Regulatory Story

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RNS Number : 7600U Brand Architekts Group PLC 26 November 2019

TR-1: Standard form for notification of major holdings

NOTIFICATION OF MAJOR HOLDINGS (to be sent to the relevant issuer <u>and</u> to the FCA in Microsoft Word format if possible)ⁱ

Identity of the issuer or the underlying issuer existing shares to which voting rights are ached ⁱⁱ : BRAND ARCHITEKTS GROUP PLC		
1b. Please indicate if the issuer is a non-UK issuer (please mark with an "X" if appropriate)		
Non-UK issuer		
2. Reason for the notification (please mark the appr	ropriate box or boxes with an "X")	
An acquisition or disposal of voting rights		Χ
An acquisition or disposal of financial instruments		
An event changing the breakdown of voting rights		
Other (please specify) ⁱⁱⁱ :		
3. Details of person subject to the notification obli	gation ^{iv}	
Name	River and Mercantile Asset Management LLP	
City and country of registered office (if applicable) London, United Kingdom		
4. Full name of shareholder(s) (if different from 3.) ^v		
Name	DISCRETIONARY CLIENTS	
City and country of registered office (if applicable)		
5. Date on which the threshold was crossed or reached ^{vi} :	25/11/2019	
6. Date on which issuer notified (DD/MM/YYYY): 26/11/2019		
7. Total positions of person(s) subject to the notifi	cation obligation	

	% of voting rights attached to shares (total of 8. A)	% of voting rights through financial instruments (total of 8.B 1 + 8.B 2)	Total of both in % (8.A + 8.B)	Total number of voting rights of issuer ^{vii}
Resulting situation on the date on which threshold was crossed or reached	5.2522%		5.2522%	17,135,542
Position of previous notification (if applicable)				

8. Notified details of the resulting situation on the date on which the threshold was crossed or reached ^{viii}				
A: Voting rights att	ached to shares			
Class/type of shares	Number of voting rig	ghts ^{ix}	% of voting rights	
ISIN code (if possible)	Direct (Art 9 of Directive 2004/109/EC) (DTR5.1)	Indirect (Art 10 of Directive 2004/109/EC) (DTR5.2.1)	Direct (Art 9 of Directive 2004/109/EC) (DTR5.1)	Indirect (Art 10 of Directive 2004/109/EC) (DTR5.2.1)
GB0008667304	900,000		4.8963%	
SUBTOTAL 8. A	900	,000	4.8	963%

B 1: Financial Instruments according to Art. 13(1)(a) of Directive 2004/109/EC (DTR5.3.1.1 (a))				
Type of financial instrument	Expiration date ^x	Exercise/ Conversion Period ^{xi}	Number of voting rights that may be acquired if the instrument is exercised/converted.	% of voting rights
		SUBTOTAL 8. B 1		

	I Instruments wi (DTR5.3.1.1 (b))	th similar econd	omic effect acco	ording to Art. 13(1)(b) of Directive
Type of financial instrument	Expiration date ^x	Exercise/ Conversion Period xi	Physical or cash settlement ^{xii}	Number of voting rights	% of voting rights
1	1	1	SUBTOTAL 8.B.2		

9. Information in relation to the person subject to the notification obligation (please mark the applicable box with an "X")	
Person subject to the notification obligation is not controlled by any natural person or legal entity and does	
not control any other undertaking(s) holding directly or indirectly an interest in the (underlying) issuer ^{Xiii}	
Full chain of controlled undertakings through which the voting rights and/or the	Х

financial instruments are effectively held starting with the ultimate controlling natural person or legal entity^{XiV} (please add additional rows as necessary)

Name ^{xv}	% of voting rights if it equals or is higher than the notifiable threshold	% of voting rights through financial instruments if it equals or is higher than the notifiable threshold	Total of both if it equals or is higher than the notifiable threshold
River and Mercantile Group PLC			
River and Mercantile Holdings Limited			
River and Mercantile Asset Management LLP			

10. In case of proxy voting, please identify:	
Name of the proxy holder	River and Mercantile Asset Management LLP
The number and % of voting rights held	N/A
The date until which the voting rights will be held	N/A

11. Additional information ^{xvi}		

Place of completion	London, United Kingdom
Date of completion 26 th November 2019	

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Holding(s) in Company - RNS