

Brand Architekts Group plc

("Brand Architekts" or "the Company")

Grant of share options

Brand Architekts Group plc (the Company), has, pursuant to the rules of the Brand Architekts Group plc 2009 Long Term Incentive Plan ("LTIP"), granted options to certain of its directors to subscribe for up to 189,303 ordinary shares of 5p each in the capital of the Company (the "Options") as follows:

Director	Number of new Options granted	Total Number of Options now held	% of issued share capital represented by Options now held
Quentin Higham (CEO)	111,515	256,743	1.5%
Tom Carter (CFO)	77,788	180,070	1.0%

All of the 189,303 new Options granted under the LTIP are linked to a share price target ranging from a threshold at £2.30 to the full award at a share price of £2.60. To the extent that this performance condition is met at the end of the three-year performance cycle, the Options can be exercised at nil cost. Upon vesting, the entire award will be made in shares.

Following the grant of these Options the total number of ordinary shares subject to options and which could, in the future, be issued is 525,813. This represents 3.1% of the current issued share capital of the Company which comprises 17,230,702 Ordinary Shares.

For further information, please contact:		
Brand Architekts Group plc		
Quentin Higham	Chief Executive Officer	
Tom Carter	Chief Financial Officer	
Shaun Dobson/ Jen Boorer	Singer Capital Markets	0207 496 3000
Josh Royston / Sam Modlin	Alma PR	0203 405 0205

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	Quentin Higham
2	Reason for the notification	
a)	Position/status	Chief Executive Officer
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	Grant of options				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>Exercise price of nil per Option</td> <td>111,515</td> </tr> </tbody> </table>	Price(s)	Volume(s)	Exercise price of nil per Option	111,515
Price(s)	Volume(s)					
Exercise price of nil per Option	111,515					
d)	Aggregated information - Aggregated volume - Price	N/A				
e)	Date of the transaction	12 October 2021				
f)	Place of the transaction	London Stock Exchange				

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	Thomas Carter
2	Reason for the notification	
a)	Position/status	Chief Financial Officer
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	Grant of options				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>Exercise price of nil per Option</td> <td>77,788</td> </tr> </tbody> </table>	Price(s)	Volume(s)	Exercise price of nil per Option	77,788
Price(s)	Volume(s)					
Exercise price of nil per Option	77,788					
d)	Aggregated information - Aggregated volume - Price	N/A				
e)	Date of the transaction	12 October 2021				
f)	Place of the transaction	London Stock Exchange				