

RNS Agreement



China Distribution Agreement

EAST IMPERIAL PLC

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Enables East Imperial to focus on China's premium customers

East Imperial, the global purveyor of ultra-premium beverages, is pleased to announce that it has signed a long-term distribution agreement with Wen Hua Hang Wine Spirits Company (WHI), one of the largest distributors in China. WHI will supply East Imperial's entire range across the Chinese Mainland and Macau.

East Imperial is already an established brand in China with its premium range of mixers. Having worked locally with groups such as Ritz-Carlton, Bulgari, W Hotel, Rosewood and Capella Hotels, the WHI distribution partnership will enable East Imperial to continue to build its presence at the luxury hotel end of the market while also focusing its strategy on supplying local premium customers.

The appointment of WHI is indicative of the tailored approach East Imperial is taking in China. The East Imperial management team have continued to work closely with members of its advisory board who hold a deep knowledge of the luxury beverage markets in China. In doing so, East Imperial is taking every opportunity to better understand and cater for its valued Chinese consumers.

With almost 20 years of experience in building an extensive network of close relationships with the local Chinese luxury markets, WHI has assisted in distributing and growing global brands such as Pernod Ricard in Mainland China and Macau.

APAC continues to be the cornerstone of East Imperial's revenues in the short to medium term, with the region forecasted to contribute almost 60% of sales in 2022. Today's announcement reaffirms East Imperial's commitment to building a deep regional network, closely following new distribution partnerships with SUTL Group for Singapore and Indochina region and Leung Yick for Hong Kong.

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

"Today's announcement represents an important milestone for East Imperial, as the partnership with WHI enables us to supercharge our focus on the premium drinks market in China. We have spent the past six months working closely with members of our advisory board who have a deep knowledge of this important market, and we are proud to be able to tailor our offer based on this."

"The distribution deal with WHI offers us a fantastic opportunity to grow in the premium Chinese market and consolidate our market share in the valuable APAC region. We are a company born out of the East, and it remains the cornerstone of our identity and a market to which we are fully committed. I am incredibly excited to bring our products to the discerning Chinese consumer and look forward to working with WHI as we put into practice our strategy for growth."

Jason leong, CEO of WHI, said:

"As one of the leading distributors in China, we are pleased to work with premium brands like East Imperial, and we are delighted that the company recognises the value that WHI can bring to their brand, especially with our deep expertise in the premium segment. We are proud to offer East Imperial's products, which are steeped in tradition, authenticity and originality, to customers in China, and we look forward to a mutually rewarding partnership with them."

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About East Imperial

Founded in New Zealand and Singapore in 2012, East Imperial produces a range of ultra-premium mixers that sell throughout APAC, US and EMEA. Guided by a clear strategy to capitalise on the growing demand for premiumisation across the beverage industry, East Imperial has sold over 20 million bottles in over 20 countries since its founding, with popular products including Old World Tonic, Grapefruit Tonic, Yuzu Tonic and Mombasa Ginger Beer. In 2022, East Imperial won 8 medals at the coveted Tonic & Mixers Masters Competition in London.

The company was founded on the philosophy of creating exquisite products defined by heritage, tradition and authenticity. All products are made from the highest quality, all-natural ingredients, reflecting East Imperial's commitment to providing a sustainable product and minimising environmental impacts at every stage of the manufacturing process.

For more information about East Imperial and its ultra-premium mixers, visit eastimperial.co.uk.

About WHI

Wen Hua International (WHI) is a subsidiary of Wen Hua Hang Wine Spirits Co Ltd, which was originally founded in 2004, and is located in Zhongshan, Guangdong province. Wen Hua Hang is the exclusive first-tier wholesaler in South China for Pernod Ricard and its second-tier wholesaler in Guangzhou, Guangdong, Hainan, and Guangxi Province.

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