

16<sup>th</sup> June 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 Simon Pyper as an independent Non-Executive Director with effect from 16 June 2022.

Simon is currently CEO of CPP Group Plc a UK based Assurance Business providing innovative product and service solutions to the insurance industry. Prior to this Simon was the Chief Executive Officer and Chief Financial Officer of digital marketing group Be Heard Group plc. Simon was appointed Chief Financial Officer of Be Heard Group plc in May 2018 and undertook the role of CEO from September 2018. Prior to this, he was Chief Financial Officer of AIM quoted GlobalData plc from 2007 to 2017. During his tenure, Simon oversaw its reverse takeover of TMN plc and admission to AIM and facilitated its acquisition led growth strategy.

Simon's experience in the retail sector through his time at Arcadia & Musgrave, coupled with his digital data understanding, will be welcomed on the Board in order to help drive future growth. Simon's first-hand knowledge of InnovaDerma, on the Board of which he served as a Non-Executive Director until the recent merger, will also be invaluable during the integration process and beyond.

As previously announced, given the proposed size of the Board of the Combined Group following the merger with InnovaDerma, it is intended that Edward Beale will resign as a non-executive director following the announcement of the Combined Group's preliminary results in September 2022. It is expected that following Edward's retirement, Simon will take the role of Chairman of the Audit Committee.

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

*"We are delighted to welcome Simon to the Board of Brand Architekts. Simon has first-hand knowledge of InnovaDerma, which will prove to be invaluable in ensuring a smooth integration of the business. He brings financial governance expertise, extensive experience from the retail sector, broad development and implementation of M&A strategies and an excellent track record in delivering revenue and earnings growth. We look forward to his guidance over the coming years as the Group continues to execute on its growth strategy."*

Additional information:

Simon John Pyper (aged 55) is, or has been, a director or partner of the following companies or partnerships during the previous five years:

Current directorships/partnerships	Past directorships/partnerships
CPP Group plc	InnovaDerma plc Be Heard Group plc

<p> CPP Group Limited  Card Protection Plan Limited  CPPGroup Services Limited  CPP European Holdings Limited  CPP Holdings Limited  CPP Services Limited  CPP Worldwide Holdings Limited  CPP International Holdings Limited  Rockwood Realisation plc </p>	<p> Be Heard Group Limited  MMT Ltd  GlobalData plc  GlobalData UK Ltd  GlobalData Holding Limited  Walk In the Gate Ltd  Agenda 21 Digital Holding Limited  Kameleon Worldwide Limited  Freemavens Limited  The Corner Communications (London) Limited  Progressive Media Group (Holdings) Limited  Progressive Digital Media Limited  Progressive Trade Media Limited  Progressive Digital Media Private Limited  Progressive Analytics and Media Limited  Progressive Media Information Limited  Progressive Media Insight Limited  Progressive Media International Limited  Compelo Media Ltd  Estel Property Investments NO.3 Limited  Estel Property Investments Limited  Progressive Media Ventures Limited  Financial News Publishing Limited  New Statesman Media Group Limited  New Statesman Group Limited  New Statesman Limited  Progressive Content Limited  Consumer Packaging Specialists International Limited  Attentio Research Limited  Research Views Limited  ERC Group Limited  Digital Insights &amp; Research Private Limited  Inkling Software Limited  Roadworks Information Limited  Compelo Limited  Estel Asset Management Limited  JBAD Ltd  Progressive Media Investments Limited  Progressive Media IOT Limited  Progressive Media Soft-Tech Limited  Progressive Media Solutions Limited  Progressive Media Technology Limited  Progressive Media-Tech Limited  Progressive Media.AI Limited  Progressive .AI Limited  Estel Property Group Limited  Canadean Limited  Progressive Media Markets Limited  Progressive Capital Limited  Estel Investments Limited  Dewberry Redpoint Limited  World Market Intelligence Limited  Progressive Media Group Limited  Verdict Media Limited </p>
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	Progressive Digital Media (Holdings) Ltd Internet Business Group Limited Kable Business Intelligence Limited Current Intelligence and Analysis Limited Progressive Recruiting Limited Progressive Treasury Services Limited Sisyphus Media Limited Voltaire XVII Limited GlobalData Australia Pty Ltd Cornhill Publications Limited SPG Media Limited Electronic Direct Response Limited ICD Research Limited Mutualpoints Limited TMN Media Limited LABD Ltd Progressive Content Holdings Limited Progressive Media Active Research Limited Progressive Media Publications Limited Progressive Media Publishing Worldwide Limited Progressive Media Services Limited Progressive Media Wealth Management Limited Progressive Publications Limited Progressive Global Media Limited
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Simon has a beneficial interest in 27,271 Ordinary Shares of Brand Architekts Group plc (0.01% of the issued share capital).

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

**For further information please contact:**

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