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**For Immediate Release**

**19 July 2021**

**Bermele Plc (to be renamed East Imperial plc)**

("East Imperial" or "the Company")

**Admission to the Main Market of London Stock Exchange**

**First Day of Dealing**

East Imperial, the purveyor of ultra premium beverages, is pleased to announce its admission to the Standard Listing segment of the Official List and to trading on the Main Market of the London Stock Exchange. The Company's shares will commence trading at 8.00 a.m. today under the ticker **EISB** (ISIN: GB000BMZ1ND56), initially under the name of Bermele plc until the change of name to East Imperial plc, which was approved by shareholders at the General Meeting on 16 July 2021, is effective.

Upon Admission, Bermele Plc will complete the acquisition of East Imperial for an aggregate consideration of £24.45m. Founded in New Zealand in 2012, East Imperial produces and markets a line of ultra-premium beverages that are currently sold throughout Asia-Pacific and the United States of America. East Imperial's range utilises all-natural ingredients, low natural sugar content, and a genuine 1903 East African family recipe.

The Company raised gross proceeds of £3 million by way of an oversubscribed Placing by Optiva Securities Ltd who acted as sole broker to the Placing, at an issue price of 10 pence per share. The net proceeds will be used to support the Company's continuing expansion including further development of its e-commerce platform and new product development.

**Anthony (Tony) Burt, CEO of East Imperial, said:**

"I'm delighted that East Imperial will commence trading on the London Stock Exchange today. It marks the start of the next chapter of expansion for our business as we look to capitalise on the increasing demand for ultra-premium mixers across the globe. I'm grateful for all the support shown by our existing and new investors and look forward to the exciting prospects for our business in the years ahead."

**Total Voting Rights**

Following Admission, the Company will have 298,990,635 ordinary shares of 1p each in issue, each with equal voting rights. The figure of 298,990,635 should be used by shareholders in the Company as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the Company under the Financial Conduct Authority's Disclosure Guidance and Transparency Rules.

Further information can be found on the Company's website: [www.eastimperial.co.uk](http://www.eastimperial.co.uk)

*Capitalised terms not otherwise defined in this announcement have the same meaning ascribed to them in the Prospectus, which was published on 30 June 2021.*

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