

07 April 2022

Brand Architekts Group PLC

("Brand Architekts" or the "Group")

Director/PDMR Dealing

Brand Architekts, the personal care and beauty products group with its own portfolio of brands, announces that Roger McDowell, Non-Executive Chairman, on 06 April 2022 purchased 300,000 ordinary shares of 5 pence each ("**Ordinary Shares**") in the Company at a price of 77.75 pence per Ordinary Share.

Following these transactions, Roger McDowell's total beneficial interest in the Company is 1,249,105 Ordinary Shares representing approximately 7.25% of the Company's issued share capital.

For further information please contact:

Brand Architekts Group PLC

via Alma

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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	Roger McDowell
2	Reason for the notification	
a)	Position/status	Non-Executive Chairman

b)	Initial notification /Amendment	Initial Notification				
3	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	Brand Architekts Group PLC				
b)	LEI	213800BSD8D9QEUKCE17				
4	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					
a)	Description of the financial instrument, type of instrument Identification code	Ordinary Shares of 5 pence each GB0008667304				
b)	Nature of the transaction	Purchase of Ordinary Shares				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>77.75 pence per Ordinary Share (Purchase)</td> <td>300,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	77.75 pence per Ordinary Share (Purchase)	300,000
Price(s)	Volume(s)					
77.75 pence per Ordinary Share (Purchase)	300,000					
d)	Aggregated information - Aggregated volume - Price	N/A				
e)	Date of the transaction	06 April 2022				
f)	Place of the transaction	London Stock Exchange				