

Best of the Best plc

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

1 February 2018

Director Dealings

The Company has today been informed that on 31 January 2018 David Firth, Non-Executive Director of the Company, purchased 5,000 ordinary shares at a price of 260 pence per share.

Accordingly, David Firth now has a beneficial interest in 5,000 ordinary shares, representing 0.05 per cent. of the total voting rights of the Company.

Enquiries:

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The below Notification of a Transaction pursuant to Article 19(1) of Regulation (EU) No. 596/2014, gives more detail:

1.	Details of the Person discharging managerial responsibilities ("PDMR") / person closely associated with them ("PCA")	
a)	Name	David Firth
2.	Reason for the notification	
a)	Position / status	PDMR (Non-Executive Director)
b)	Initial notification / amendment	Initial notification
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor	
a)	Name	Best of the Best plc
b)	Legal Entity Identifier	213800A7RTSCF8IWQ247

4.	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					
a)	Description of the financial instrument	Ordinary shares of 5 pence each in the Company GB00B16S3505				
b)	Nature of the transaction	Purchase of 5,000 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>260p</td> <td>5,000 Ordinary Shares</td> </tr> </tbody> </table>	Price(s)	Volume(s)	260p	5,000 Ordinary Shares
Price(s)	Volume(s)					
260p	5,000 Ordinary Shares					
d)	Aggregated information - Aggregated volume - Aggregated price - Aggregated total	5,000 Ordinary Shares 260p per Ordinary Share				
e)	Date of the transaction(s)	31 January 2018				
f)	Place of the transaction	London Stock Exchange, AIM				