

Best of the Best plc

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

Director Holding

The Company has been informed that Rupert Garton, the Company's Commercial Director, has today sold 10,000 ordinary shares at a price of 340 pence per share to his SIPP.

There is no change in the beneficial holding of Rupert Garton as a result of this transaction. Accordingly, Mr Garton has a beneficial interest in 1,502,124 ordinary shares, representing 14.85 per cent. of the total voting rights of the Company.

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

The attached notifications, made in accordance with the requirements of the EU Market Abuse Regulation, give further detail.

1.	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name:	Rupert Garton				
2.	Reason for the notification					
a)	Position/status:	Commercial 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)	LEI:	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, type of instrument: Identification code:	Ordinary shares of 5 pence per share GB00B16S3505				
b)	Nature of the transaction:	Sale of 10,000 ordinary shares by Rupert Garton from his personal Charles Stanley dealing account to his Charles Stanley SIPP, with his beneficial holding remaining unchanged.				
c)	Price(s) and volume(s):	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>340p</td> <td>10,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	340p	10,000
Price(s)	Volume(s)					
340p	10,000					
d)	Aggregated information: <ul style="list-style-type: none"> Aggregated volume: Price: 	Single transaction as in 4 c) above <table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>340p</td> <td>10,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	340p	10,000
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340p	10,000					
e)	Date of the transaction:	2017-05-10				
f)	Place of the transaction:	London Stock Exchange				