

17 July 2020

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 Director, has purchased 10,000 ordinary shares of 5 pence each ("**Ordinary Shares**") in the Company at an average price of 120 pence per Ordinary Share as set out in further detail below.

Following this purchase, Roger McDowell's total beneficial interest in the Company is 399,105 Ordinary Shares representing approximately 2.35% of the Company's total issued share capital as at today's date.

For further information please contact:

Brand Architekts Group PLC

Quentin Higham (Chief Executive Officer)

Tom Carter (Chief Financial Officer)

N+1 Singer (Nominated adviser and broker)

0207496 3000

Shaun Dobson / George Tzimas / Iqra Amin

Alma PR

0203 405 0205

Josh Royston / Hilary Buchanan / Sam Modlin

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 Director
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>120 pence per Ordinary Share</td> <td>10,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	120 pence per Ordinary Share	10,000
Price(s)	Volume(s)					
120 pence per Ordinary Share	10,000					
d)	Aggregated information - Aggregated volume - Price	N/A single transaction				
e)	Date of the transaction	15 July 2020				
f)	Place of the transaction	London Stock Exchange				