RNS Number : 4693G
Artisanal Spirits Company PLC (The)
15 November 2022

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The Artisanal Spirits Company plc

("The Artisanal Spirits Company", "ASC", "the Company" or "the Group")

Director Share Purchase

The Artisanal Spirits Company (AIM: ART), the owner of The Scotch Malt Whisky Society ("SMWS"), the leading curator and provider of premium single cask Scotch malt whisky and other spirits for sale primarily online to a discerning global membership, announces that Gavin Hewitt, Non-Executive Director of the Company, purchased 9,765 ordinary shares in the Company ("Ordinary Shares") at a price of 76.8 pence per Ordinary Share on 14 November 2022.

Following this transaction, Gavin Hewitt's total beneficial interest in the Company is 74,542 Ordinary Shares representing approximately 0.107% of the Company's issued share capital as at today's date.

The Notification of Dealing Form required in accordance with UK MAR is set out below.

For further **enquiries:**

The Artisanal Spirits Company plc — via Instinctif Partners
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Andrew Dane, Finance Director

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Matthew Smallwood
Sarah Hourahane

About The Artisanal Spirits Company

The Artisanal Spirits Company (ASC) are curators of the world's favourite, single-cask and limited-edition whisky.

Based in Edinburgh, ASC owns The Scotch Malt Whisky Society (SMWS) which was established in 1983 and currently has a growing worldwide membership of just over 36,000 paying members.

SMWS provides members with inspiring experiences, content and exclusive access to a vast and unique range of outstanding single cask Scotch malt whiskies and other craft spirits, sourced from over 100 distilleries in 20 countries and expertly curated with diligence and care.

Since producing the Society's very first cask, we have created around 10,000 different whisky releases, producing a constant flow of unique and exciting one-of-a-kind whiskies.

With proven e-commerce reach and new brands like J.G. Thomson, ASC is building a portfolio of small-batch spirits brands for a global movement of discerning consumers - delivering c. £20 million in annual revenues with over 80% of revenue generated online and over 65% from outside the UK, with a growing presence in the key global whisky markets including UK, China, USA and Europe.

ASC has a pioneering business model, a substantial and growing addressable market presenting a long-term global growth opportunity and a strong and resilient business, primed to deliver growth.

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them:

<table>
<tr><td>1</td><td colspan="2">Details of the person discharging managerial responsibilities / person closely associated</td></tr>
<tr><td>a)</td><td>Name</td><td>Gavin Hewitt</td></tr>
<tr><td>2</td><td colspan="2">Reason for the notification</td></tr>
<tr><td>a)</td><td>Position/status</td><td>Non-Executive Director</td></tr>
<tr><td>b)</td><td>Initial notification /Amendment</td><td>Initial Notification</td></tr>
<tr><td>3</td><td colspan="2">Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</td></tr>
<tr><td>a)</td><td>Name</td><td>The Artisanal Spirits Company plc</td></tr>
<tr><td>b)</td><td>LEI</td><td>213800KX7VF2YZQW1892</td></tr>
<tr><td>4</td><td colspan="2">Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted</td></tr>
<tr><td>a)</td><td>Description of the financial instrument, type of instrument

Identification code</td><td>Ordinary shares of 0.25 pence each

GB00BNXM3P96</td></tr>
<tr><td>b)</td><td>Nature of the transaction</td><td>Purchase of Ordinary Shares</td></tr>
<tr><td>c)</td><td>Price(s) and volume(s)</td><td><table><tr><td>Price(s)</td><td>Volume(s)</td></tr><tr><td>76.80p</td><td>9,765</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregated information</td><td>N/A - single transaction</td></tr>
<tr><td></td><td></td><td></td></tr>
</table>

e)	Date of the transaction	14 November 2022
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)

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