

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

**Trading Update and Notice of Results**

Best of the Best PLC, (LSE: BOTB) the online organiser of weekly competitions to win cars and other lifestyle prizes, is pleased to announce that trading for the six months ended 31 October 2019 has been encouraging, with the positive momentum announced at the Company’s AGM continuing, and with profits before tax generated tracking ahead of market expectations for the current financial year. This is largely attributable to the continued strong performance of the Company’s online strategy and move away from physical locations. The Board remains confident about the prospects of the Company in the year ahead and its pure online strategy.

This week the Company is delighted to be celebrating its 500<sup>th</sup> Dream Car winner. Whilst there is a guaranteed winner of a car every single week, to mark this significant milestone, the Company will guarantee the winner of a supercar worth circa £200,000, to be announced next Tuesday.

**Notice of Results**

The results for six months ended 31 October 2019 are expected to be announced on 30 January 2020 and the Directors look forward to updating shareholders with further details at that time.

**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

The information communicated in this announcement is inside information for the purposes of Article 7 of Regulation 596/2014.