

b)	LEI	213800BSD8D9QEUKCE17				
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 5 pence each GB0008667304				
b)	Nature of the transaction	Grant of options				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>Exercise price of nil per Option</td> <td>230,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	Exercise price of nil per Option	230,000
Price(s)	Volume(s)					
Exercise price of nil per Option	230,000					
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 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 allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Brand Architekts Group PLC
b)	LEI	213800BSD8D9QEUKCE17
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 5 pence each GB0008667304
b)	Nature of the transaction	Cancellation of options

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

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