

TR-1: Standard form for notification of major holdings

**1. Issuer Details**

**ISIN**

GB0008667304

**Issuer Name**

BRAND ARCHITEKTS GROUP PLC

**UK or Non-UK Issuer**

UK

**2. Reason for Notification**

An acquisition or disposal of voting rights

**3. Details of person subject to the notification obligation**

**Name**

SFM UK Management LLP

**City of registered office (if applicable)**

**Country of registered office (if applicable)**

GB

**4. Details of the shareholder**

Name	City of registered office	Country of registered office
Morgan Stanley	London	United Kingdom

**5. Date on which the threshold was crossed or reached**

01-Oct-2021

**6. Date on which Issuer notified**

05-Oct-2021

**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
Resulting situation on the date on which threshold was	11.920000	0.000000	11.920000	2054760

crossed or reached				
Position of previous notification (if applicable)				

## 8. Notified details of the resulting situation on the date on which the threshold was crossed or reached

### 8A. Voting rights attached to shares

Class/Type of shares ISIN code(if possible)	Number of direct voting rights (DTR5.1)	Number of indirect voting rights (DTR5.2.1)	% of direct voting rights (DTR5.1)	% of indirect voting rights (DTR5.2.1)
GB0008667304		2054760		11.920000
Sub Total 8.A	2054760		11.920000%	

### 8B1. Financial Instruments according to (DTR5.3.1R.(1) (a))

Type of financial instrument	Expiration date	Exercise/conversion period	Number of voting rights that may be acquired if the instrument is exercised/converted	% of voting rights
Sub Total 8.B1				

### 8B2. Financial Instruments with similar economic effect according to (DTR5.3.1R.(1) (b))

Type of financial instrument	Expiration date	Exercise/conversion period	Physical or cash settlement	Number of voting rights	% of voting rights
Sub Total 8.B2					

## 9. Information in relation to the person subject to the notification obligation

2. 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 entities (please add additional rows as necessary)

Ultimate controlling person	Name of controlled undertaking	% 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
Soros Fund Management LLC		11.920000		11.920000%

SFM UK Holdings Limited		11.920000		11.920000%
SFM UK Management LLP		11.920000		11.920000%

### 10. In case of proxy voting

**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

SFM UK Management LLP previously disclosed its position in Swallowfield PLC (ISIN: GB0008667304) at 12.38% (2,121,426 indirect voting rights). The aforementioned information was unable to be inputted into Section 7 of the Major Shareholding Notification.

### 12. Date of Completion

05-Oct-2021

### 13. Place Of Completion

London, United Kingdom