

3 April 2025

The Artisanal Spirits Company plc

("The Artisanal Spirits Company", "ASC" or "the Group")

The Artisanal Spirits Company launches enhanced Spirited shareholder benefits programme

The Artisanal Spirits Company (AIM: ART), the creator of outstanding, limited-edition whiskies and experiences around the world, and owner of The Scotch Malt Whisky Society ("SMWS" or "the Society"), Single Cask Nation ("SCN") and J.G. Thomson, announces the launch of its enhanced "Spirited" shareholder benefit programme.

The existing Spirited shareholder programme allows SMWS members who are shareholders in ASC to receive benefits, such as annual membership renewal at a preferential rate, voucher credits for the Group's four Members' Rooms (Queen Street and Leith in Edinburgh; Bath Street in Glasgow and Greville Street, London), limited promotional offers, exclusive Shareholder bottles, and a complimentary, unique commemorative special edition whisky. To date, well over 1,000 SMWS members have taken the chance to own part of the business.

As the Company celebrates its 10th anniversary, we are excited to announce a new, enhanced benefits programme. This will introduce two tiers to the Spirited shareholder programme, offering additional benefits for existing members who hold at least 1,000 shares, as well as introducing a new tier of incremental benefits to those who hold at least 5,000 shares.

The benefits of this new tier include complimentary membership of the SMWS, discounts on purchases from the J.G. Thomson website as well as savings on purchases of Vaults Collection and whisky flights at the SMWS' four Members' Rooms across the UK.

In addition, anyone who is a member of the new benefit tier on 30 June 2025 (i.e. holds at least 5,000 shares at this date), will also receive a complimentary bottle of an exclusive and delicious commemorative 21-year-old Scotch whisky.

Andrew Dane, Chief Executive of Artisanal Spirits, commented:

"As we continue to further develop the quality of our shareholder engagement, we have recently launched the new ASC website at www.artisanal-spirits.com and are now delighted to have launched our enhanced Spirited shareholder benefit programme.

"Over the last four years I have been fortunate enough to meet a number of our member shareholders. I look forward to continuing to engage with all of our members and shareholders alike, while recognising and rewarding their loyalty and engagement through this enhanced programme."

Spirited SHAREHOLDER BENEFITS			
	Original	Spirited Shareholder 1,000 shares	Spirited Shareholder* 5,000 shares
Membership discount	50% off renewal	50% off membership & renewal	Complimentary membership & renewal
Members' Room discount	Voucher credits	£50 of vouchers per year	£50 of vouchers per year
J.G. Thomson	Limited promotional offers	Permanent 10% discount	Permanent 20% discount
Shareholder bottlings	Occasional release to purchase	Occasional releases to purchase	+ Complimentary 21 year old bottle
Shareholder Events	Access to buy tickets for 1-2 events P.A.	Access to buy tickets for shareholder events	+ Free annual event at HQ
Members' Room flights		10% discount on flights	20% discount on flights
Vaults Collection			10% discount on bottles & 20% discount on drams

For further enquiries:

The Artisanal Spirits Company plc

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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) 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 £23.6 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.

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