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East Imperial PLC

NEW HIRES AT EAST IMPERIAL - US SALES TEAM EXPANSION

East Imperial is pleased to announce the following new additions to the US sales team. The US is a key strategic focus for the business and these important hires will work closely with our national distribution partner RNDC to drive expansion and growth in 11 US states. With Mark Zonghetti at the helm of US sales, his team now brings over 100 years of US sales and distribution experience. They'll be further additions over the coming weeks as Mark continues to build out his world-class sales team in North America.

Ted Alexandrakis - Head of National Accounts - North America

Ted has over 25 years of experience in the US beverage industry. Over the past 14 years, Ted worked in a senior capacity for the largest spirits and wine distributor in the US. Ted brings to our team significant experience, an incredible track record of success, and capability with key accounts acquisition and management. With his pedigree, combined with national distribution, we are excited about the opportunities in front of us with large US national accounts. Ted resides in Chicago.

Brent Young - Regional Sales Director - Arizona, Washington, Oregon and Colorado (Mountain Region)

Brent has over 25 years of experience in the US beverage industry. Brent began his hotel career with Hyatt Hotels, later joining the Four Seasons Hotel Group and progressing with various management positions in Seattle, Beverly Hills, Maui and culminating as the Food and Beverage Director at the 5 Star Four Seasons Hualalai on the Big Island of Hawaii. Brent has spent the last 19 years with Remy Cointreau USA managing diverse states such as Alaska, Washington, Idaho, Oregon, Utah, Montana, Wyoming and Hawaii. Brent resides in Seattle. We are fortunate to have someone of Brent's breadth of experience leading our efforts in these key states.

Chris Moore - Sales Director - Mid-Atlantic Region

Chris has more than 20 years of experience in the beverage industry. Chris's experience includes category analytics, distributor and chain account management across beer, wine, and premium spirits. We are excited to capitalise on his experience to expand our portfolio across the East Coast. Chris resides in Virginia.

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