

25 February 2020

BRAND ARCHITEKTS GROUP PLC
("Brand Architekts Group" or the "Group")

Board Changes

Brand Architekts Group, the personal care and beauty products group with its own portfolio of brands, is pleased to announce the following Board changes.

Mr Quentin Higham will be appointed as Chief Executive officer with effect from 4 May 2020. Quentin is currently Managing Director of Yardley of London Ltd. Previously, he has been Marketing Director at Coty, with responsibility for the Rimmel cosmetics brand and Head of UK Marketing at global cosmetics company, Revlon. In addition, he has first-hand knowledge of our brands having been commercial director at KMI brands with responsibility for the Fish brand and King of Shaves.

Interim CEO, Chris How will remain with the business to assist and support the Group and Quentin through the handover process.

Brendan Hynes, Executive Chairman commented:

"I am delighted to welcome Quentin to the Board as Chief Executive, he brings extensive relevant product, category and industry experience and we look forward to working with him and taking Brand Architekts to the next stage in its development."

Following this appointment, Brendan Hynes will revert to his previous role of Non Executive Chairman.

Additional Disclosures Required under the AIM Rules for Companies

In accordance with Schedule 2(g) of the AIM Rules, Quentin Giles Anthony Higham (aged 51) holds the following current directorships:

- HOQ Consultancy Ltd
- Yardley of London Limited

He has not held any other directorships or partnerships in the last five years.

There are no additional disclosures required under AIM Rule 17.

For further information please contact:

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