

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

Brand Architekts Group plc

Quentin Higham

Chief Executive Officer

Shaun Dobson/ Jen Boorer
Josh Royston / Sam Modlin

Singer Capital Markets
Alma PR

0207 496 3000
0203 405 0205

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	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 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	Ordinary Shares of 5 pence each					
	Identification code	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
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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	Ordinary Shares of 5 pence each					
	Identification code	GB0008667304					
b)	Nature of the transaction	Cancellation of options					
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