

**1 March 2022**

**Brand Architekts Group PLC**

("Brand Architekts" or the "Company")

**Board Appointment**

Brand Architekts Group plc, a challenger British Beauty brand business, is pleased to announce the appointment of Amy Nelson-Bennett as an independent Non-Executive Director with effect from 1 March 2022.

Amy is an experienced senior executive with over 20 years' worth of expertise in driving strategic growth for global brands in retail, beauty and publishing sectors. She has worked with a variety of companies, from start-ups to world-renowned privately-owned businesses, delivering growth and improving profitability. Amy has a track record of modernising brands via digital commerce and marketing in order to drive competitive advantage.

Amy is currently Co-CEO of Positive Luxury, the only sustainability assessment tailor-made for the luxury industry. Since her appointment Amy has helped deliver year-on-year revenue growth and has overseen the development of a full brand identity for the b2b and b2c sides of the business, with a targeted content marketing strategy introduced and core digital ecosystem (website, email, social) relaunch.

Prior to this, Amy spent five years as Group CEO at Clive Christian Group and four years as President & CEO at Molton Brown (Kao group). During her time at Molton Brown, Amy helped evolve the Group's distribution model and accelerate the e-commerce offering. She led the business turnaround and drove Moltonbrown.com sales, with the channel growing to represent a significant proportion of global sales and profits.

**Roger McDowell, Non-Executive Chairman commented:**

*"We are delighted to welcome Amy to the Board of Brand Architekts. Amy brings extensive experience in implementing brand strategies and leveraging digital capabilities. We look forward to her guidance over the coming years as the Group continues to execute on its growth strategy."*

**For further information please contact:**

**Brand Architekts Group PLC**

**via Alma**

Quentin Higham / Tom Carter

**Singer Capital Markets**

**(Nominated adviser and broker)**

**0207496 3000**

Shaun Dobson / Jen Boorer

Josh Royston / Sam Modlin

Additional information:

Amy Elizabeth Nelson-Bennett (formerly Nelson, aged 52) is, or has been, a director or partner of the following companies or partnerships during the previous five years:

Current directorships/partnerships	Past directorships (last 5 years)
<ul style="list-style-type: none"> <li>• 46 Warwick Avenue Management Limited</li> <li>• NB Business Consulting Limited</li> <li>• PositiveLuxury Limited</li> </ul>	<ul style="list-style-type: none"> <li>• Clive Christian Jewellery Ltd</li> <li>• Clive Limited</li> <li>• Clive Christian Residences Ltd</li> <li>• Clive Christian Perfume Limited</li> <li>• NBDP Holdco Limited</li> <li>• Nichebox UK Limited</li> <li>• Crown Perfumery Company Limited (The)</li> <li>• Clive Christian Furniture Limited</li> <li>• Clive Christian Beauty Ltd</li> </ul>

Amy has no beneficial interest in the equity securities of Brand Architekts plc.

Save as set out above there are no other disclosures in respect of the appointment of Amy Nelson-Bennett that fall to be made under Rule 17 or paragraph (g) of Schedule Two of the AIM Rules for Companies.