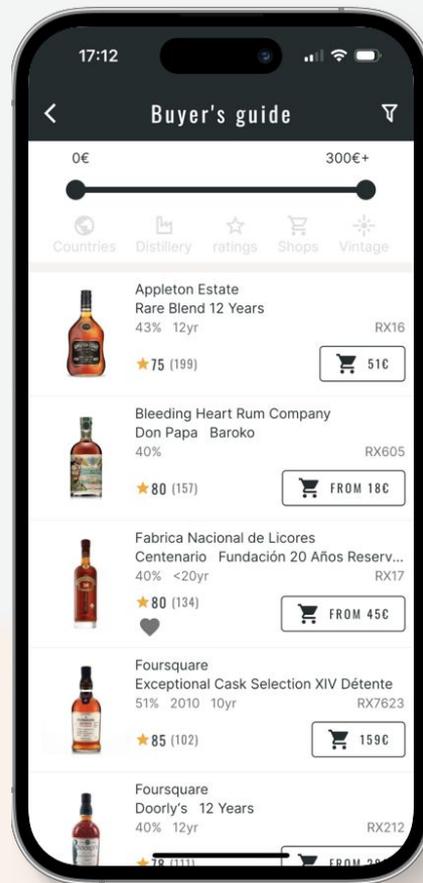
- Find the rum's profile now directly on the top
- Find out which rums polarize the community the most
- Access our editorial recommendation lists
- Check available offers to purchase bottles from our partner shops or find samples from the RumX community



# BUYER'S GUIDE

## with extensive filter options

- Find your new favorite rum for every budget with our smart buyer's guide
- Filter by rating, taste, and by availability in a specific shop
- Get personalized recommendations based on your digital tasting diary
- Compare offers from our partner shops to get the best price for your bottle



**Stats**

25,000  
registered users

15,000  
runs in the database

27

**shop partners**

21

**blog partners**

# About us

# ABOUT US

**With RumX we want to share our passion and let others experience the exciting world of Rum as well.**

- RumX was launched out of the heart of the German rum scene in 2018 by Oliver Gerhardt (back then under the name “Rum Tasting Notes”); Jakob Schellhorn joined the core team in early 2021
- In May 2021, RumX was born and replaced “Rum Tasting Notes” since the functional scope of the app had grown significantly beyond just being a tasting diary
- Today, RumX consists of a core team of two people and a group of freelance partners for UX, service design and data analysis



# CONTACT US

**to learn more about RumX and tap into our expertise and unique insights on the global rum community and the rum market**

We are happy to support you with...

- Interviews about RumX and/or our views on the rum market in general
- Market analyses based on our extensive database of rum ratings, tasting profiles and market value developments
- Insights on hot topics in the rum market, current trends and what moves the global rum community

If you have other specific requests, we are happy to discuss about how we could support you with our expertise and insights from our rum database.

**>> Get in touch:**

**[info@rum-x.com](mailto:info@rum-x.com)**

**+49 151 40436113**