

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

Director Shareholding

Best of the Best PLC, (LSE: BOTB) the online organiser of weekly competitions to win cars and other lifestyle prizes, announces that William Hindmarch, Chief Executive of the Company, has today transferred 2,350,000 shares to his wife, Philippa Hindmarch, for nil consideration (the “Transfer”).

Following the Transfer, Mr Hindmarch will directly hold 2,375,658 shares, with no change to his total beneficial holding, including those held by his wife as a person closely associated, of 4,725,658 shares, representing 50.39% of the Company’s issued share capital.

The following notifications are made in accordance with the requirements of Article 19(3) of the EU Market Abuse Regulation.

1.	Details of the Person discharging managerial responsibilities (“PDMR”) / person closely associated with them (“PCA”)					
a)	Name	William Hindmarch				
2.	Reason for the notification					
a)	Position / status	PDMR (Chief Executive)				
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	Transfer of shares to spouse				
c)	Price(s) and volume(s)	<table border="1" style="width: 100%;"> <tr> <td>Price(s)</td> <td>Volume(s)</td> </tr> <tr> <td>0.00p</td> <td>2,350,000 Ordinary Shares</td> </tr> </table>	Price(s)	Volume(s)	0.00p	2,350,000 Ordinary Shares
		Price(s)	Volume(s)			
0.00p	2,350,000 Ordinary Shares					
d)	Aggregated information					
	- Aggregated volume	n/a				
	- Aggregated price	n/a				
e)	Date of the transaction(s)	4 April 2019				

f)	Place of the transaction	Outside a trading venue	
1.	Details of the Person discharging managerial responsibilities (“PDMR”) / person closely associated with them (“PCA”)		
a)	Name	Philippa Hindmarch	
2.	Reason for the notification		
a)	Position / status	Person closely associated with William Hindmarch, Chief Executive of the Company	
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	Transfer of shares from spouse	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		0.00p	2,350,000 Ordinary Shares
d)	Aggregated information		
	- Aggregated volume	n/a	
	- Aggregated price	n/a	
e)	Date of the transaction(s)	4 April 2019	
f)	Place of the transaction	Outside a trading venue	

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)	Carl Holmes (Corporate Finance) Anthony Adams (Corporate Finance) Alice Lane (ECM)	T: 020 7220 0500