

**Brand Architekts Group plc**

**(“Brand Architekts” or the “Group”)**

**Notice of Investor Presentation**

Brand Architekts Group plc, a market leader in the development and supply of beauty and personal care brands, announces that on 5 May 2022 at 4.30 p.m. (BST), it intends to host a virtual presentation alongside certain InnovaDerma Board members.

This presentation is intended chiefly to be for the benefit of InnovaDerma and BrandArchitekts Shareholders, during which the benefits of the Merger envisaged by both boards will be explained, including the reasons why the Merger should be attractive to Brand Architekts and InnovaDerma Shareholders alike.

The presentation is open to all existing and potential shareholders of Innovaderma and Brand Architekts. To access the presentation, InnovaDerma and BrandArchitekts Shareholders can sign up to Investor Meet Company for free and add to meet Brand Architekts Group Plc via: <https://www.investormeetcompany.com/brand-architekts-group-plc/register-investor>. Investors who already follow Brand Architekts on the Investor Meet Company platform will automatically be invited.

If shareholders of InnovaDerma and BrandArchitekts wish to raise questions in advance of that presentation, they can do so, via their Investor Meet Company "dashboard" accessible through the link above. All questions must be submitted prior to the presentation and must be received by Brand Architekts by no later than 9 a.m. (BST) on 4 May 2022. To the extent that the Brand Architekts Board is able, and in line with restrictions and obligations applying under the Takeover Code and under applicable law, it will endeavour to answer as many of those questions as possible, during the virtual presentation.

A recorded version of that presentation and associated materials including the Q&A will also subsequently be available via the respective websites of InnovaDerma and Brand Architekts, until the end of the Offer Period, at <https://www.innovaderma.com/recommended-offer-for-innovaderma/> and at <https://www.brandarchitektsplc.com/merger-innovaderma-plc>.

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