

26 May 2023

## Brand Architekts Group PLC

("Brand Architekts" or the "Group")

### Directorate Changes

Brand Architekts Group plc, a challenger British Beauty brand business, is pleased to announce the appointment of Geoff Ellis to the Board as Chief Financial Officer with effect from 3 July on a part-time basis.

Geoff has had a distinguished career as an experienced Chief Financial Officer & Chief Operational Officer, with consistent achievement in international business development, combined with expertise in post-merger integration and restructuring. Geoff is a chartered accountant and previously was CFO at Proteome PLC. Between 1995 and 2009 Geoff held a variety of senior executive roles at Walt Disney Incorporated. Charlotte Lee, Group Financial Controller, who has been with the Group for 3 years, will support Geoff in his role.

Tom Carter will leave the business on 30 June, after overseeing an extensive handover in May and June with Geoff. Tom has been instrumental in putting in place the appropriate systems, procedures and finance structure, which has resulted in efficiency and financial governance improvements.

Simon Pyper will stand down from the Board, with effect from 31 May, in order to focus on his role as Chief Executive Officer of CPP Group PLC. Simon has played a key role in integrating Innovaderma into the Group and the board thanks him for his contribution. Amy Nelson- Bennett will become chair of the audit committee.

The Group remains focussed on improving profit and cash generation by developing its Invest (Skinny Tan and Super Facialist) and Nurture (Dirty Works and The Solution) portfolio of brands, thereby engendering strong consumer loyalty and stronger margins by delivering highly efficacious problem-solving beauty solutions. The Group is on track to deliver the operating synergies outlined as part of the Innovaderma acquisition.

Roger McDowell, Chairman, said:

'I am delighted to welcome Geoff to the board and look forward to working together. I would also like to extend the board's thanks to Tom. Tom made a very positive impact on the business and leaves with our best wishes. Finally, I would like to thank Simon for his contribution, particularly his assistance with the Innovaderma integration. The board remain committed to developing our key brands and creating value for our shareholders.'

Additional Information:

Geoffrey John Ellis (aged 62) is, or has been, a director or partner of the following companies or partnerships during the previous five years:

| Current directorships/partnerships  | Past directorships (last 5 years) |
|---|-----------------------------------|
| <ul style="list-style-type: none"><li>National Counties Cricket Association Limited</li><li>Esher Cricket Club Property Companies No. 1 Limited</li><li>Esher Cricket Club Property Companies No. 2 Limited</li></ul> | None                              |

Geoff has no beneficial interest in the equity securities of Brand Architekts plc.

Save as set out above there are no other disclosures in respect of the appointment of Geoff Ellis that fall to be made under Rule 17 or paragraph (g) of Schedule Two of the AIM Rules for Companies.

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This announcement contains inside information for the purposes of Article 7 of Regulation (EU) No 596/2014.