

RNS Agreement



New Supply Agreements

EAST IMPERIAL PLC

Released 07:37:34 27 August 2021

RNS Number : 0046K
East Imperial PLC
27 August 2021

ANNOUNCEMENT NO.2 - NEW SUPPLY AGREEMENTS - FINAL STRICTLY CONFIDENTIAL

27 August 2021

East Imperial PLC

("East Imperial" or the "Company")

EAST IMPERIAL SECURES SIGNIFICANT NEW SUPPLY AGREEMENTS

- New agreement to supply Woolworths-owned Countdown and Foodstuffs
- New partnership with Metcash, one of Australia's largest wholesalers

East Imperial, the global purveyor of ultra-premium beverages, is pleased to announce a series of significant new supply agreements across Australia and New Zealand.

Under an agreement with Woolworths New Zealand, East Imperial will supply its range of premium mixers to Countdown stores across New Zealand.

In a separate agreement, Foodstuffs, New Zealand's largest supermarket chain, has also agreed to stock East Imperial's beverages in all of its New World supermarkets across New Zealand's South Island, in addition to the outlets already supplied on the North Island.

Both these agreements provide a step-change in East Imperial's off-trade offering and will now take the total number of retailers supplied across the region to over 1000 outlets. This includes the recently announced agreement to supply 245 Dan Murphy's stores, one of Australia's largest and most-respected alcoholic beverage retailers.

In addition, East Imperial is also pleased to have secured an agreement with Metcash, one of Australia's largest wholesalers, to stock the Company's range of beverages providing access and brand visibility to independent retailers across Australia. Metcash supplies and supports more than 10,000 independent retailers and over 90,000 wholesale customers across the food, grocery, liquor and hardware industries.

Tony Burt, CEO & Founder of East Imperial, said:

"This is a significant step forward for East Imperial as we look to accelerate our retail offering, a core element of our growth strategy. I'm delighted that since our listing in July we have added over 600 outlets across Australia and New Zealand. The team continues to work on similar placements throughout the wider Asia Pacific and US regions."

For more information on East Imperial, please visit <https://investors.eastimperial.com/>

Enquiries:

MHP Communications
Peter Hewer +44 (0) 770 9326 261
Rachel Mann +44 (0) 758 5301 464
eastimperial@mhpc.com

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact rns@lse.com or visit www.rns.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

AGREAKPXADLFEEA

London Stock Exchange plc is not responsible for and does not check content on this Website. Website users are responsible for checking content. Any news item (including any prospectus) which is addressed solely to the persons and countries specified therein should not be relied upon other than by such persons and/or outside the specified countries. [Terms and conditions](#), including restrictions on use and distribution apply.

© 2021 London Stock Exchange plc. All rights reserved.