

Press release

ASA International Group plc reports Director/PDMR Notification

London, United Kingdom / Amsterdam, The Netherlands, 29 November 2023 – ASA International Group plc ('ASA International' or the 'Company'), one of the world's largest international microfinance institutions, today announces that Karin Kersten, Chief Executive Officer, has purchased in aggregate 110,000 ordinary shares over 27 and 28 November 2023.

The following disclosures are made in accordance with Article 19 of the UK Market Abuse Regulation relating to certain transactions in the shares of the Company by Directors of the Company, Persons Discharging Managerial Responsibilities ('PDMR') of the Company and/or Persons Closely Associated ('PCA') with the Directors and PDMRs.

PDMR/PCA FCA Transaction Notification

1	Details of the person discharging managerial responsibilities / person closely associated			
(a)	Name	Karin Kersten		
2	Reason for the notification			
(a)	Position/status	Director and 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	ASA International Group PLC		
(b)	LEI	213800NSIUMXPDHUEO94		
4	Details of the transaction(s)			
(a)	Description of the financial instrument, type of instrument	Ordinary shares of one pence each		
	Identification code	GB00BDFXHW57		
(b)	Nature of the transaction	Purchase of Ordinary Shares		
(c)	Currency	GBP		
(d)	Price(s) and volume(s)	Price	Volume	Total
		GBP 0.4202	35,601	14,959.54
(e)	Aggregated information	Price	Volume	Total
		GBP 0.4202	35,601	14,959.54

ASA International Group plc

Dutch office: Rembrandt tower, 35th floor, Amstelplein 1, 1096 HA Amsterdam, The Netherlands.Tel: +31 20 846 3554

www.asa-international.com

Reg No:11361159 (England and Wales)

(f)	Date of the transaction	2023-11-27		
(g)	Place of the transaction	Outside a trading venue		
4	Details of the transaction(s)			
(h)	Description of the financial instrument, type of instrument	Ordinary shares of one pence each		
	Identification code	GB00BDFXHW57		
(i)	Nature of the transaction	Purchase of Ordinary Shares		
(j)	Currency	GBP		
(k)	Price(s) and volume(s)	Price	Volume	Total
		GBP 0.4664	74,399	34,699.69
(l)	Aggregated information	Price	Volume	Total
		GBP 0.4664	74,399	34,699.69
(m)	Date of the transaction	2023-11-28		
(n)	Place of the transaction	Outside a trading venue		

Enquiries:

ASA International Group plc

Investor Relations

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About ASA International Group plc

ASA International Group plc (ASAI: LN) is one of the world's largest international microfinance institutions, with a strong commitment to financial inclusion and socioeconomic progress. The company provides small, socially responsible loans to low-income, financially underserved entrepreneurs, predominantly women, across South Asia, South East Asia, West and East Africa.

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