

Best of the Best plc

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

5 April 2018

Director Dealings

The Company has today been informed that on 3 April 2018 Michael Hindmarch, Non-Executive Director & Chairman of the Company, purchased 5,000 ordinary shares at a price of 187 pence per share.

Accordingly, Michael Hindmarch now has a beneficial interest in 879,722 ordinary shares, representing 8.71 per cent. of the total voting rights of the Company.

Enquiries:

Best of the Best	William Hindmarch, Chief Executive	T: 020 7371 8866
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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	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 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>187p</td> <td>5,000 Ordinary Shares</td> </tr> </tbody> </table>	Price(s)	Volume(s)	187p	5,000 Ordinary Shares
		Price(s)	Volume(s)			
187p	5,000 Ordinary Shares					
d)	Aggregated information - Aggregated volume - Aggregated price - Aggregated total	5,000 Ordinary Shares 187p per Ordinary Share				
e)	Date of the transaction(s)	3 April 2018				
f)	Place of the transaction	London Stock Exchange, AIM				