Brand Architekts Group plc

("Brand Architekts" or "the Company")

Grant of share options

Brand Architekts Group plc (the Company), has, pursuant to the rules of the Brand Architekts Group plc 2023 Long Term Incentive Plan ("LTIP"), granted options to Quentin Higham to subscribe for up to 230,000 ordinary shares of 5p each in the capital of the Company (the "Options") as follows:

Director	Number of new	Total Number of	% of issued share
	Options granted	Options now	capital represented
Quentin Higham (CEO)	230,000	held 486,743	by Options now held 1.74%

All of the 230,000 new Options granted under the LTIP are linked to a share price target ranging from a threshold at 60 pence to the full award at a share price of 120 pence. To the extent that this performance condition is met at the financial year end 2025, the Options can be exercised at nil cost.

In addition, 241,070 options granted under the Brand Architekts Group plc 2009 Long Term Incentive Plan including 180,070 options previously awarded to Tom Carter (CFO) have been cancelled ("Cancelled Options"). Therefore, following the grant of Options and the Cancelled Options the total number of ordinary shares subject to options and which could, in the future, be issued is 514,743. This represents 1.84% of the current issued share capital of the Company which comprises 27,943,180 Ordinary Shares.

For further information, please Brand Architekts Group plc Quentin Higham	<u>e contact:</u> Chief Executive Officer	
Shaun Dobson/ Jen Boorer	Singer Capital Markets	0207 496 3000
Josh Royston / Sam Modlin	Alma PR	0203 405 0205

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them:

1	etails of the person discharging managerial responsibilities / person closely associated	
a)	Name	Quentin Higham
2	Reason for the notification	
a)	Position/status	Chief Executive Officer
b)	Initial notification /Amendment	Initial Notification
3	Details of the issuer, emission allowa auction monitor	ance market participant, auction platform, auctioneer or
a)	Name	Brand Architekts Group PLC

)	LEI	213800BSD8D9QEUKCE17
4		on to be repeated for (i) each type of instrument; (ii) each type (iv) each place where transactions have been conducted
a)	Description of the financial instrument, type of instrument	Ordinary Shares of 5 pence each
	Identification code	GB0008667304
b)	Nature of the transaction	Grant of options
c)	Price(s) and volume(s)	Price(s)Volume(s)Exercise230,000price of nilper Option
d)	Aggregated information - Aggregated volume - Price	N/A
e)	Date of the transaction	12 June 2023
f)	Place of the transaction	London Stock Exchange

1	Details of the person discharging m	tails of the person discharging managerial responsibilities / person closely associated	
a)	Name	Tom Carter	
2	Reason for the notification		
a)	Position/status	Chief Financial Officer	
b)	Initial notification /Amendment	Initial Notification	
3	Details of the issuer, emission allow auction monitor	ance market participant, auction platform, auctioneer or	
a)	Name	Brand Architekts Group PLC	
b)	LEI	213800BSD8D9QEUKCE17	
4		 n to be repeated for (i) each type of instrument; (ii) each type v) each place where transactions have been conducted	
a)	Description of the financial instrument, type of instrument	Ordinary Shares of 5 pence each	
	Identification code	GB0008667304	
b)	Nature of the transaction	Cancellation of options	

c)	Price(s) and volume(s)	Price(s) Volume(s) Exercise 180,070 price of nil per Option
d)	Aggregated information	N/A
	- Aggregated volume	
	- Price	
e)	Date of the transaction	12 June 2023
f)	Place of the transaction	London Stock Exchange

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