

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

Trading update

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

Best of the Best PLC, (LSE: BOTB) the online organiser of weekly competitions to win cars and other lifestyle prizes, is pleased to provide the following trading update. As announced at the time of its Interim Results, the Company has experienced a strong start to the second half of the financial year and the Board is pleased to report that this momentum has continued.

The Board has continued to drive investment across all marketing channels and this increased spend has led to a rise in customer engagement and new customer acquisition. As such, the Company is pleased to advise that it is currently trading ahead of market guidance, as updated on 30 January 2020, in respect of both full year revenue and profit.

The Board looks forward to updating shareholders in further detail on publication of its final results for the year ending 30 April 2020.

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
