RNS Number : 4487I
Artisanal Spirits Company PLC (The)
21 November 2025

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

PDMR Dealing, Exercise of Options and Total Voting Rights

The Artisanal Spirits Company plc (AIM: ART), the creator of outstanding, limited-edition whiskies and experiences around the world, and owner of The Scotch Malt Whisky Society, Single Cask Nation, J.G. Thomson and Artisan Casks announces that on 20 November Andrew Dane, Chief Executive Officer, exercised 10,000 options over ordinary shares of 0.25 pence each in the Company ("Ordinary Shares"), at an exercise price of 0.25 pence per share.

Following the exercise, Andrew Dane will have a beneficial interest in 102,545 Ordinary Shares representing 0.145% per cent. of the issued share capital of the Company.

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

Exercise of Options

Following the exercise of options, the Company has issued and allotted 10,000 new ordinary shares in the capital of the Company ("New Ordinary Shares") under the Company's existing Block Admission announced 4 September 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 this allotment, the Company's issued share capital will be 70,804,704 Ordinary Shares. The Company does not hold any shares in treasury. Therefore, the total number of voting rights in the Company is 70,804,704.

The above figure of 70,804,704 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.

For further information, please contact:

The Artisanal Spirits Company plc
Andrew Dane, Chief Executive Officer
Billy McCarter, Chief Financial Officer
https://artisanal-spirits.com/s/b59000

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

Instinctif Partners (Financial PR)
Justine Warren / Hannah Scott
Tel: +44 (0)20 7457 2010/2073

About The Artisanal Spirits Company

ASC's purpose is to captivate a global community of whisky adventurers, by 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), J.G. Thomson (JGT) and Artisan Casks. 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.

In July 2025, ASC launched Artisan Casks, a luxury private cask programme allowing private individuals the chance to purchase an individual cask of a quality that allows for immediate bottling and joining a select network with a discerning appreciation for finest craftsmanship and luxury experiences.

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 £23.6 million in FY24, 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 substantial asset backing and is delivering profitable growth and cash generation.

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	Andrew Dane
2.	**Reason for the Notification**	
a)	Position/status	Chief Executive Officer
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

<table>
<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>0.25 pence</td><td>10,000</td></tr></table></td></tr>
<tr><td>d)</td><td>Aggregated information:
· Aggregated volume
· Price</td><td>

10,000
0.25 pence</td></tr>
<tr><td>e)</td><td>Date of the transaction</td><td>20 November 2025</td></tr>
<tr><td>f)</td><td>Place of the transaction</td><td>London Stock Exchange, AIM Market (XLON)</td></tr>
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