

Brand Architekts Group plc
("Brand Architekts" or the "Group")

Appointment of Interim CEO

Brand Architekts Group plc, formerly known as Swallowfield PLC, announces the appointment of Chris How as **Interim Chief Executive**, with immediate effect.

Chris was formerly Group Chief Executive of Swallowfield PLC from July 2013 to June 2018 and will join the newly renamed Brand Architekts business as Interim CEO. Having acquired the Brand Architekts business during his tenure, Chris already has detailed knowledge of the Brands business and management team, which will enable him to provide dynamic leadership and support. Whilst Chris will not be a director of PLC board, he will attend board meetings and it is envisaged that this will be in place until a permanent, expected to be external, successor is identified.

Brendan Hynes will continue in his role as Executive Chairman.

The nominations committee continue with the process of identifying a permanent CEO and would expect to provide an update on progress early in the new year.

For further information please contact:		
Swallowfield plc		
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