RNS Number : 9444C
Artisanal Spirits Company PLC (The)
31 March 2025

The Artisanal Spirits Company plc

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

PDMR Dealing, Exercise of Options and Total Voting Rights

PDMR Dealing

ASC plc (AIM:ART), announces that the Company was notified on 31 March 2025, that on 31 March 2025 Kai Ivalo, Whisky Director, exercised 213,000 options over ordinary shares of 0.25 pence each in the Company ("Ordinary Shares"), at an exercise price of 25 pence per share.

Following the exercise, Kai Ivalo will have a beneficial interest in 344,252 Ordinary Shares representing 0.49% per cent. of the issued share capital of the Company.

The Notification of Dealing Form required in accordance with Article 19.3 of MAR are set out at the end of this announcement.

Exercise of Options

As a result, the Company has issued and allotted 213,000 new ordinary shares in the capital of the Company ("New Ordinary Shares") following the exercise of options by an employee of the Company.

Application has been made to the London Stock Exchange for the 213,000 New Ordinary Shares to be admitted to trading on AIM ("Admission") and it is expected that Admission will become effective and trading will commence at 8.00 a.m. on 4 April 2025.

The New Ordinary Shares will rank pari passu in all respects with the Company's existing ordinary shares.

Total Voting Rights

The Company advises that, following Admission, the Company's issued share capital will be 70,772,774 Ordinary Shares. The Company does not hold any shares in treasury. Therefore, the total number of voting rights in the Company is 70,772,774.

The above figure of 70,772,774 may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the Company under the FCA's Disclosure Guidance and Transparency Rules.

Enquiries:

The Artisanal Spirits Company plc
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Billy McCarter, Chief Financial Officer

https://artisanal-spirits.com/link/Ky0X0y

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Justine Warren
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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 18,000 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.

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 key international whisky markets around the world.
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:

1	**Details of the person discharging managerial responsibilities / person closely associated**	
a)	Name	Kai Ivalo
2.	**Reason for the Notification**	
a)	Position/status	Person Discharging Managerial Responsibilities
b)	Initial notification/Amendment	Initial notification
3.	**Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor**	

<table>
<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>Exercise of Options over 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>25 pence</td><td>213,000</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregated information:
· Aggregated volume
· Price</td><td>
213,000
25 pence</td></tr>
<tr><td>e)</td><td>Date of the transaction</td><td>31 March 2025</td></tr>
<tr><td>f)</td><td>Place of the transaction</td><td>London Stock Exchange, AIM Market (XLON)</td></tr>
</table>

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