

16 May 2022

**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 Chairman, on 13 May 2022 purchased 40,000 ordinary shares of 5 pence each ("**Ordinary Shares**") in the Company at a price of 65 pence per Ordinary Share. In addition, on 16 May 2022 Roger purchased 50,000 Ordinary Shares in the Company at a price of 68 pence per Ordinary Share.

Following these transactions, Roger McDowell's total beneficial interest in the Company is 1,339,105 Ordinary Shares representing approximately 7.77% of the Company's issued share capital.

**For further information please contact:**

**Brand Architekts Group PLC**

**via Alma**

Quentin Higham / Tom Carter

**Singer Capital Markets**

**(Nominated adviser and broker)**

**0207496 3000**

Shaun Dobson / Jen Boorer / Dan Dearden-Williams

**Alma PR**

**0203 405 0205**

Josh Royston / Sam Modlin

**Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them:**

<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Roger McDowell
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Non-Executive Chairman

b)	Initial notification /Amendment	Initial Notification						
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>							
a)	Name	Brand Architekts Group PLC						
b)	LEI	213800BSD8D9QEUKCE17						
<b>4</b>	<b>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</b>							
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>(1) 65 pence per Ordinary Share (Purchase)</td> <td>(1) 40,000</td> </tr> <tr> <td>(2) 68 pence per Ordinary Share (Purchase)</td> <td>(2) 50,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	(1) 65 pence per Ordinary Share (Purchase)	(1) 40,000	(2) 68 pence per Ordinary Share (Purchase)	(2) 50,000
Price(s)	Volume(s)							
(1) 65 pence per Ordinary Share (Purchase)	(1) 40,000							
(2) 68 pence per Ordinary Share (Purchase)	(2) 50,000							
d)	Aggregated information  - Aggregated volume  - Price	N/A						
e)	Date of the transaction	(1) 13 May 2022 (2) 16 May 2022						
f)	Place of the transaction	London Stock Exchange						