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MANAGEMENT AND BOARD CHANGES

[EAST IMPERIAL PLC](#)

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2 February 2024

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

Management and Board changes

East Imperial, the global purveyor of super-premium beverages, announces that its Finance Director, Andrew Robertson, will step down as a director and leave the Company with effect from 16 February 2024. The Board would like to thank Andrew for his help and support during his time with the Company.

The Board of East Imperial is pleased to announce that Graham Duncan has joined East Imperial as non-board Chief Financial Officer on a part-time basis, and Ciali de Jager has been appointed as Financial Controller.

Graham is a highly experienced UK-based accountant with extensive capital markets and financial reporting experience, as both an adviser and a director and Chairman of UK-listed companies. Graham will be UK-based and supported by Ciali de Jager as Financial Controller, who has highly relevant sector experience and will be located in Auckland.

Tony Burt, Chairman and CEO, commented: *"We wish Andrew well in his new pursuits, and we are delighted to welcome Graham and Ciali, who will create a solid international team that reflects our corporate structure and global business plan."*

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About East Imperial

Founded in New Zealand and Singapore in 2012, East Imperial produces a range of super-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 32 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 9 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 high 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 premium mixers. Visit <https://www.eastimperial.com>.

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