

TR-1: Standard form for notification of major holdings

NOTIFICATION OF MAJOR HOLDINGS				
1a. Identity of the issuer or the underlying issuer of existing shares to which voting rights are attached ⁱⁱ :		Brand Architekts Group PLC		
1b. Please indicate if the issuer is a non-UK issuer (please mark with an "X" if appropriate)				
Non-UK issuer				<input type="checkbox"/>
2. Reason for the notification (please mark the appropriate box or boxes with an "X")				
An acquisition or disposal of voting rights				<input checked="" type="checkbox"/>
An acquisition or disposal of financial instruments				<input type="checkbox"/>
An event changing the breakdown of voting rights				<input type="checkbox"/>
Other (please specify) ⁱⁱⁱ :				<input type="checkbox"/>
3. Details of person subject to the notification obligation ^{iv}				
Name		Helium Rising Stars Fund		
City and country of registered office (if applicable)		Cayman Islands		
4. Full name of shareholder(s) (if different from 3.) ^v				
Name				
City and country of registered office (if applicable)				
5. Date on which the threshold was crossed or reached ^{vi} :		10/02/2022		
6. Date on which issuer notified (DD/MM/YYYY):		14/02/2022		
7. Total positions of person(s) subject to the notification obligation				
	% of voting rights attached to shares (total of 8. A)	% of voting rights through financial instruments (total of 8.B 1 + 8.B 2)	Total of both in % (8.A + 8.B)	Total number of voting rights held in issuer (8.A + 8.B) ^{vii}
Resulting situation on the date on which threshold was crossed or reached	3.1%		3.1%	534.294
Position of previous	2.63%		2.63%	

notification (if applicable)			
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8. Notified details of the resulting situation on the date on which the threshold was crossed or reached viii					
A: Voting rights attached to shares					
Class/type of shares ISIN code (if possible)	Number of voting rights ^{ix}		% of voting rights		
	Direct (DTR5.1)	Indirect (DTR5.2.1)	Direct (DTR5.1)	Indirect (DTR5.2.1)	
GB0008667304	534.294		3.1%		
SUBTOTAL 8. A	534.294		3.1%		
B 1: Financial Instruments according to DTR5.3.1R (1) (a)					
Type of financial instrument	Expiration date ^x	Exercise/ Conversion Period ^{xi}	Number of voting rights that may be acquired if the instrument is exercised/converted.	% of voting rights	
		SUBTOTAL 8. B 1			
B 2: Financial Instruments with similar economic effect according to DTR5.3.1R (1) (b)					
Type of financial instrument	Expiration date ^x	Exercise/ Conversion Period ^{xi}	Physical or cash Settlement ^{xii}	Number of voting rights	% of voting rights
		SUBTOTAL 8.B.2			

9. Information in relation to the person subject to the notification obligation (please mark the applicable box with an "X")			
Person subject to the notification obligation is not controlled by any natural person or legal entity and does not control any other undertaking(s) holding directly or indirectly an interest in the (underlying) issuer ^{xiii}			X
Full chain of controlled undertakings through which the voting rights and/or the financial instruments are effectively held starting with the ultimate controlling natural person or legal entity (please add additional rows as necessary) ^{xiv}			
Name ^{xv}	% of voting rights if it equals or is higher than the notifiable threshold	% of voting rights through financial instruments if it equals or is higher than the notifiable threshold	Total of both if it equals or is higher than the notifiable threshold

10. In case of proxy voting, please identify:	
Name of the proxy holder	
The number and % of voting rights held	
The date until which the voting rights will be held	

11. Additional information ^{xvi}

Place of completion	Zürich, Switzerland
Date of completion	14/02/2022