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East Imperial PLC  
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6 September 2023

**East Imperial plc**

**(the "Company")**

**Directorship Changes**

East Imperial plc, the global purveyor of ultra-premium beverages, today announces that Colin Henry and Toby Hayward will step down as Non-Executive Directors of the Company, effective 1 September 2023.

Horace Ngai will join as a Non-Executive Director effective 5 September 2023, appointed to the Company's strategic advisory board in October 2021. Horace began his career at Procter and Gamble in China (1991-2000), during which he was one of the first marketing pioneers for the company, building the success of its haircare & beauty care brands. Between 2000 and 2018, he held various senior management positions at Pernod Ricard across Asia, including Senior President of Pernod Ricard in China.

Horace was also the CEO of Sichuan Shui Jing Fang Co. Ltd, a listed company on the Shanghai Stock Exchange majority-owned by Diageo, between 2019 and 2020. Horace is a representative of INL Investments, a distributor of East Imperial products and a recent investor in the Company.

Alistair McGeorge will remain as Chair until a suitable replacement with the appropriate industry expertise can be found. Alistair will assume the role of chairing the Audit and Remuneration Committees.

**Alistair McGeorge, Chairman, commented:**

*"I would like to thank Colin and Toby for their contribution to the Board and wish them both well with their next endeavours. The changes to East Imperial reflect a recalibration of the cost structures and the desire for governance support to include an appropriate level of industry expertise. In that regard, I welcome Horace to the board."*

**Tony Burt, CEO/Founder, commented:**

*"I'd like to thank Colin and Toby and wish them all the best for the future. I'd also like to welcome Horace, who brings extensive experience in the premium drinks industry in Asia. His insight and experience will be a huge asset as we work closely with our new investment partner, INL Investments, in that region."*

**Enquiries:**

Anthony Burt / Andrew Robertson - [investors@eastimperial.com](mailto:investors@eastimperial.com)

**About East Imperial**

Founded in New Zealand and Singapore in 2012, East Imperial produces a range of ultra-premium mixers that sell throughout APAC, the US and EMEA. Guided by a clear strategy to capitalise on the growing demand for premiumisation across the beverage industry, East Imperial has sold over 33 million bottles in over 20 countries since its founding, with popular products including Old World Tonic, Grapefruit Tonic, Yuzu Tonic and Mombasa Ginger Beer. In 2023, East Imperial won 8 medals at the coveted Tonic & Mixers Masters Competition in London. The company was founded on the philosophy of creating exquisite products defined by heritage, tradition and authenticity. All products are made from the highest quality, all-natural ingredients, reflecting East Imperial's commitment to providing a sustainable product and minimising environmental impacts at every stage of the manufacturing process. For more information about East Imperial and its ultra-premium mixers, visit [eastimperial.co.uk](http://eastimperial.co.uk).

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