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East Imperial PLC

EAST IMPERIAL APPOINTS SUTL GROUP AS SINGAPORE DISTRIBUTION PARTNER

East Imperial, the global purveyor of ultra-premium beverages, is pleased to announce the appointment of SUTL Group (“SUTL”) as the Company’s exclusive distribution partner in Singapore. SUTL will supply East Imperial’s entire range, including bottle formats and the newly launched can format, throughout Singapore.

SUTL Group’s Consumer Goods Division has more than 50 years of experience covering 18 markets across Asia. Through its extensive network, SUTL has assisted in distributing and growing global brands such as Jack Daniels, Jim Beam, Johnnie Walker, and Fiji Water, which are now highly recognised throughout the region.

East Imperial is already an established brand within the on-trade market in Singapore with its premium range of mixers available across luxury hotels and restaurants. The appointment of SUTL is in line with East’s Imperial’s strategy to accelerate its growth in the off-trade market where distribution partners play an important role.

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

“Since our inception, we have achieved incredible success in establishing East Imperial throughout Singapore’s renowned luxury and high-end on-trade channels. Today’s announcement reflects further progress in our plans to accelerate our retail offering, a core element of our growth strategy. We couldn’t be more excited to work with the team at SUTL, whose depth of expertise and extensive distribution network provides us with the best platform to achieve our retail ambitions in Singapore and a significant opportunity to secure similar agreements across other major Asian markets.”

Arthur Tay, Chairman & CEO of SUTL Group, said:

“As one of the leading FMCG companies in Southeast Asia with a history of more than 50 years, SUTL has a well-established and extensive distribution network that can more than support East Imperial’s growth aspirations. We are pleased that East Imperial recognises the potential value that SUTL can bring to their brand and has appointed us as the exclusive distributor for their range of mixers in Singapore. We are excited to introduce East Imperial’s products, which are steeped in tradition, authenticity and originality, to discerning customers in Singapore and beyond, and we look forward to a mutually rewarding partnership with them.”

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