

16 January 2023

Braveheart Investment Group plc

("Braveheart" or the "Group")

Director/PDMR Shareholding

Notification of Transactions of Persons Discharging Managerial Responsibilities (PDMRs)

Braveheart was notified on 13 January 2023 that Trevor Brown, a director of Braveheart and a person discharging managerial responsibilities ("PDMR") of the Company, purchased 350,000 ordinary shares of 2 pence each in the Group ("Ordinary Shares") at a price of £0.08 per share in an on-market transaction. Trevor Brown now holds a total beneficial interest in 13,199,424 Ordinary Shares (equivalent to 20.71 per cent. of the Company's voting rights).

For further information:

Braveheart Investment Group plc
Trevor Brown, Chief Executive Officer
Viv Hallam, Executive Director

Tel: 01738 587555

Allenby Capital Limited (Nominated Adviser and Joint Broker)
David Worlidge / James Reeve / George Payne

Tel: 020 3328 5656

Peterhouse Capital Limited (Joint Broker)
Duncan Vasey / Lucy Williams

Tel: 020 7469 0936

The notifications below, which have been made in accordance with the requirements of the UK Market Abuse Regulation, provide further detail.

1	Details of the person discharging managerial responsibilities / person closely associated		
a)	Name	Trevor Brown	
2	Reason for the notification		
a)	Position/status	Director	
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Braveheart Investment Group plc	
b)	LEI	2138006HQ3COMU626I61	
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	Ordinary shares of 2 pence each in Braveheart Investment Group plc	
	Identification code	GB00B13XV322	
b)	Nature of the transactions	Purchase of ordinary shares	
c)	Price(s) and volume(s)	Price(s) 8.0p	Volume(s) 350,000
d)	Aggregated information - Aggregated volume - Price - Principal amount	350,000 8.0p £28,000	
e)	Date of the transaction	13 January 2023	

f)	Place of transaction	London Stock Exchange, AIM Market
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