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NS Result of Meeting



RESULT OF GENERAL MEETING

[EAST IMPERIAL PLC](#)

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4 August 2023

East Imperial plc

(the "Company")

Result of General Meeting

East Imperial, the global purveyor of ultra-premium beverages, is pleased to announce that all resolutions were passed at the General Meeting ("GM") of the Company held earlier today.

At the GM, shareholders approved the allotment by the Directors of the 2025 Convertible Loan Notes and the disapplication of statutory pre-emption rights in respect of such allotment.

As announced on 17 July 2023, the Company is proposing to raise in aggregate £2.2 million (before expenses) by the issue of 10% Secured Convertible Loan Notes ("2025 Convertible Loan Notes") in two tranches to strategic investor Wen Hua International ("WHI"), the Company's current Chinese Mainland and Macau distribution partner (the "Proposed Transaction"). The 2025 Convertible Loan Notes will be unlisted and no offer or invitation is being made to shareholders more generally to purchase, acquire or subscribe for any of the 2025 Convertible Loan Notes in conjunction with the Proposed Transaction.

The Company expects to close the first tranche of the investment over the next few days, with WHI raising £1,466,666, and a further announcement will be made in due course.

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.

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