RNS Number : 5409I
Artisanal Spirits Company PLC (The)
27 March 2024

The Artisanal Spirits Company plc

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

Director Dealings

ASC plc (AIM:ART), announces that the Company was notified on 27 March 2024, that on 27 March 2024, Andrew Dane, Chief-Executive Officer, Director, purchased 3,000 ordinary shares of 0.25 pence each in the Company ("Ordinary Shares"), at a price of 45.50 pence per share, and 7,461 Ordinary Shares, at a price of 46.70 pence per share.

Following the purchase, Andrew Dane will have a beneficial interest in 75,669 Ordinary Shares representing 0.107 per cent. of the issued share capital of the Company.

In addition, the Company was notified on 27 March 2024, that on 27 March 2024, Billy McCarter, Chief Financial Officer, Director, purchased 16,464 Ordinary Shares, at a price of 45.48 pence per share.

Following the purchase, Billy McCarter will have a beneficial interest in 16,464 Ordinary Shares representing 0.02 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

Liberum Capital Limited (Nominated Adviser and Broker) — **Tel: +44 (0) 20 3100 2222**
Edward Thomas
Dru Danford
John More

Instinctif Partners (Financial PR) — **Tel: +44 (0)20 7457 2020**
Justine Warren
Matthew Smallwood
Joe Quinlan

About The Artisanal Spirits Company

ASC's purpose is to captivate a global community of whisky adventurers, creating and selling outstanding, limited-edition whiskies and experiences around the world with an ambition to create a high quality, highly profitable and cash generative, premium global business.

Based in Edinburgh, ASC owns The Scotch Malt Whisky Society (SMWS), Single Cask Nation (SCN) and J.G. Thomson (JGT). Owning over 17,000 casks primarily comprising Single Malt Scotch Whisky, ASC's stock includes outstanding whisky (and other spirits) from 150 different distilleries across 20 countries which is sold to members both as individual bottles and whole casks.

Established in 1983, SMWS currently has a growing worldwide membership of over 41,000 paying members. With an established global presence in some 30 countries, SMWS operates a direct-to-consumer model (90% of revenue) primarily through e-commerce, in addition to four member rooms in the UK. SMWS provides members with inspiring experiences, content and exclusive access to a vast and unique range of outstanding, expertly curated Scotch malt and other whiskies.

In January 2024, ASC acquired SCN which sources, curates and bottles single-cask whiskies and other spirits selling both online and via traditional retail channels to its following of over 10,000 whisky enthusiasts in the USA. SCN also retails to international markets including the UK, Germany, Sweden, Japan, Israel and Canada.

Launched in the UK in late 2021, JGT has a focus on outstanding small batch blended malt whiskies and other spirits, available both through direct-to-consumer online sales and through traditional retail channels. The award-winning brand has subsequently expanded into international markets.

With proven e-commerce reach and a growing family of brands, ASC is building a portfolio of limited-edition and small-batch whisky and other spirits brands for a global movement of discerning consumers - delivering revenue of £23.5 million in FY23, predominantly from outside the UK, with an expanding presence in the other key global whisky markets including USA, China, Europe, Japan, Australia and Taiwan.

ASC has a pioneering business model, a substantial and growing addressable market presenting a long-term global 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, 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>45.50 pence</td><td>3,000</td></tr><tr><td>46.70 pence</td><td>7,461</td></tr></table></td></tr>
</table>

d)	Aggregated information: · Aggregated volume · Price	 10,461 46.4 pence
e)	Date of the transaction	27 March 2024
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)

1	**Details of the person discharging managerial responsibilities / person closely associated**	
a)	Name	Billy McCarter
2.	**Reason for the Notification**	
a)	Position/status	Chief Financial Officer, Executive Director
b)	Initial notification/Amendment	Initial notification
3.	**Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor**	
a)	Name	The Artisanal Spirits Company plc
b)	LEI	213800KX7VF2YZQW1892
4.	**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**	
a)	Description of the Financial instrument, type of instrument Identification code	Ordinary Shares of 0.25 pence each GB00BNXM3P96
b)	Nature of the transaction	Purchase of Ordinary Shares
c)	Price(s) and volume(s)	Price(s): 45.48 pence; Volume(s): 16,464
d)	Aggregated information: · Aggregated volume · Price	 16,464 45.48 pence
e)	Date of the transaction	27th March 2024
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)

END

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 or visit 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

DSHKZGZFMNRGDZM