

RNS Directorate Change



Appointments to new Strategic Advisory Board

EAST IMPERIAL PLC

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

EAST IMPERIAL FORMS STRATEGIC ADVISORY BOARD OF RENOWNED INDUSTRY LEADERS

East Imperial, the global purveyor of ultra-premium beverages, is pleased to announce the formation of a Strategic Advisory Board initially comprising six internationally recognised industry veterans from across the global beverage sector.

The Advisory Board's founding members bring decades of international C-Suite experience in the premium spirits and non-alcohol markets as well as expertise in sales and distribution with some of the world's most famous brands. They will work closely with Tony Burt, CEO, and the leadership team on implementing East Imperial's growth strategy including deepening the brand's presence across key regions, further geographic expansion and new product development.

The Strategic Advisory Board comprises the following founding members;

- Stefano Saccardi - ex-Managing Director, Officer Legal Affairs & Business Development and Board Member - Campari Group, Italy
- Shane Richardson - ex-Managing Director, Coca-Cola Amatil, Australia; ex-Managing Director, Campari, Australia
- Horace Ngai - ex-Managing Director, Pernod Ricard, Greater China
- Julious Grant - ex-Chief Commercial Officer- Beam Suntory, US and ex-CEO Bacardi Brown-Forman House, UK
- Palden Namgyal - Founder, Atlas Advisors, US; ex-Managing Director JP Morgan
- Martin Reimann - ex-Regional Managing Director, Edrington, Asia Pacific

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

"I'm incredibly excited to announce the formation of our Strategic Advisory Board. To assemble such an extraordinary group of talented individuals with such a wealth of industry knowledge will be invaluable to our business and is a huge endorsement for our brand and the opportunities ahead. I am looking forward to working with all of them and I am grateful for their support."

Horace Ngai, ex-Managing Director, Pernod Ricard, Greater China, said:

"I am thrilled to be joining East Imperial's Strategic Advisory Board. I've been incredibly impressed with the quality of their drinks and their popularity among customers. I'm looking forward to working with Tony and the other members of the board to build on the progress so far and to make East Imperial one of the most successful premium brands across the globe."

For more information on East Imperial, please visit <https://investors.eastimperial.com/>
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Notes to Editors:**Stefano Saccardi**

Stefano joined Campari Group in 1985, setting up its in-house legal department before expanding his remit to include public affairs, representing the Group in several Italian and European associations and trade bodies. During his tenure at Campari, he was also heavily involved in the Group's acquisition and integration strategy and held the positions of Managing Director, General Counsel, Business Development Officer until his retirement at the end of 2017. For many years he has been chairman of the Taxation Standing Committee at the European Spirits Producers Association and recently founded Vulcanica Vodka. Stefano also acts as a Board member and advisor to several Italian wines and spirits companies.

Horace Ngai

Horace Ngai 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, with a particular focus in China and Taiwan. Horace was also the CEO for Sichuan Shui Jing Fang Co. Ltd, a listed company in the Shanghai Stock Exchange majority-owned by Diageo, between 2019 and 2020.

Shane Richardson

Shane began his career in the beverage industry over 25 years ago and has gained significant experience in the Asia Pacific region. He was most recently a Managing Director at Coca-Cola Amatil where he led the strong growth performance of the Alcohol and Coffee divisions, delivering five years of consecutive double-digit bottom-line growth. Shane also held a number of positions at Campari Australia where, as one of the Group's original employees, he was instrumental in setting up the business and leading it to a period of strong market and financial performance. He has also held several senior management roles within the Fosters business.

Julious Grant

Julious brings 30 years of experience in the wines and spirits industry both within the US and globally, holding senior leadership roles in international sales and marketing including at US Beam Suntory, where he was the Chief Commercial Officer and Bacardi/Brown-Forman House where he was the President / CEO for the UK & Ireland business. He has also held various senior roles within the US, including at Bacardi, Moet-Hennessy, Schieffelin & Somerset, Seagram and Diageo.

Martin Reimann

Until 2019 Martin Reimann was the Regional Managing Director for Asia Pacific and India at ultra-premium spirits company Edrington, where he spent 17 years growing the business across markets in Asia. A key contributor to The Macallan's tremendous growth in Asia, Reimann set up the company's first overseas office in China and oversaw the building of its wholly-owned distribution capabilities with headquarters in Singapore.

Palden Namgyal

Mr. Namgyal is the founder and Senior Managing Director of Atlas Advisors, a New York-based investment bank focused on the consumer products sector. Over his 30+ year career as an investment banker, most recently with J.P. Morgan, Mr. Namgyal has advised on more than 200 transactions, including the sale of Quaker Oats (Gatorade) to PepsiCo, the acquisition of Martini & Rossi by Bacardi Limited, the sale of Miller Brewing to South African Breweries to form SAB Miller and the formation of Coca-Cola Femsa partnership with The Coca-Cola Company to create their first anchor Bottler partnership.

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