



**LONDON  
STOCK  
EXCHANGE**

An LSEG Business

NS Strategy/Company/Operations Update



## **PARTNERSHIP WITH GALAXY ENTERTAINMENT GROUP**

### **EAST IMPERIAL PLC**

Released 07:00:10 05 February 2024

RNS Number : 9455B  
East Imperial PLC  
05 February 2024

*This announcement contains inside information for the purposes of Article 7 of the UK version of Regulation (EU) No 596/2014 which is part of UK law by virtue of the European Union (Withdrawal) Act 2018, as amended ("MAR"). Upon the publication of this announcement via a Regulatory Information Service, this inside information is now considered to be in the public domain.*

5 February 2024

### **East Imperial PLC (the "Company")**

#### **Partnership with Macau's Galaxy Entertainment Group**

##### Highlights

- Partnership with one of the world's leading resorts, hospitality and gaming companies
- Transaction brokered by East Imperial's regional partner and recent strategic investor
- Supports the Company's positioning as the only true super-premium mixer in the region
- Board's expectation for further such wins

East Imperial PLC, the global purveyor of super-premium beverages, is pleased to announce today that an agreement has been reached to supply the prestigious Hong Kong-listed Galaxy Entertainment Group, Macau's leading hotel and casino operator. Galaxy Entertainment Group (SEHK:27) is listed on the Hong Kong Stock Exchange and has a market capitalisation of approximately US\$25bn.

Galaxy Entertainment Group operates, among other bespoke properties, Galaxy Macau, a mega-casino resort comprising different hotels - Galaxy Macau, Banyan Tree, Hotel Okura and Raffles Macau- each with its distinct theme.

This agreement will initially see East Imperial's core range offered in the executive suites and The Macallan Whisky Bar & Lounge. This represents a significant achievement by the Company's regional distribution partner and recent strategic investor, Wen Hua International / INL Investments.

This partnership aligns with the Company's positioning as the only true super-premium mixer in the region and the Company's relentless focus on the super-luxury end of the market.

##### **Tony Burt, Chairman, CEO & Founder of East Imperial, commented:**

*"The APAC region has always been the cornerstone of the East Imperial story and business, and to see our highly-regarded and highly valued partner, Wen Hua International, landing this significant deal underlines our combined strategic strength for the region. We expect this to be the first of many such wins, and we're super-excited with this achievement and what lies ahead in 2024 and beyond."*

##### **Enquiries:**

Anthony Burt - [investors@eastimperial.com](mailto:investors@eastimperial.com)

**Allenby Capital -Broker**

Guy McDougall / Matt Butlin- Sales and Corporate Broking

Tel: +44 (0) 20 3328 5656

Jeremy Porter/ Piers Shimwell - Corporate Finance

**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, please visit [www.eastimperial.com](http://www.eastimperial.com).

**About Galaxy Entertainment Group**

Galaxy Entertainment Group ("GEG" or the "Group") is one of the world's leading resort, hospitality, and gaming companies. It primarily develops and operates an extensive portfolio of integrated resort, retail, dining, hotel and gaming facilities in Macau. The Group is listed on the Hong Kong Stock Exchange and is a constituent stock of the Hang Seng Index. Please visit [www.galaxyentertainment.com/en](http://www.galaxyentertainment.com/en)

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact [rns@lseg.com](mailto:rns@lseg.com) or visit [www.rns.com](http://www.rns.com).

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

UPDTIMBTMTAMTPI

---

London Stock Exchange plc is not responsible for and does not check content on this Website. Website users are responsible for checking content. Any news item (including any prospectus) which is addressed solely to the persons and countries specified therein should not be relied upon other than by such persons and/or outside the specified countries. [Terms and conditions](#), including restrictions on use and distribution apply.

---

© 2024 London Stock Exchange plc. All rights reserved.