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VIETNAM DISTRIBUTION AGREEMENT

[EAST IMPERIAL PLC](#)

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Vietnam Distribution Agreement

Enables East Imperial to focus on Vietnam's premium hotel and tourism market

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 Vietnam. Under the terms of the partnership, SUTL will supply East Imperial's entire range throughout Vietnam.

The partnership with SUTL will enable East Imperial to continue to build its presence in the luxury hotel and high-end tourism market. With an estimated 100 hotel projects currently under construction in the country, Vietnam's tourism sector is set to witness strong growth in the next five years, with international tourist arrivals expected to surpass pre-pandemic levels in 2024.

Today's announcement reiterates East Imperial's commitment to building a deep regional network across APAC and follows East Imperial's existing partnership with SUTL Group for distribution in Singapore, as well as agreements with Leung Yick in Hong Kong and Wen Hua Hang Wine Spirits Company (WHI) in China.

SUTL has over 50 years of experience in building an extensive network of close relationships in 18 markets across Asia. SUTL has assisted in distributing and growing global brands such as Jack Daniels, Jim Beam, Johnnie Walker, and Fiji Water, which now benefit from high brand recognition throughout the region.

APAC continues to be the cornerstone of East Imperial's revenues in short to medium term, with the adoption of spirits accelerating quickly in the region, driven by both cultural trends and an increasing middle class. With the APAC market continuing to ease Covid restrictions, East Imperial expects to see accelerated momentum in this key market.

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

"Today's announcement represents another important milestone for East Imperial. The partnership with SUTL offers a fantastic opportunity to develop our presence in Vietnam's premium beverage market and secure market share in this valuable region."

"Vietnam is among the leading international destinations for tourists, and I am incredibly excited to bring our products to discerning consumers throughout the country. I am also delighted to continue our relationship with SUTL, whose depth of expertise and extensive distribution network provides us with the best platform to achieve our retail ambitions in Vietnam."

"Today's update, together with the recent announcements of our US distribution agreement with RNDC and US bottling partnership with The Lion Brewery, demonstrates the momentum in the business and our determination to ensure we have a strong position in our key markets."

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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, the 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 SUTL Group

As a leading distributor for over 50 years, SUTL Group represents some of the world's most well-loved brands and products, ranging from tobacco, wines, spirits, beer and beverages to household items, cosmetics and fragrances across a well-established and extensive distribution network covering 18 markets.

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