

24 January 2023

Brand Architekts Group PLC

("Brand Architekts" or the "Group")

Directorate Change & Trading Update

Brand Architekts Group plc, a challenger British Beauty brand business, today announces that Tom Carter, Chief Financial Officer has resigned from his role and from the Board, to take up a new role as Chief Financial Officer at OnTheMarket plc.

Tom will remain with the Group until no later than July 2023, to ensure a smooth transition for the Group. A process to identify his successor is underway led by Simon Pyper, Chair of the Audit committee, and the rest of the Board. The Company will provide further updates as and when appropriate.

Trading in the first half of the year was in line with the Board's expectations. The Group intends to announce its Interim Results in late March 2023.

Roger McDowell, Chairman, said:

"Since joining the Group in June 2020, Tom has been instrumental in putting in place the appropriate systems, procedures and robust structure for a focused Beauty branded business, resulting in efficiency improvements and improved financial governance. The search for a new Chief Financial Officer will commence immediately and Tom's successor will be announced in due course."

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This announcement contains inside information for the purposes of Article 7 of Regulation (EU) No 596/2014.