

**28 September 2021**

**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 Tom Carter, Chief Financial Officer, has purchased 18,873 ordinary shares of 5 pence each ("**Ordinary Shares**") in the Company at a price of 159 pence per Ordinary Share as set out in further detail below.

Following this purchase, Tom Carter's total beneficial interest in the Company is 32,197 Ordinary Shares representing approximately 0.19% of the Company's total issued share capital as at today's date.

**For further information please contact:**

**Brand Architekts Group PLC**

Quentin Higham (Chief Executive Officer)

Tom Carter (Chief Financial Officer)

**N+1 Singer (Nominated adviser and broker)**

**0207496 3000**

Shaun Dobson / Jen Boorer

**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	Tom Carter
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	Chief Financial Officer
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>159 pence per Ordinary Share</td> <td>18,873</td> </tr> </tbody> </table>	Price(s)	Volume(s)	159 pence per Ordinary Share	18,873
Price(s)	Volume(s)					
159 pence per Ordinary Share	18,873					
d)	Aggregated information  - Aggregated volume  - Price	N/A single transaction				
e)	Date of the transaction	28 September 2021				
f)	Place of the transaction	London Stock Exchange				