

Brand Architekts Group plc

("Brand Architekts" or "the Company")

Grant and cancellation of share options

Brand Architekts Group plc (the Company), pursuant to the rules of the Brand Architekts Group plc 2023 Long Term Incentive Plan ("LTIP") and the rules of the Company's 2017 CSOP scheme ("CSOP"), announces the grant of options over ordinary shares of 5p each in the Company ("Ordinary Shares"), and the cancellation of certain existing options, to Quentin Higham, Chief Executive.

Grant of Options

Director	Number of new Options granted	Number of historic options cancelled	Total Number of Options now held	% of issued share capital represented by Options now held
Quentin Higham (CEO)	400,000	145,228	741,515	2.65%

The options vest after 3 years and are exercisable at a price of 26.5 pence per share, representing the closing price of the Company's Ordinary Shares on 11 December 2023, being the day prior to the Grant Date. The Options are subject to the individual remaining an employee of the Company. All options expire six years after the Grant Date.

230,769 options are granted subject to the rules of the Company's 2017 CSOP scheme. The remaining 169,231 options are granted subject to the rules of the Company's 2023 LTIP scheme.

Cancellation of Options

145,228 options granted in 2020 under the Brand Architekts Group plc 2009 Long Term Incentive Plan to Quentin Higham, Chief Executive, have been cancelled ("Cancelled Options") as the performance requirements have not been met. Therefore, following the grant of Options above and the Cancelled Options, the total number of ordinary shares subject to options awarded to Directors and staff and which could, in the future, be issued is 769,515. This represents 2.75% 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 / Geoff Ellis Chief Executive Officer / Chief Financial Officer

Shaun Dobson/ Jen Boorer Singer Capital Markets 0207 496 3000
Josh Royston / Sam Modlin Alma PR 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 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>400,000</td> </tr> </tbody> </table>		Price(s)	Volume(s)	Exercise price of nil per Option	400,000
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Exercise price of nil per Option	400,000						
d)	Aggregated information - Aggregated volume - Price	N/A					
e)	Date of the transaction	12 December 2023					
f)	Place of the transaction	London Stock Exchange					

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						
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