

3 February 2025

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

Cancellation of Options

Braveheart Investment Group (AIM: BRH), announces the cancellation of options (**Options**) over ordinary shares of 2p each in the Company ("**Ordinary Shares**"), previously issued to two Directors of the Company.

Background

At the annual general meeting of the Company held on 8 September 2020, shareholders approved the implementation of a share option scheme in order to provide a long-term incentive plan for Directors, employees and consultants of the Company.

On 14 October 2021, options were granted over 1,500,000 and 2,000,000 Ordinary Shares to Trevor Brown (Chief Executive Officer) and Vivian Hallam (Executive Director) respectively, at an exercise price of 31.5p per share (the "**First Historic Options**").

On 9 May 2022, options were granted over 750,000 and 1,000,000 Ordinary Shares to Trevor Brown and Vivian Hallam respectively, at an exercise price of 14p per share (the "**Second Historic Options**" and together with the First Historic Options, the "**Historic Options**").

Also on 9 May 2022, 750,000 and 1,000,000 of the First Historic Options granted to Trevor Brown and Vivian Hallam respectively, were cancelled.

Cancellation of remaining Historic Options

On 31 January 2025, the remuneration committee of the Company (the "**Remuneration Committee**"), Trevor Brown and Vivian Hallam have agreed to the cancellation of a further 2,976,192 Historic Options, as detailed below:

<i>Name</i>	<i>Number of Historic Options cancelled</i>	<i>Exercise price of Historic Options cancelled</i>	<i>Number of options over ordinary shares held following the cancellation</i>
Trevor Brown	1,500,000	750,000: 31.5 pence 750,000: 14 pence	2,750,000
Vivian Hallam	1,476,192	476,192: 31.5 pence 1,000,000: 14 pence	2,750,000

Following the cancellation of the Historic Options, the Company now has Options outstanding over a total of 7,146,000 Ordinary Shares, representing 11.21% of the current issued share capital of the Company.

Details of the transactions can be found in the Notification of Dealing Forms below.

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	Chief Executive Officer
		Vivian Hallam	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 Identification code	Options over Ordinary Shares in Braveheart Investment Group plc GB00B13XV322	
b)	Nature of the transactions	Cancellation of Options over Ordinary Shares	
c)	Price(s) and volume(s)	Exercise price per Option of 31.5p per Ordinary Share	
		Trevor Brown	750,000 Options
		Vivian Hallam	476,192 Options
d)	Aggregated information - Aggregated volume - Price - Principal amount	N/A	
e)	Dates of the transaction	31 January 2025	
f)	Place of transaction	Outside a trading venue	

1	Details of the person discharging managerial responsibilities / person closely associated						
a)	Name	<table><tr><td>Trevor Brown</td><td>Chief Executive Officer</td></tr><tr><td>Vivian Hallam</td><td>Executive Director</td></tr></table>		Trevor Brown	Chief Executive Officer	Vivian Hallam	Executive Director
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a)	Position/status	See 1a) above					
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b)	Nature of the transactions	Cancellation of Options over Ordinary Shares					
c)	Price(s) and volume(s)	Exercise price per Option of 14p per Ordinary Share <table><tr><td>Trevor Brown</td><td>750,000 Options</td></tr><tr><td>Vivian Hallam</td><td>1,000,000 Options</td></tr></table>		Trevor Brown	750,000 Options	Vivian Hallam	1,000,000 Options
Trevor Brown	750,000 Options						
Vivian Hallam	1,000,000 Options						
d)	Aggregated information - Aggregated volume - Price - Principal amount	N/A					
e)	Dates of the transaction	31 January 2025					
f)	Place of transaction	Outside a trading venue					

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