

11 April 2024

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

Resignation of Director

East Imperial plc, the global purveyor of super-premium beverages, announces that Mr. Horace Ngai resigned as a Non-Executive Director of the Company effective on 10 April 2024.

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

"The board would like to thank Horace for his contribution as a director of East Imperial and wish him well for the future."

This announcement contains inside information for the purposes of Article 7 of the UK version of Regulation (EU) No 596/2014 which is part of UK law by virtue of the European Union (Withdrawal) Act 2018, as amended ("MAR"). Upon the publication of this announcement via a Regulatory Information Service, this inside information is now considered to be in the public domain.

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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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