

Best of the Best plc
(“Best of the Best”, “BOTB”, “the Company” or “the Group”)

Exercise of Call Option, Share Cancellation and Director Dealings

Best of the Best plc runs competitions online to win cars and other prizes.

The Company confirms that it has today exercised the call option in the Repurchase Agreement and has bought back 721,327 Ordinary Shares at a price of 485 pence per share.

The Company has since cancelled these Ordinary Shares and consequently the issued share capital of the Company is 9,377,253 Ordinary Shares with voting rights. There are no shares held in treasury. Therefore, the total number of voting rights in the Company is 9,377,253; this figure may be used by shareholders as the denominator for the calculation by which they will determine if they are required to notify their interest in, or a change of interest in, the share capital of the Company under the FCA's Disclosure and Transparency Rules.

Directors Dealings

The Company can also confirm that the Directors of the Board who hold Ordinary Shares have accepted the Tender Offer as follows:

William Hindmarch has successfully tendered 363,346 Ordinary Shares in the Tender Offer. Accordingly, William Hindmarch now has a beneficial interest in 4,723,505 Ordinary Shares representing 50.37 per cent. of the issued Ordinary Share capital of the Company.

Michael Hindmarch has successfully tendered 67,869 Ordinary Shares in the Tender Offer. Accordingly, Michael Hindmarch now has a beneficial interest in 831,853 Ordinary Shares representing 8.87 per cent. of the issued Ordinary Share capital of the Company.

Rupert Garton has successfully tendered 113,311 Ordinary Shares in the Tender Offer. Accordingly, Rupert Garton now has a beneficial interest in 1,388,813 Ordinary Shares representing 14.81 per cent. of the issued Ordinary Share capital of the Company.

David Firth has successfully tendered 357 Ordinary Shares in the Tender Offer. Accordingly, David Firth now has a beneficial interest in 4,643 Ordinary Shares representing 0.05 per cent. of the issued Ordinary Share capital of the Company.

Terms used in this announcement shall have the meaning ascribed to them in the circular sent to Shareholders on 30 January 2019 unless otherwise stated.

Enquiries:

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The information communicated in this announcement is inside information for the purposes of Article 7 of Regulation 596/2014. Please visit www.botb.com for further information.