

19 July 2023

East Imperial plc

(the "Company")

Notice of General Meeting

East Imperial, the global purveyor of ultra-premium beverages, announces that it has today published notice convening a General Meeting of the Company ("**GM**") to be held at 11.00 a.m. on 4 August 2023 at the offices of Shakespeare Martineau LLP at 6th Floor, 60 Gracechurch Street, London, EC3V 0HR.

At the GM the Resolutions summarised below will be proposed:

- (A) Resolution 1, which will be proposed as an Ordinary Resolution (this means that, for the Resolution to be passed, more than 50 per cent. of the votes cast must be in favour of the Resolution), is to authorise the Directors to issue the 2025 Convertible Loan Notes.
- (B) Resolution 2, which will be proposed as a Special Resolution (this means that, for the Resolution to be passed, at least 75 per cent. of the votes cast must be in favour of the Resolution), is to disapply statutory pre-emption rights in respect of the grant of the rights to subscribe for equity securities under Resolution 1.

The notice of GM will shortly be available on the Company's website at <https://investors.eastimperial.com/>.

Enquiries

East Imperial Plc

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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 25 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 2023, 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.