RNS Number : 3726W
Artisanal Spirits Company PLC (The)
11 December 2023

The Artisanal Spirits Company plc

("ASC plc", the "Group" or the "Company")

Director Dealing

ASC plc (AIM:ART), announces that the Company was notified on 11 December 2023, that on 11 December 2023, Andrew Dane, Chief Executive Officer, purchased 3,060 ordinary shares of 0.25 pence each in the Company ("Ordinary Shares"), at a price of 49.0 pence per share, and 1,998 Ordinary Shares at a price of 49.125 pence per share.

Following the purchase, Andrew Dane will have a beneficial interest in 65,208 Ordinary Shares representing 0.092% per cent. of the issued share capital of the Company.

The Notification of Dealing Forms required in accordance with Article 19.3 of MAR are set out below.

Enquiries:

The Artisanal Spirits Company plc — **via Instinctif PR**
Andrew Dane, Chief Executive Officer
Billy McCarter, Chief Financial Officer

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Justine Warren
Matthew Smallwood
Joe Quinlan

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 - marking its 40th anniversary this year - and currently has a growing worldwide membership of over 40,000 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, with current stocks 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 limited-edition and small-batch spirits brands for a global movement of discerning consumers - delivering c.£22 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>Andrew Dane</td></tr>
<tr><td>2.</td><td colspan="2">Reason for the Notification</td></tr>
<tr><td>a)</td><td>Position/status</td><td>Chief Executive Officer</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>49.00 pence</td><td>3,060</td></tr><tr><td>49.125 pence</td><td>1,998</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregated information:
· Aggregated volume
· Price</td><td>
5,058
49.05 pence</td></tr>
<tr><td>e)</td><td>Date of the transaction</td><td>11 December 2023</td></tr>
<tr><td>f)</td><td>Place of the transaction</td><td>London Stock Exchange, AIM Market (XLON)</td></tr>
</table>

END

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