

15 July 2024

**Braveheart Investment Group plc**  
("Braveheart" or the "Company")

**Grant of options**

Braveheart Investment Group (AIM: BRH), announces that the Company has granted options today over a total of 3,100,000 ordinary shares of 2p each in the Company ("**Ordinary Shares**") to the Directors, one employee and one service provider to the Company (the "**Options**"). The Options have been granted pursuant to the Company's share option plan adopted on 16 December 2020.

In aggregate, 2,800,000 Options have been granted to Directors of the Company, as follows:

<i>Name</i>	<i>No. options over Ordinary Shares previously held</i>	<i>No. Options granted</i>	<i>Exercise price</i>	<i>Resultant holding of options over Ordinary Shares held</i>	<i>Percentage of the current issued share capital of the Company</i>
Trevor Brown	2,750,000	1,500,000	1,000,000: 4.5p 500,000: 6.5p	4,250,000	6.67%
Vivian Hallam	3,226,192	1,000,000	666,667: 4.5p 333,333: 6.5p	4,226,192	6.63%
Susan Hagan	250,000	150,000	4.5p	400,000	0.63%
Qu Li	200,000	150,000	4.5p	350,000	0.55%

The Options granted to Vivian Hallam, Trevor Brown, Susan Hagan and Qu Li are unapproved options.

The 300,000 Options granted to the employee and service provider have an exercise price of 4.5p.

The Options granted to the Directors shall vest over a three-year period in equal tranches, with one third vesting on the first anniversary of the date of the grant, one third vesting on the second anniversary of the date of the grant and one third on the third anniversary of the date of the grant, subject to continued employment.

The Options granted to Trevor Brown and Vivian Hallam, as Executive Directors of the Company, have an additional performance related vesting criteria that the closing mid-market price of an Ordinary Share must equal or exceed 7.75 pence for 15 business days out of a 30 consecutive business day period.

Following the grant of the Options, the Company now has options outstanding over a total of 10,122,192 Ordinary Shares, equivalent to 15.9% of the Company's current issued share capital.

Further details of the Options can be found in the Notification of Dealing Form below.

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

1	Details of the person discharging managerial responsibilities / person closely associated			
a)	Name	Trevor Brown		Chief Executive Officer
		Vivian Hallam		Executive Director
		Susan Hagan		Non-Executive Director
		Qu Li		Non-Executive Director
2	Reason for the notification			
a)	Position/status	See 1a) above		
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			

		GBUUB13AV322								
b)	Nature of the transactions	Grant of options over ordinary shares								
c)	Price(s) and volume(s)	Price: Exercise price of 4.5p per option								
		<table><tr><td>Trevor Brown</td><td>1,000,000</td></tr><tr><td>Vivian Hallam</td><td>666,667</td></tr><tr><td>Susan Hagan</td><td>150,000</td></tr><tr><td>Qu Li</td><td>150,000</td></tr></table>	Trevor Brown	1,000,000	Vivian Hallam	666,667	Susan Hagan	150,000	Qu Li	150,000
		Trevor Brown	1,000,000							
		Vivian Hallam	666,667							
		Susan Hagan	150,000							
		Qu Li	150,000							
Price: Exercise price of 6.5p per option										
<table><tr><td>Trevor Brown</td><td>500,000</td></tr><tr><td>Vivian Hallam</td><td>333,333</td></tr></table>	Trevor Brown	500,000	Vivian Hallam	333,333						
Trevor Brown	500,000									
Vivian Hallam	333,333									
d)	Aggregated information - Aggregated volume - Price - Principal amount	N/A								
e)	Dates of the transaction	15 July 2024								
f)	Place of transaction	Outside a trading venue								

For further information:

**Braveheart Investment Group plc**

Tel: 01738 587555

Trevor Brown CEO

**Allenby Capital Limited (Nominated Adviser and Joint Broker)**

Tel: 020 3328 5656

James Reeve / George Payne

**Peterhouse Capital Limited (Joint Broker)**

Tel: 020 7469 0936

Duncan Vasey / Lucy Williams

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