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## DIRECTORSHIP CHANGES

### [EAST IMPERIAL PLC](#)

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13 November 2023

**East Imperial plc**

**(the "Company")**

### **Directorship Changes**

East Imperial plc, the global purveyor of ultra-premium beverages, today announces that Alistair McGeorge will step down as Chairman and Non-Executive Director of the Company, effective 10 November 2023.

Robin Stevens will join as a Non-Executive Director effective 10 November 2023. Robin brings a wealth of experience in corporate finance, financial advisory and business consulting. Currently, he is a Senior Adviser and Capital Markets Lead at MHA MacIntyre Hudson LLP, providing capital markets and corporate finance advice to firms in the UK and overseas. He has particular experience working with emerging companies in the Asia-Pacific region.

CEO and Founder Tony Burt will act as Executive Chairman until an independent Chair with the appropriate industry expertise has been identified and appointed.

#### **Tony Burt, CEO/Founder, commented:**

*"I'd like to thank Alistair for his two years of service and wish him all the best for the future. I'm also delighted to welcome Robin, who brings extensive experience in corporate finance, PLC governance and emerging companies in the Asia-Pacific region. His knowledge of the City, insight and UK PLC experience will be a tremendous asset to us."*

#### **Enquiries:**

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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 33 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](http://eastimperial.co.uk).

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