

## Brand Architekts Group plc

("Brand Architekts" or "the Company")

### Grant of share options

Brand Architekts Group plc (the Company), pursuant to 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") including to an Executive Director and certain PDMR's of the Company.

#### Grant of Options

The Company has granted, on 14 December 2023, (the 'Grant Date'), a total of 575,000 options over Ordinary Shares of the Company ('Options') to certain employees including an Executive Director and two PDMR's of the company under the Company's 2017 CSOP scheme as follows:

Name	Role	Total Number of Options granted
Geoff Ellis	Chief Financial Officer (Executive Director)	50,000
Anna Palmgren-Houel	Marketing Director (PDMR)	90,000
Charlotte Lee	Financial Controller (PDMR)	90,000

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 13 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.

Following the grant of Options above, the total number of ordinary shares subject to options awarded to Directors and staff and which could, in the future, be issued is 1,344,515. This represents 4.8% 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  
Geoff Ellis                              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	Geoff Ellis

<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Chief Financial Officer				
b)	Initial notification /Amendment	Initial Notification				
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	Brand Architekts Group PLC				
b)	LEI	213800BSD8D9QEUKCE17				
<b>4</b>	<b>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</b>					
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>50,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	Exercise price of nil per Option	50,000
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Exercise price of nil per Option	50,000					
d)	Aggregated information  - Aggregated volume  - Price	N/A				
e)	Date of the transaction	14 December 2023				
f)	Place of the transaction	London Stock Exchange				

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Anna Palmgren-Houel

<b>2</b>	<b>Reason for the notification</b>					
a)	Position/status	Marketing Director				
b)	Initial notification /Amendment	Initial Notification				
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>					
a)	Name	Brand Architekts Group PLC				
b)	LEI	213800BSD8D9QEUKCE17				
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e)	Date of the transaction	14 December 2023				
f)	Place of the transaction	London Stock Exchange				

<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
Name	Charlotte Lee
<b>Reason for the notification</b>	

Position/status	Financial Controller					
Initial notification /Amendment	Initial Notification					
<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>						
Name	Brand Architekts Group PLC					
LEI	213800BSD8D9QEUKCE17					
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