

Best of the Best plc

("Best of the Best", "BOTB" or "the Company")

AGM Trading Update

Best of the Best PLC, (LSE: BOTB) the principally online organiser of weekly competitions to win luxury cars, will hold the Group's Annual General Meeting at 12.00 noon this morning, Thursday 7th September 2017.

The Group is pleased to announce that it continues to make good progress, building on the success of its new website and is trading in line with market expectations for the current financial year.

In addition to acquiring new customers through existing digital and airports channels, a new TV advertisement has been produced which is increasingly being aired across a range of digital and terrestrial channels, to enhance the BOTB brand and to introduce new players.

The results for six months ended 31 October 2017 are expected to be announced in early January 2017.

Enquiries:

Best of the Best plc	William Hindmarch, Chief Executive Rupert Garton, Commercial Director	T: 020 7371 8866
KTZ Communications	Katie Tzouliadis	T: 020 3178 6378
finnCap Ltd (Nominated Adviser & Broker)	Corporate Finance Carl Holmes Anthony Adams Corporate Broking Andrew Burdis	T: 020 7220 0500