RNS Number : 4957I
Artisanal Spirits Company PLC (The)
02 December 2022

The Artisanal Spirits Company plc

("The Artisanal Spirits Company" or the "Company")

Grant of Options and PDMR Dealing

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 on 30 April 2022 the Company granted options over 11,588 ordinary shares of £0.0025 each in the Company (the "Options") to Douglas Aitken, Company Secretary and Legal Counsel.

The Options were awarded pursuant to The Artisanal Spirits Company plc 2021 Long-Term Incentive Plan and have an exercise price of £0.0025 equivalent to the nominal value of the Company's ordinary shares. The Options vest on the third anniversary of the date of grant, subject to performance conditions relating to the FY24 performance of the Company.

Following the award, Douglas Aitken will have a beneficial interest in 1,100 Ordinary Shares representing 0.0016% per cent. of the issued share capital of the Company, and options (subject to meeting relevant conditions) over 11,588 Ordinary Shares.

The information set out below is provided in accordance with the requirements of the UK Market Abuse Regulation.

Enquiries:

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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>Douglas Aitken</td></tr>
<tr><td>2.</td><td colspan="2">Reason for the Notification</td></tr>
<tr><td>a)</td><td>Position/status</td><td>Company Secretary and Legal Counsel (PDMR)</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>Options over Ordinary Shares of 0.25 pence each

GB00BNXM3P96</td></tr>
<tr><td>b)</td><td>Nature of the transaction</td><td>Grant of Options under the Artisanal Spirits Company plc 2021 Long-Term Incentive Plan</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>Exercise price of 0.25p (nominal value)</td><td>11,588</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregated information:
· Aggregated volume
· Price</td><td>N/A - single transaction</td></tr>
<tr><td>e)</td><td>Date of the transaction</td><td>30 April 2022</td></tr>
<tr><td>f)</td><td>Place of the transaction</td><td>Outside a trading venue</td></tr>
</table>

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