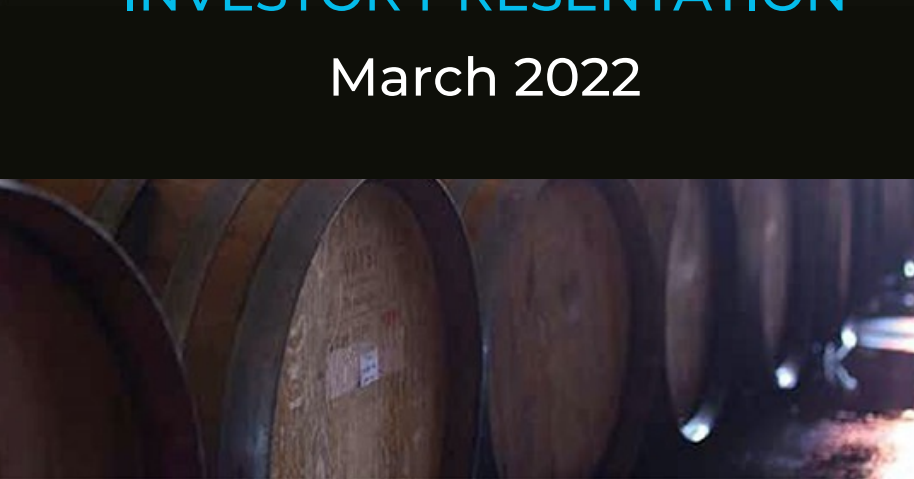




GAUCHO

GROUP
— HOLDINGS, INC. —

INVESTOR PRESENTATION
March 2022



Forward Looking Statements

This presentation contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. Forward-looking statements are neither historical facts nor assurances of future performance. Instead, they are based only on our current beliefs, expectations and assumptions regarding the future of our business, future plans and strategies, projections, anticipated events and trends, the economy and other future conditions. Forward-looking statements can be identified by words such as: "anticipate," "believe," "project," "expect," "likely," "may," "should," "will" and similar references to future periods.

Because forward-looking statements relate to the future, they are subject to inherent uncertainties, risks and changes in circumstances that are difficult to predict and many of which are outside of our control. Our actual results and financial condition may differ materially from those indicated in the forward-looking statements. Therefore, you should not rely on any of these forward-looking statements. Important factors that could cause our actual results and financial condition to differ materially from those indicated in the forward-looking statements include, among others, the following:

- Public health crises, epidemics and pandemics such as the COVID-19 pandemic
- The extent of the impact of the COVID-19 Pandemic, including the duration, spread, severity, and any recurrence of the COVID-19 pandemic, the duration and scope of related government orders and restrictions, the impact on our employees, and the extent of the impact of the COVID-19 pandemic on overall demand for our services and products
- Local, regional, national and international economic conditions that have deteriorated as a result of the COVID-19 pandemic, including the risks of a global recession or a recession in one or more of our key markets, the impact of these economic conditions may have on us and our customers and our assessment of that impact.
- The impact of the COVID-19 pandemic on our supplies, including disruptions and inefficiencies in the supply chain.

Any forward-looking statement made by us in this presentation is based only on information currently available to us and speaks only as of the date on which it is made. We undertake no obligation to publicly update any forward looking statement whether as a result of new information, future developments or otherwise, except as required by law.

This presentation includes information supplied from sources we believe to be reliable but we cannot guarantee accuracy

OPPORTUNITY AT A GLANCE

KEY HIGHLIGHTS

Our existing asset base includes real estate that consists of a winery, wine production facilities & e-commerce, two boutique hotels, a golf course and tennis center, a 4,138-acre luxury residential vineyard development, as well as product inventory for fashion and home & living retail & e-commerce brands.

Six operational luxury brands across Fine Wines, Luxury Real Estate, Leather Accessories and Fashion, Home & Living, Hospitality and Olive Oil.



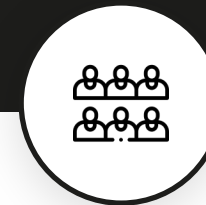
KEY INDUSTRIES

Beverage, Hospitality, Real Estate, E-commerce, Retail, Home & Living, and Fashion



GLOBAL MARKET SIZE

\$349BN



TARGET CUSTOMER

Men & Women in the United States
Ages 35 - 65+
household income in top 10%

OVERVIEW

Gaucha Group Holdings, Inc. is a rapidly growing, e-commerce driven holding company, with a concentration on luxury real estate, leather goods and accessories, and using fine wines as our ambassador.

Symbol	VINO
Exchange	NASDAQ
Stock Price (a/o 03/29/22)	\$2.30
Market Capitalization	~ \$25.7 Million
Shares Outstanding	11 Million
Debt to Equity Ratio	40%
Debt to Asset Ratio	35%



We are home to six exceptional brands rooted in complementary experiential luxury lifestyle sectors.

We seek to become a world class provider of luxury brands and e-commerce, including hospitality and experiential projects such as a 4,138 acre Luxury Vineyard Real Estate development, Luxury Boutique Hotels, e-commerce Leather Accessories, Fashion, and Home Décor and e-commerce Fine Wines.

SIGNATURE ASSETS

LUXURY LIFESTYLE BRANDS

GAUCHO
GROUP
— HOLDINGS, INC. —

We seek to become the LVMH (“Louis Vuitton Moët Hennessy”) of South America,
by becoming a global luxury goods & experiences company.



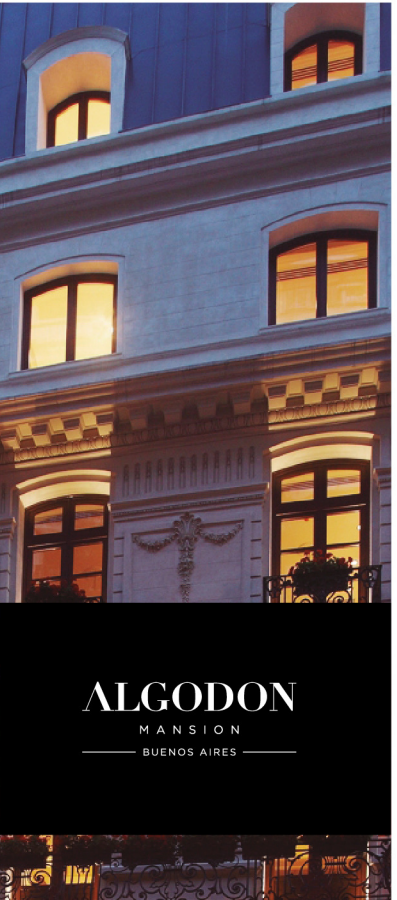
ALGODON
FINE WINES
— SAN RAFAEL, MENDOZA —



ALGODON
WINE ESTATES
— PRIVATE ESTANCIAS —



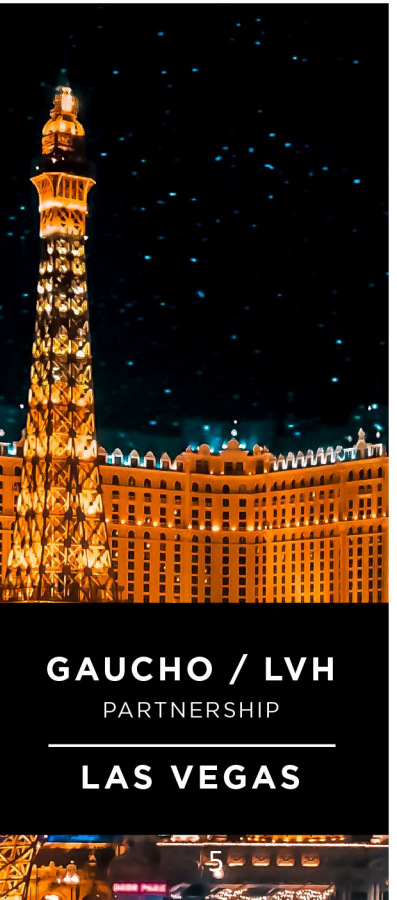

GAUCHO
— BUENOS AIRES —



ALGODON
MANSION
— BUENOS AIRES —

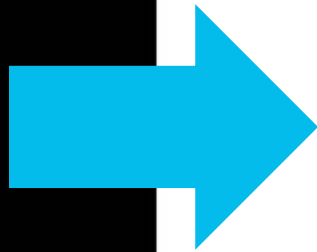


ALGODON
WINE ESTATES
— WELLNESS RESORT —



GAUCHO / LVH
PARTNERSHIP
—
LAS VEGAS

GAUCHO
GROUP
— HOLDINGS, INC. —



NASDAQ®
VINO

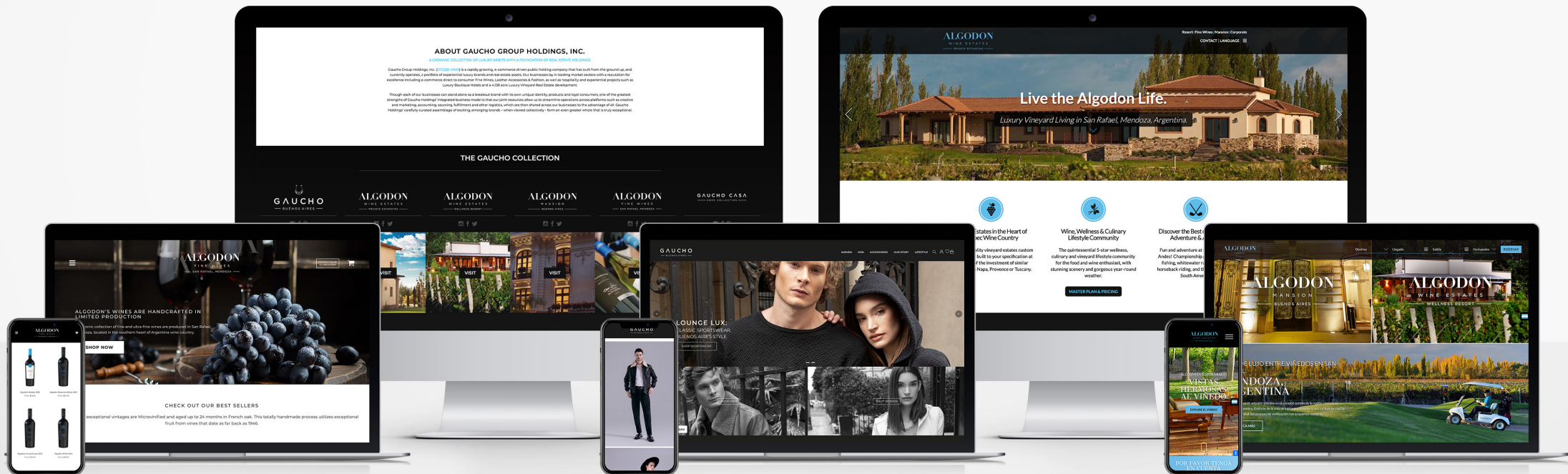
A NASDAQ listed VINO can:

- Enable a ROLL UP STRATEGY, to acquire additional brands synergistic with our current holdings
- Utilize stock to participate in partnerships & collaborations
- Scale up our existing businesses
- Create exposure and access to investors all over the world

WHAT WE DO

Gaucha Group Holdings, Inc. is a development company that, through its subsidiaries, invests in, develops, and operates various consumer luxury brands, and luxury real estate holdings.

We own and operate Algodon Mansion, a luxury boutique hotel in Buenos Aires; and Algodon Wine Estates, a winery and golf resort with tennis courts, dining, and hotel amenities in Mendoza, which includes a subdivided property for a luxury residential vineyard development. We also distribute and sells high-end luxury leather goods and accessories through an e-commerce platform.





GAUCHO

GROUP

— HOLDINGS, INC. —

Our Mission

is to cultivate a vibrant, welcoming and distinctive lifestyle — inspired by the culture, spirit and artistry of local communities, and embodied in our properties, products and experiences — that people will make their own, permanently.

We seek to become the LVMH (“Louis Vuitton Moët Hennessy”) of South America, becoming a global luxury goods & experiences company.



ALGODON

WINE ESTATES

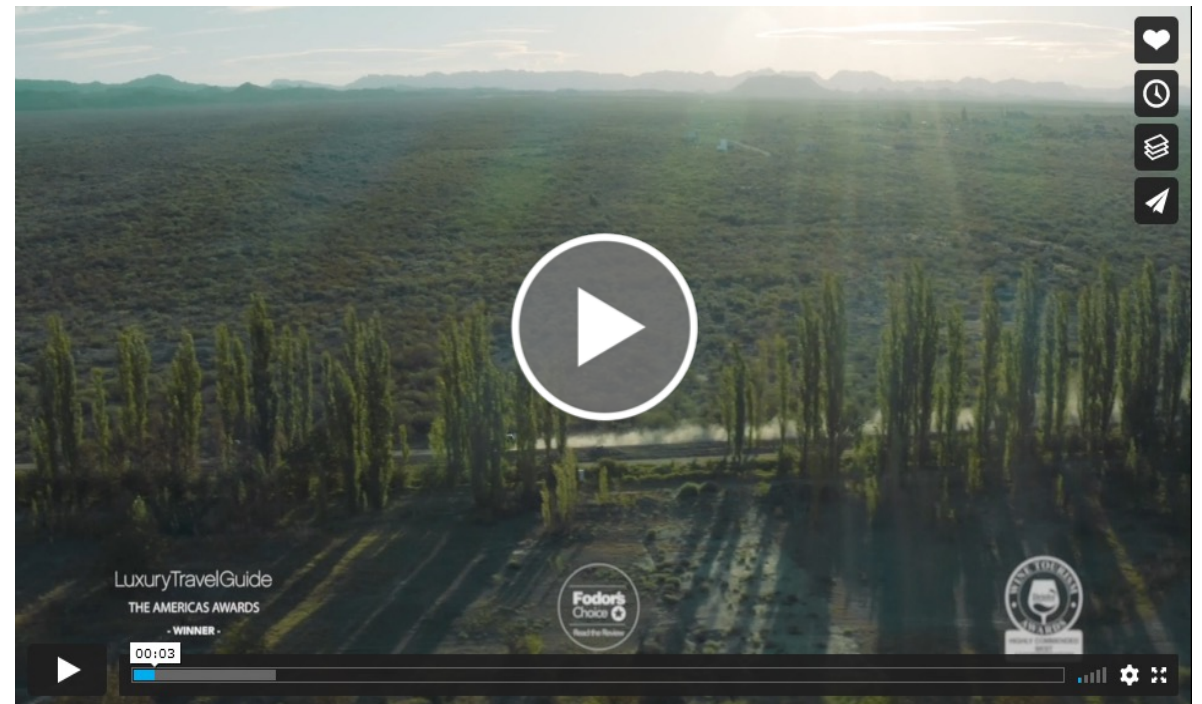
— PRIVATE ESTANCIAS —

ASSET HIGHLIGHTS

- 4,138 Acre (1,675 Ha) - Unleveraged
- 550 Vineyard Estate Lots (over 2K Acres), with Vineyard, Mountain & Golf Course Views
- 0.5 To 7 Acres Per Lot, From USD 200k To 785k
- Company Would Retain Roughly 2,100 Acres
- Low Labor/Material Costs Due To Peso Devaluation
- Supporting Megatrends During Pandemic: Demand For Rural Real Estate
- Heirloom-quality Assets At Fraction Of Cost Of Properties In Napa, Provence Or Tuscany
- Vineyards make some of the best wines in South America (internationally distributed)
- Property produces, olives, pears, apricots, quinces, plums, and walnuts
- Onsite award-winning hotel and restaurant
- 9-hole golf course (back 9 holes forthcoming) + 10 “Grand Slam” style tennis courts

ALGODON WINE ESTATES

(PRIVATE ESTANCIAS & VINEYARD VILLAS)





**PRESS
RELEASE**

NEW YORK, NY / FEBRUARY 9, 2022

**GAUCHO GROUP HOLDINGS, INC. RECEIVES
APPROVAL FOR MASTERPLAN FOR ALGODON WINE
ESTATES' 4,138 ACRE LUXURY WINE & WELLNESS
DEVELOPMENT IN MENDOZA, ARGENTINA**

Masterplan Includes 80-Room Ultra Luxury Hotel, 40
Branded Residences and 200 Additional Lots

*"The company anticipates new lots sales could ultimately
generate more than \$100 million in revenues...the revenue
potential from the hotel rooms and branded residences could
generate an additional \$25 million per year."*

GAUCHO

GROUP

HOLDINGS, INC.

(NASDAQ:VINO)

Source: Gaucho Group Holdings, Inc.

ALGODON

WINE ESTATES

PRIVATE ESTANCIAS



A close-up photograph of a dark wine bottle being poured into a clear glass. The bottle has a light blue label with the word 'ALGODON' visible. The wine is a deep red color and is captured mid-pour, creating a dynamic splash in the glass. The background is a blurred vineyard with yellow plastic mulch and rows of grapevines under bright, natural light.

ALGODON

FINE WINES

— SAN RAFAEL, MENDOZA —



ALGODON FINE WINE KPIs

- **Current Distribution Markets**
(as of the first quarter of 2022)
- **Markets - scheduled by Seaview for 2022**

ALGODON FINE WINES

ACCOLADES



2017 NEW YORK WORLD WINE AND SPIRITS COMPETITION

2014 Bonarda | Gold Medal
2014 Malbec | Bronze Medal
2011 Gran Cuvée | Bronze Medal
2011 PIMA | Bronze Medal
2012 Malbec Reserva | Bronze Medal

2017 GLOBAL MALBEC MASTERS

2012 Malbec | Silver Medal

2016 GLOBAL MALBEC MASTERS

2012 Malbec Reserva | Gold Medal

2014 WORLD ASSOCIATION OF WINE & SPIRIT WRITERS AND JOURNALISTS: TOP 100 WINES OF THE WORLD

2010 Bonarda | 12th Place, Ranked World's Best Bonarda
2009 Malbec-Bonarda | 49th Place

2014 VII CONCURSO INTL. DE VINHOS DO BRASIL

2009 PIMA | Silver Medal
2009 Malbec-Bonarda | Silver Medal

2013 VINUS INTL. WINE & SPIRITS COMPETITION

2010 Bonarda | Gold Medal
2010 Malbec | Gold Medal
2009 Bonarda | Gold Medal
2009 Pinot Noir | Silver Medal

2013 INTL. WINE CHALLENGE U.K.

2010 Bonarda | Silver Medal
2010 Malbec | Commended
2009 Malbec-Bonarda | Commended

2013 VINANDINO INTL. WINE COMPETITION

2010 Malbec | Silver Medal
2009 Malbec-Bonarda | Silver Medal

2013 MEDITERRANEAN INTL. WINE & SPIRIT COMPETITION

2010 Bonarda | Gold Medal
2010 Malbec | Silver Medal

2013 VINALIES INTL. PARIS

2010 Malbec | Gold Medal
2010 Bonarda | Silver Medal

MARKET OPPORTUNITY

LUXURY LIFESTYLE BRANDS



- Argentina tourism industry is booming, with revenue records to be expected from 2023 onwards
- USD reached \$215 AP (Argentine Pesos) to \$1 making Argentina an extremely favorable vacation for foreigners with USD, GBP, & and the EURO



- Online grocery alcohol sales to reach nearly \$2B in 2022
- Online alcohol sales more than quadrupled from an estimated \$441 million in 2019 to \$1.6 billion in 2021, and sales are expected to grow roughly 15% in 2022, reaching \$1.87 billion
- Alcohol E-Commerce Expected To Reach \$42 Billion By 2025



- The global market for Luxury Goods is expected to grow to \$403B by 2027, a 15.5% increase
- In the Luxury Goods market, 20.8% of total revenue will be generated through online sales by 2022

BARRIERS TO ENTRY

THE ADVANTAGES OF BEING ESTABLISHED

There is a huge barrier to entry for ANYONE entering the Buenos Aires market now, but we have been there since 2007.

- **Diversified portfolio**
- **All companies are built, up and running**
- **Synergies among our assets: joint resources allow us to streamline operations across platforms**
- **Supporting megatrends especially during the pandemic: strong demand of luxury goods, e-commerce, wine escape / hideaways**
- **Wine and leather accessories brands ready for GLOBAL scale**
- **Seasoned and experienced management team familiar with operating in the Argentine market**



ALGODON

WINE ESTATES

PRIVATE ESTANCIAS

**REAL ESTATE
ACCOLADES**

The New York Times

“DREAM HOMES FOR GOLFERS
AND WINE LOVERS”



CHEZ GASTON RESTAURANT
2021 TRAVELERS' CHOICE
AWARD WINNER, AND IN
THE TOP 10% OF
RESTAURANTS WORLDWIDE.

LuxuryTravelGuide

AWARD WINNER
“VINEYARD OF THE YEAR”
FOR SAN RAFAEL



“4 GREAT PLACES TO RETIRE:
SAN RAFAEL, ARGENTINA”

Bloomberg
TELEVISION

**INTERNATIONAL
PROPERTY AWARDS**

IN ASSOCIATION WITH BLOOMBERG
TELEVISION BEST MIXED USE
DEVELOPMENT IN ARGENTINA

ARCHITECTURAL DIGEST

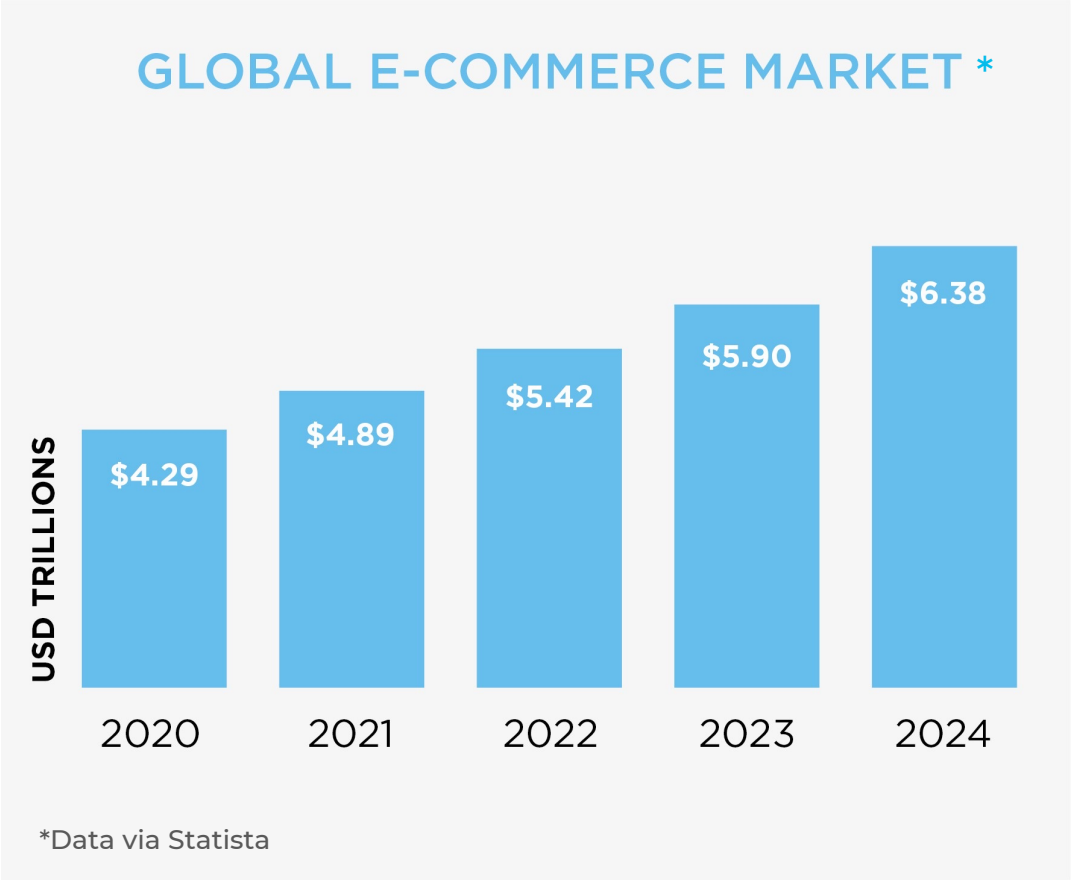
“HOTELS WITH SPECTACULAR
GARDENS”

Home with great life has wine
CUISINE & VINS

CUISINE & VINS MAGAZINE
BEST OF ARGENTINA AWARDS
BEST REAL ESTATE DEVELOPMENT
IN ARGENTINA

MARKET OPPORTUNITY

GLOBAL GROWTH OF E-COMMERCE FOR LUXURY ITEMS & SPIRITS



FROM WINE & SPIRITS, FASHION TO EXPERIENTIAL LUXURIES

Experiences are defining today's luxury market, as even the top luxury goods conglomerates have become more known for embracing experiential luxuries such as hospitality, travel and leisure.



(PPRUY)
Market Cap:
USD 82 Billion
— 15 Brands —



(LVMUY)
Market Cap:
USD 347 Billion
— 75 Brands —

RICHEMONT

(CFRHF)
Market Cap:
USD 65 Billion
— 26 Brands —



**PRESS
RELEASE**

NEW YORK, NY, NOVEMBER 16, 2021

GAUCHO GROUP HOLDINGS, INC. ANNOUNCES THIRD QUARTER FINANCIAL RESULTS

Revenues Soar to \$2.6 Million
as Company Posts First
Quarterly Profit

GAUCHO
GROUP
HOLDINGS, INC.
(NASDAQ:VINO)

Source: Gaucho Group Holdings, Inc.



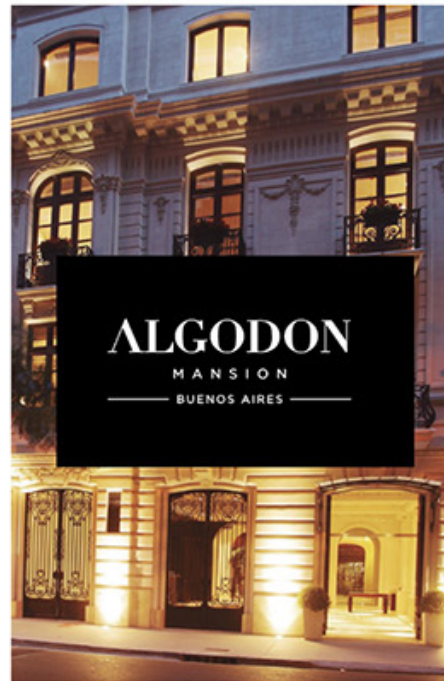
ALGODON
FINE WINES
— SAN RAFAEL, MENDOZA —



ALGODON
WINE ESTATES
— PRIVATE ESTANCIAS —




GAUCHO
— BUENOS AIRES —



ALGODON
MANSION
— BUENOS AIRES —



ALGODON
WINE ESTATES
— WELLNESS RESORT —



GAUCHO / LVH
PARTNERSHIP
— LAS VEGAS —

DEVALUATION OF THE PESO

TAKING ADVANTAGE OF THE DEVALUED PESO'S EFFECT ON BUSINESS AND TOURISM

PRODUCTION, EXPORTS AND TOURISM

- By producing wine and other goods in Argentina, we pay for manufacturing and labor in pesos
- We can sell to consumers at a favorable exchange rate in USD to the U.S. and the world
- Tourists can spend more money at hotels, restaurants and other attractions with a favorable exchange rate

ADVANTAGES OF PESO DEVALUATION:

- LOWER (COGS) COST OF GOODS SOLD
- LOWER OVERHEAD & LABOR
- INCREASED MARGINS ON EXPORTS
- INCREASED TOURISM FROM NEIGHBORING BRAZIL AS WELL AS FROM THE U.S. AND E.U.

WORLD LUXURY STAGE

LUXURY LIFESTYLE BRANDS

Lacking Widespread Global Presence

Buenos Aires lacks presence in the global luxury lifestyle market.

- **The “Paris of South America”**
- **Ranks as the best city to live in Latin America**
- **Culturally vibrant, creative, entrepreneurial**
- **Fine art, fashion, & architecture**
- **World’s best steak, tango & leather**
- **Highly educated population**

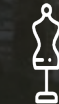
LUXURY LIFESTYLE MARKETS



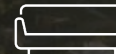
Fine Wines



Luxury Real Estate



Leather Accessories & Fashion



Home & Living



Hospitality



Olive Oil

Popular American Consumer
Luxury Lifestyle Cities



MILAN



PARIS



TOKYO



NEW YORK



LONDON

GROWTH STRATEGY

FOCUS ON E-COMMERCE:

- We are positioned to take advantage of e-commerce global growth
- COVID-19 boosted e-commerce global revenue an estimated \$174.87 B in 2020
- U.S. spending up over 44% Y/Y

PESO DEVALUATION:

- We produce wines and other goods in Argentina = pay for manufacturing and labor in devalued peso
- We can then sell to global consumers at a favorable exchange rate
- Exchange rate impacts favorably on tourism, benefiting our hospitality assets.

SCALEABLE BUSINESS MODEL:

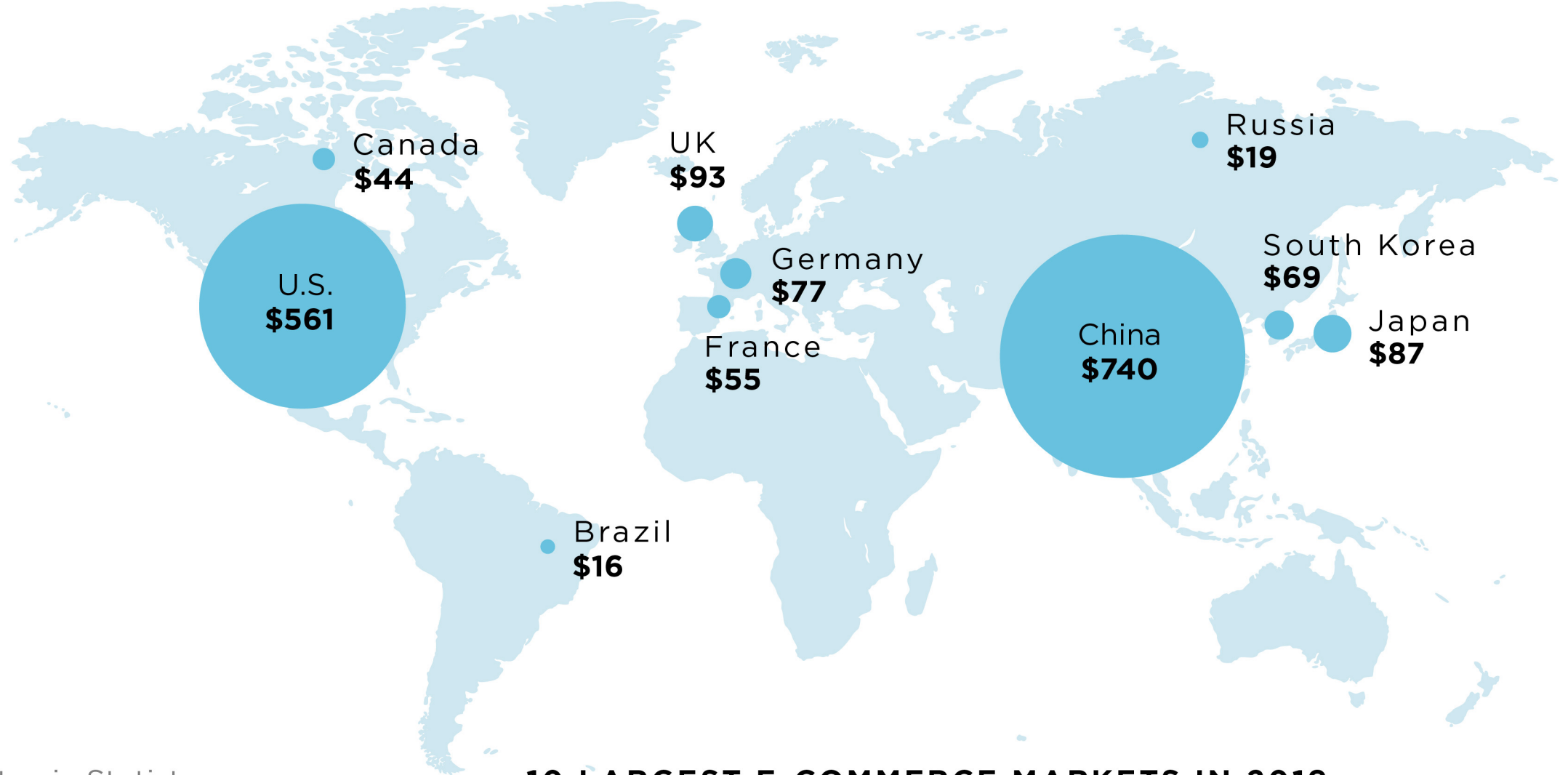
- Our existing brands are already built: the biggest path to execution is done
- Increase production of wines, home goods and leather goods
- Real estate appreciation + interest income on financed lots + maintenance income for each lot sold + develop global leads via e-commerce
- Potential partnership with global hospitality brands for future development

ACQUISITIONS:

- We seek to grow through acquisition by utilizing a “roll up strategy” to acquire additional luxury brands synergistic with our own to create long term value.

LEVERAGING E-COMMERCE

TO ACHIEVE GLOBAL SCALE



Data via Statista

10 LARGEST E-COMMERCE MARKETS IN 2019

In billions (USD)



**PRESS
RELEASE**

TUESDAY, NOVEMBER 9, 2021 8:30 AM

GAUCHO GROUP HOLDINGS ANNOUNCES FIRST VINEYARD ESTATE LOT SALE IN CRYPTOCURRENCY

Luxury Real Estate Development Expands
Diversification Opportunity for Global Investors

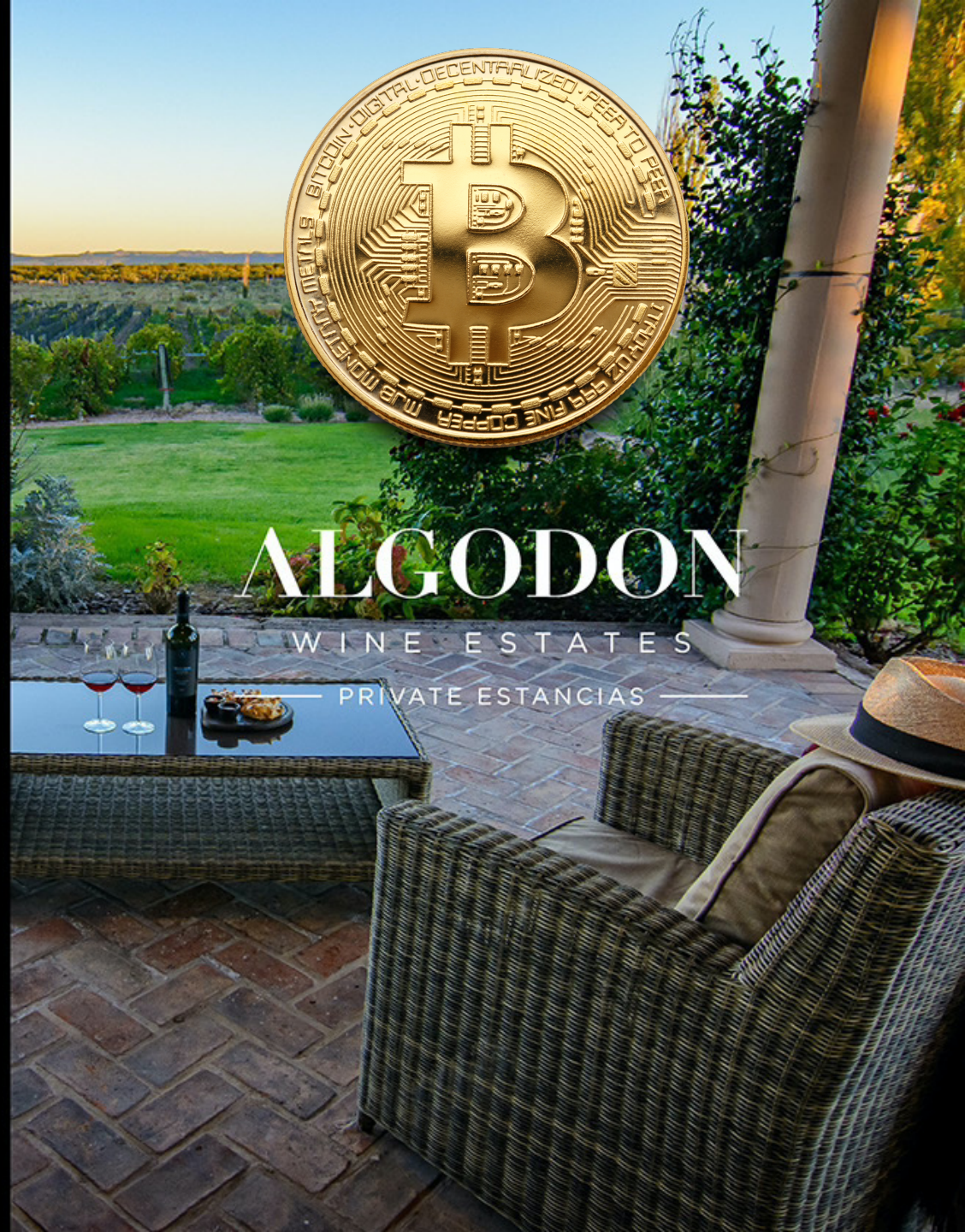
GAUCHO

GROUP

HOLDINGS, INC.

(NASDAQ:VINO)

Source: Gaucho Group Holdings, Inc.



ALGODON

WINE ESTATES

PRIVATE ESTANCIAS

COMPETITIVE ADVANTAGES

WHY US?

Our companies are built, up and running.

- Buenos Aires positioned to become the new global luxury destination for a post Covid-19 world
- Huge barrier to entry for anyone entering the Buenos Aires market now
- We have been there since 2007

Our leather goods & accessories brand has a totally unique voice in the market:

- Draws on the cosmopolitan vibe of Buenos Aires and the spirit of traditional gaucho culture
- We are one of the only luxury fashion brands out of South America with the potential for global scale

Our wines have a unique story:

- We are introducing the world to Bonarda, “the new Malbec” and 2nd most widely planted grape in South America. We are one of the only wineries in the world producing high quality Bonarda varietals and blends.
- Our oldest vineyards were planted in 1946

Our luxury vineyard real estate project is incredibly unique.

- One of the last affordable places to purchase ample vineyard real estate in any leading World Wine Center
- Lots available for a fraction of the cost of comparable properties in Napa, Tuscany or Provence

BRAND PARTNERSHIPS

BOOSTING BRAND EQUITY & CREDIBILITY
THROUGH LUXURY BRAND PARTNERSHIPS

SHERRY-LEHMANN
WINE & SPIRITS MERCHANTS
Since 1934



A small blue bird icon flying to the right.
SEAVIEW IMPORTS

**MIAMI
DESIGN
DISTRICT**

NASDAQ[®]



COMPASS




A logo consisting of three interconnected circles.
VinPorter

afterpay A logo consisting of two interlocking arrows forming a square.

A logo consisting of the letters "SC" in a stylized, dark red font.
Sunset Corners
The best in Wine, Spirits, Cheese and Beer.

A circular logo featuring a condor bird in flight over a mountain range.
CONDOR
SOUTH AMERICAN WINE SPECIALIST

**The
noble
& grape**

A detailed illustration of an ornate, golden key.
BOUTELLIER



**PRESS
RELEASE**

NEW YORK, NY, NOVEMBER 11, 2021

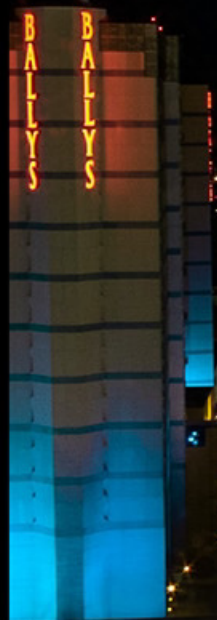
**GAUCHO GROUP HOLDINGS, INC. MAKES
ADDITIONAL \$3.5 MILLION INVESTMENT
TO FURTHER ADVANCE LAS VEGAS
PROJECT WITH LVH HOLDINGS LLC**

Company Endeavors To Expand Brand To Include
Opportunities in Lodging, Hospitality, Retail, and Gaming

GAUCHO
GROUP
HOLDINGS, INC.
(NASDAQ:VINO)

Source: Gaucho Group Holdings, Inc.

*as of December 31, 2021, the
Company has a \$7.0 million
investment, representing 11.9%
ownership, in LVH Holdings
which is accounted for at cost.



PRESS RELEASE:

NEW YORK, NY, APRIL 13, 2021

Gaucha - Buenos Aires Leather Goods and Accessories To Open Flagship Store at Miami's Design District Luxury Fashion Boutiques and Shops

GAUCHO
GROUP
— HOLDINGS, INC. —

Source:
Gaucha Group Holdings, Inc.





GAUCHO

— BUENOS AIRES —

NEW YORK, NY, FEBRUARY 11, 2022

GAUCHO PRESENTS ITS FALL/WINTER 2022
COLLECTION WITH LOOKS FOR BOTH WOMEN AND
MEN AT RUNWAY7'S NEW YORK FASHION WEEK

*"Gaucho - Buenos Aires
Showed NYFW the Western
Aesthetic is Here to Slay"*

- FASHION WEEK ONLINE





CATALYSTS FOR GROWTH

KEY INITIATIVES & VALUE DRIVERS

- Acquired Additional Real Estate Assets in Argentina in Non-cash, All Stock Transaction to Increase Shareholder Equity Approximately \$2.4 Million, Generating Positive Cash Flow
- \$7.0 Million Investment in LVH Holdings, Representing 11.89% Ownership, Company Endeavors to Expand Brand to Include Opportunities in Lodging, Hospitality, Retail, and Gaming
- Gaucho Group Holdings, INC. Acquires 21% Minority Interest in Gaucho Group, INC and Its E-commerce Assets (Gaucho – Buenos Aires and Gaucho Casa – Buenos Aires Now Wholly Owned Subsidiaries Under Gaucho’s Corporate Umbrella)
- Continue to Use Shares as a Currency to Accomplish a “Rollup” Strategy for Accretive Acquisitions



CATALYSTS FOR GROWTH

KEY INITIATIVES & VALUE DRIVERS

- Build out Masterplan Phase 2 with EDSA, potentially adding an additional 200 lots + 80-Room Ultra Luxury Hotel, 40 Branded Residences with POTENTIAL REVENUE GOALS of additional \$100M + \$25M/annually
- Received Approval for Edsa Masterplan From the Municipality of San Rafael
- Lot Sales profit margin = 75%
- Goal to sell 8 lots per quarter (averaging \$150-200K per lot, at which rate we can potentially “sell out” all 350 lots in approx. 4 years)
- Potential Partnership With Branded Luxury Name in Hospitality to Co-develop Boutique Hotel & Residences (Anticipating Hotel Signature and Approval of Project Once Hotel Plans Are Drawn)
- Since the estate is nearly completely unleveraged, company can self mortgage and collect significant interest income

ALGODON
WINE ESTATES
PRIVATE ESTANCIAS



CATALYSTS FOR GROWTH

KEY INITIATIVES & VALUE DRIVERS

- Succeeded in Digging Two Water Wells and Waiting On Approval for Third of 6 Wells in Total
- Global Outreach to Brazil, U.S., EU, Asia
- Developing Global Leads via E-commerce
- Argentina Tourism Boom Due to Devalued Peso, Making It a Desirable Global Destination
- New Infrastructure including Winery/Wine Cave, Restaurant, Pool, Lodge/Casona, Bridges, Golf Carts, Wine Barrels and Sport Facilities All Upgraded During COVID Lockdown (All Paid For)
- Plans to Build an Artisanal Distillery Using Our Estate Grown Fruits
- Plans to Cultivate a 10-Hectare Truffle Forest Giving Our Guests and Homeowners More Unique Experiences



CATALYSTS FOR GROWTH

KEY INITIATIVES & VALUE DRIVERS

- Chez Gaston Restaurant at Algodon Wine Estates Wins 2021 TripAdvisor Travelers' Choice Award
- Argentina Is Anticipating Record Breaking Tourism Boom Due to Devalued Peso, Making It a Desirable Global Destination
- Algodon Mansion Re-Opening: COVID Lockdown Was an Opportunity to Further Develop and Upgrade All Aspects of the Mansion From the New Rooftop, Floors, Interior Décor and Many Other Improvements
- Used COVID Lockdown as an Opportunity to Further Develop and Upgrade All Aspects of Wellness Resort Including New 200 Seat Restaurant, Suite Amenities (Beds, Bathrooms, Flooring, Furniture and Décor), New Irrigation System for Golf Course, New Equipment for the Golf Pro Shop, New Signage, Repavement and Repainting of Tennis Courts, Reconstructed Pool, Completed Front Gate Entrance, Newly Constructed Cement Bridges Throughout the Estate, and More...

ALGODON
HOTELS



CATALYSTS FOR GROWTH

KEY INITIATIVES & VALUE DRIVERS

- In Q3 of 2020, Algodon Fine Wines Launched E-commerce Websites in Both the U.S. And Argentina
- Added to Vinporter's E-commerce Portfolio Network, Serves as Warehouse and Distributer for algodonfinewines.com
- Added to World's Largest Online Wine Marketplace: VIVINO, Partnership to Specially Promote Our Malbec-Bonarda in 2022
- In Contract Discussions With Southern Glazer's Wine & Spirits, for Distribution in South Florida
- Gaucho Wine Label in the Pipeline
- Launching New Black Label Malbec at Higher Price Point, Expected Retail Price at \$49.95

ALGODON
FINE WINES
— SAN RAFAEL, MENDOZA —



CATALYSTS FOR GROWTH

KEY INITIATIVES & VALUE DRIVERS

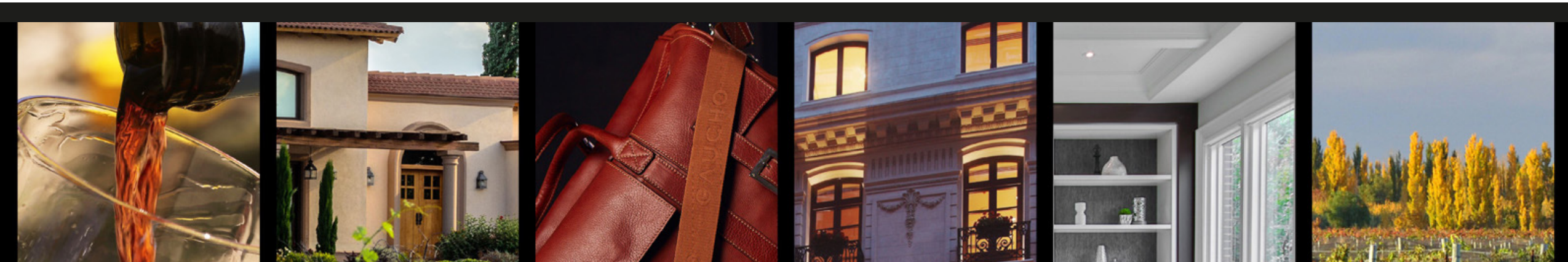
- Gaucho - Buenos Aires launches storefront on Amazon.com, the world's largest online retailer, in June 2021
- Launch of e-commerce home & living collection Gaucho Casa, Q1 2022
- Launched aggressive digital marketing campaign for 2022
- Welcomes new Director of Design Lautaro Garcia de la Peña, in February 2022, to lead Gaucho's creative team, and as the main designer behind Gaucho's debut jewelry collection, expected to launch later this year
- Gaucho - Buenos Aires presents its Fall 2022 collection at Runway7 for New York Fashion Week, February 2022
- Anticipated launch of flagship brick-and-mortar retail location in Miami Design District, in Q2 2022



WHY GAUCHO HOLDINGS?

LUXURY LIFESTYLE BRANDS

- Our existing award-winning luxury brands are already built: the biggest path to execution is done.
- We have proven, scalable business models.
- We are poised to take advantage of the accelerated global growth of e-commerce.
- Buenos Aires lacks presence in the global luxury lifestyle market, but we have been there since 2007.
- We can leverage the arbitrage between the USD and the devalued peso (+ lower cost of goods & labor)
- Roll up strategy to acquire additional luxury brands synergistic with our own to create long term value.



For Additional Information:
Scott Mathis
Gaucho Group Holdings, Inc.
smathis@gauchoholdings.com



ASSETS GALLERY



GAUCHO

GROUP

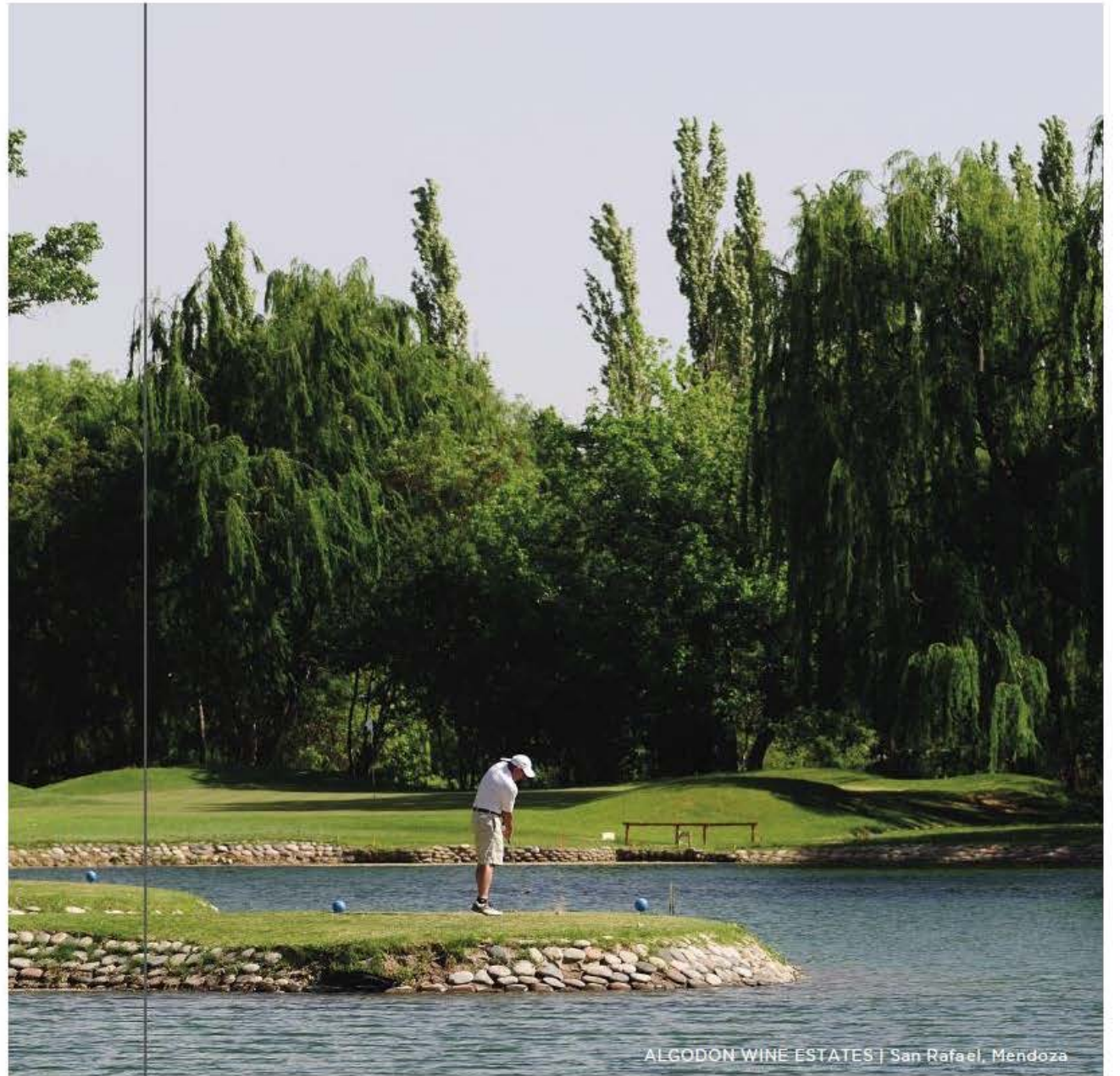
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*Rendering of existing building once construction is complete. **Winery Expansion**



*Rendering of existing building once construction is complete. **Winery Expansion**



*Rendering of existing building once construction is complete. **Winery Expansion**



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*Rendering of existing structure once construction is complete. Front Gate Upgrade



*Rendering of existing structure once construction is complete.

Front Gate Upgrade





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*Rendering of existing structure once construction is complete.

Front Gate Upgrade





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A GAUCHO - BUENOS AIRES
PIECE CAN BE SPOTTED
AT A GLANCE





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THANK YOU