

Best of the Best plc

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

10 April 2018

Director Dealings

The Company has today been notified that on 5, 6 and 9 April 2018 Michael Hindmarch, Non-Executive Director & Chairman of the Company bought a total of 20,000 ordinary shares at a weighted average price of 223.6p.

Accordingly, Michael Hindmarch now has a beneficial interest in 899,722 ordinary shares, representing 8.9 per cent. of the total voting rights of the Company.

Enquiries:

| | | |
|---|--|------------------|
| Best of the Best | William Hindmarch, Chief Executive | T: 020 7371 8866 |
| KTZ Communications | Kate Tzouliadis | T: 020 3178 6378 |
| finnCap Ltd (Nominated Adviser & Broker) | Corporate Finance Carl Holmes Anthony Adams Corporate Broking Alice Lane | T: 020 7886 2500 |

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 | Michael Hindmarch |
| 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 20,000 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>190p</td> <td>1,000</td> </tr> <tr> <td>217p</td> <td>7,500 Ordinary Shares</td> </tr> <tr> <td>230.8695652p</td> <td>11,500 Ordinary Shares</td> </tr> </tbody> </table> | Price(s) | Volume(s) | 190p | 1,000 | 217p | 7,500 Ordinary Shares | 230.8695652p | 11,500 Ordinary Shares |
| Price(s) | Volume(s) | | | | | | | | | |
| 190p | 1,000 | | | | | | | | | |
| 217p | 7,500 Ordinary Shares | | | | | | | | | |
| 230.8695652p | 11,500 Ordinary Shares | | | | | | | | | |
| d) | Aggregated information - Aggregated volume - Aggregated price | 20,000 Ordinary Shares 223.6p per Ordinary Share | | | | | | | | |
| e) | Date of the transaction(s) | 5, 6 & 9 April 2018 | | | | | | | | |
| f) | Place of the transaction | London Stock Exchange, AIM | | | | | | | | |