



November 2021
East Imperial PLC

EAST IMPERIAL LAUNCHES ON AMAZON MARKETPLACE USA

East Imperial, the global purveyor of ultra-premium beverages, is pleased to announce the launch of its can product range on Amazon.

As noted earlier in 2021, a significant shift in consumer purchasing behaviour largely attributed to COVID-19 pulled forward the Company's plans to pursue a multi-channel strategy, including E-Commerce. This is in line with East Imperial's ambition of being seen as the global best-in-class for a premium mixer in the digital space by 2023 and provides an opportunity for East Imperial to reach a wider audience while also contributing to higher margins.

An important prerequisite to achieving this strategy has been the availability of the recently launched 10 pack can format, which recently launched on the Company's US and Australian direct-to-customer e-commerce stores, following an earlier launch in New Zealand.

The Company is pleased to announce that it has now established an East Imperial storefront within the Amazon environment, which is now live in the US via www.amazon.com/eastimperial. The storefront provides greater nationwide accessibility through Amazon's fulfilment network and Prime availability to customers. Amazon also provides a critical affiliate platform, encouraging publications to promote the storefront, thereby increasing the visibility of the East Imperial brand. The Company intends to replicate the approach and storefront to other Amazon territories globally.

Matthew Ravenhall, Global Head of Digital of East Imperial, said:

"Today is a significant milestone for the East Imperial and is the culmination of over 10 months of work to implement a best-in-class marketplace with our US advisors and Amazon. The shopping experience we can now offer US-based customers is head and shoulders above our competitors and we're genuinely excited to continue to grow our reach with the world's largest retailer."

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