

9 December 2024

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

Director/PDMR Shareholding - acquisition of shares

Braveheart has been notified that, on 6 December 2024, Trevor Brown, Chief Executive of the Company, purchased 100,000 ordinary shares of 2 pence each in the in the Company ("Ordinary Shares") at a price of 4.977 pence per Ordinary Share in the market.

Accordingly, Trevor Brown 's total beneficial shareholding in the Company has increased to 16,345,215 Ordinary Shares, which represents approximately 25.65% of the Company's current voting rights.

Further details are provided in the form below in accordance with the requirements of the UK Market Abuse Regulation.

For further information:

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

Tel: 01738 587555

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

Tel: 020 3328 5656

Peterhouse Capital Limited (Joint Broker)
Heena Karani / Duncan Vasey

Tel: 020 7469 0936

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	
2	Reason for the notification		
a)	Position/status	CEO	
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) 4.977p	Volume(s) 100,000
d)	Aggregated information - Aggregated volume - Price - Principal amount	As above	
e)	Date of the transaction	6 December 2024	
f)	Place of transaction	London Stock Exchange, AIM Market	

This information is provided by RNS, the news service of the London Stock Exchange. RNS is approved by the Financial Conduct Authority to act as a Primary Information Provider in the United Kingdom. Terms and conditions relating to the use and distribution of this information may apply. For further information, please contact ms@seg.com or visit www.ms.com.

RNS may use your IP address to confirm compliance with the terms and conditions, to analyse how you engage with the information contained in this communication, and to share such analysis on an anonymised basis with others as part of our commercial services. For further information about how RNS and the London Stock Exchange use the personal data you provide us, please see our [Privacy Policy](#).

END

DSHTLBTMTBMBII