

RNS Reach

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East Imperial plc ("East Imperial" or the "Company")

Continued Global Account Wins in 2024

Highlights

- The momentum of prestige listings in Tier 1 & Tier 2 outlets continues in 2024
- Affirms the ability of the brand to resonate with the world's leading hotels, restaurants and bars
- Continued evidence of brand expansion both within and well beyond the home market of New Zealand
- Evidence of new US sales team recruited in Q4 2023 starting to make strong headway in execution of the sales strategy.

East Imperial plc, the global purveyor of super-premium beverages, is pleased to announce the continued success of winning Tier 1 and Tier 2 accounts in the first couple of months of 2024. Notable wins include new listings in the United States, Europe and New Zealand.

United States

The Company has added numerous Tier 1 and Tier 2 luxury restaurants, bars and hotels in early 2024.

The US remains a strategically important territory for the Company as the competitor brands become increasingly commoditised in their search for growth. In contrast, the Company holds its strategic position as the only true super-premium option available for the more discerning clientele.

East Imperial now provides its full product range to the Très LA Group, a premium end catering and social events company that won the Best Overall Vendor and Catering Company of Los Angeles in 2019, 2020, 2022 and 2023. Also, in Los Angeles, the Company is pleased its drinks are now served at Si! Mon, a refined yet approachable dining experience in the centre of Venice Beach, Los Angeles.

Other recent wins in California include the prestigious and exclusive 23-bedroom Casa Laguna Hotel and Spa; The CS Hospitality Group, initially in two of their San Diego-based restaurants; The Rosemary & Pine restaurant in San Francisco and The Colorado Bar in Pasadena.

In Florida, the new East Imperial sales team have successfully placed the range at the Kayseya Centre, Miami, formerly known as the American Airlines Arena, home of NBA Champions, the Miami Heat. The arena has a capacity for 19,500 people, including 2,105 club seats, 80 luxury suites, and 76 private boxes. Additionally, the arena contains The Waterfront Theatre, the largest indoor theatre in Florida.

In addition to the Kayseya Centre, East Imperial's products in Miami are now being served in new Tier 1 & Tier 2 accounts: Mayami, a premium and influential restaurant; The Mondrian Hotel; Mandarin Oriental Hotel, Conrad Hotel; and the Bayshore Club, located in the famous Coconut Grove, Miami.

The Company's US sales team has confidence in closing many more deals with similar quality venues in the coming weeks and months and in other States such as Texas and Nevada, where agreements are in the final stages of negotiations.

Europe

In Europe, further to the announcement on 3 January 2024 regarding IHG Hotels, the Company is delighted to expand its partnership with IHG Hotels, with the East Imperial brand range now being served at the illustrious 5-star Amstel Hotel in Amsterdam. The luxurious 55-bedroom hotel has a unique location on the Amstel and has welcomed guests since 1867. This is a significant milestone in expanding into Europe and evidences the Company's ability to 'land and expand' its product range with large brands.

APAC

In addition to the recently announced partnership with Galaxy Entertainment Group (announced on 5 February 2024), one of Asia's leading developers and operators of integrated entertainment and resort facilities, East Imperial continues to expand within New Zealand. Following the client win of the Pullman Hotel, Auckland (announced on 3 January 2024), the Company announces that the full product range will now be served in The Nightcar restaurant, Auckland. The Nightcar is an exciting, new, luxurious lounge bar and restaurant serving modern Chinese cuisine, blending influences from Beijing, London, Chicago, LA, and Amsterdam.

Anthony Burt, CEO & Executive Chairman of East Imperial plc, commented:

"East Imperial is on an exciting growth journey, with account wins across the globe since the start of 2024. East Imperial is a brand that can punch well above its weight with respect to the resources available to us relative to some of our peers. This shows the strength of the brand and its ability to resonate with those

running high-end luxury businesses, where customers demand quality yet seek a sense of individuality. East Imperial's ability to reach out and pick up these high-end client accounts makes me more confident than ever about our brand's strength and growth strategy. I look forward to further updating the market as we record new business wins."

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About East Imperial

Founded in New Zealand and Singapore in 2012, East Imperial produces a range of super-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 Water, Grapefruit Tonic Water, Yuzu Tonic Water 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 <https://www.eastimperial.com/>

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