

4 November 2021

Brand Architekts Group PLC

("Brand Architekts" or the "Company")

Posting of Annual Report and Accounts & Notice of AGM

Brand Architekts Group plc, a challenger British Beauty brand business, announces that it has posted its Annual Report and Accounts for the year ended 30 June 2021 together with the 2021 Notice of Annual General Meeting to shareholders. Copies of these documents are also available on the Company's website <https://www.brandarchitektsplc.com/>.

The Company is looking forward to welcoming shareholders back in person to this year's annual general meeting of the Company (the "AGM"), particularly given the constraints faced in 2020 due to the COVID-19 pandemic. Currently, it is possible under government guidelines to hold meetings in person and to have gatherings indoors. The Company is therefore proposing to hold the AGM on Monday 29 November 2021 at 11:00 a.m. (London time) at 8 Waldegrave Road, Teddington, Middlesex TW11 8GT and to welcome back the maximum number of shareholders it can, taking into account safety constraints and any prevailing government guidelines at the date of the meeting.

Given the constantly evolving nature of the COVID-19 pandemic situation, the Company wants to ensure that we are able to adapt these arrangements efficiently in response to any change in circumstances and government guidelines. Should it no longer be possible for shareholders to physically attend the meeting, the Company will notify shareholders of the change through a Regulatory Information Service and on the investor page of its website www.brandarchitektsplc.com/investors/shareholder-company-news.

If the Company has to change the arrangements in this way, it is likely that we will not be in a position to accommodate shareholders beyond the minimum required to ensure that a quorum is present at the meeting, which will be achieved through the attendance of employee shareholders.

In view of the continuing uncertainty surrounding the COVID-19 pandemic, the Company is therefore encouraging all shareholders to vote by proxy at the AGM in accordance with the instructions set out below.

Shareholders intending to attend the AGM, should this be possible, are asked to register their intention as soon as practicable by e-mailing brandarchitekts@almapr.co.uk.

Action to be taken

Given the uncertainty around whether or not shareholders will be able to attend the AGM in person, it is recommended that you to complete and return the accompanying Form of Proxy appointing the Company's Chairman, to act as your proxy. This will ensure your vote will be counted even if attendance at the meeting is restricted or you or any other proxy you might appoint are unable to attend the meeting in person.

A completed and signed Form of Proxy should be returned in accordance with the instructions printed thereon so as to be received, during normal business hours only, by the Company's Registrars, Computershare Investor Services PLC, at The Pavilions, Bridgwater Road, Bristol BS99 6ZY, as soon as possible but in any event by no later than 11.00 a.m. on Thursday 25 November 2021 or, in the case of any adjournment of the AGM, not later than 48 hours before the time fixed for the holding of the adjourned meeting (excluding any part of a day that is not a business day).

Please see the notes to the Notice of AGM and the Form of Proxy for full details about the appointment of proxies.

All resolutions at the AGM will be taken under a poll and not by a show of hands in order that shareholder views can be taken fully into account in line with any proxy votes submitted.

For further information please contact:

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