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NS Trading Statement



NEW ZEALAND TRADING UPDATE

[EAST IMPERIAL PLC](#)

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East Imperial plc ("East Imperial" or the "Company")

New Zealand Trading Update

East Imperial plc, the global purveyor of super-premium beverages, is pleased to announce significant Tier 1 and Tier 2 on-premise account wins in New Zealand for November and December alongside progress in recent margin improvement initiatives.

Q4 has marked a significant achievement for East Imperial, with the successful acquisition of prominent on-premise accounts spearheaded by the stunning new Ayrburn precinct in Arrowtown, South Island. Ayrburn is an expansive, historic piece of land set against a mountainous backdrop. It is poised to be New Zealand's most exciting new dining destination, with various fine dining restaurants, a cellar door, and themed luxury bars. East Imperial has been appointed as the premium mixer partner across the site following a competitive pitch process.

East Imperial is also delighted to announce its presence in two new luxury 5-star hotels. Having commenced on 13 December, the Pullman Hotel at Auckland Airport features East Imperial as its exclusive mixer provider, which is due to be followed by the planned January 2024 opening of the stunning InterContinental in downtown Auckland. The latter agreement extends the Company's strong relationship with the global luxury hotel group and reaffirms East Imperial as the choice for the most discerning and luxurious international outlets.

The Company is also pleased to see the overall on-trade channel rebound strongly in October and November, with positive momentum into December and 2024.

The Company's margin improvement programme, implemented at the half-year mark, has started to deliver significant margin improvement as the Company heads towards a target of 35%, in line with guidance. This is the direct result of several initiatives, including a price increase and ongoing supply chain changes that see less reliance on third-party logistics providers.

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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 Water, Grapefruit Tonic Water, Yuzu Tonic Water 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 <https://www.eastimperial.com/>

About Ayrburn

Located in Queenstown, the alluring new precinct is set to redefine New Zealand's culinary scene, offering an invitation to experience the best of the country's food, wine, and hospitality in a carefully crafted space designed for locals and visitors alike to come together and enjoy exceptional moments over great food and wine.

<https://ayrburn.com/>

About Pullman Hotels and Resorts

Pullman Hotels and Resorts is a French multinational upscale hotel brand Accor owns. Pullman has 145 hotels and resorts in 42 countries across Africa, the Americas, Asia, Europe, the Middle East and Oceania.

<https://all.accor.com/hotel/8219/index.en.shtml>

About The InterContinental Group

InterContinental Hotels Group, operating under the brand IHG Hotels & Resorts, is a prominent British multinational hospitality company with its headquarters in Windsor, England. Listed on the London Stock Exchange and the New York Stock Exchange, IHG is recognised as a constituent of the prestigious FTSE 100 Index.

<https://www.ihg.com/intercontinental/hotels/us/en/auckland/aklha/hoteldetail>

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