

Best of the Best plc

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

Board Appointments

Best of the Best PLC (LSE: BOTB), the provider of online competitions to win cars and other prizes, is pleased to announce the appointments of Ben Hughes and Daniel Burns to the Board as Executive Director and Non-Executive Director, respectively, with immediate effect.

Ben Hughes has served as Marketing Director for Best of the Best since 2010 and leads all marketing strategy, budgeting and delivery for the Company. During his tenure Ben has been responsible for devising and implementing the Company's marketing strategies to increase online revenues and to significantly grow the brand's online presence. Previously, Ben spent nine years at News International where he was Head of Marketing (Digital) for News Group Media.

Daniel Burns is an experienced corporate financier in the gaming, competitions, lottery and media sector with over 20 years of advisory experience covering both public and private companies. Daniel is Managing Partner at Oakvale Capital LLP ("Oakvale"), a corporate finance advisor in the gaming and media industry. Daniel previously worked as a corporate lawyer at Macfarlanes, focusing on venture capital and international mergers and acquisitions. He has sat on the advisory boards of a number of the largest gaming companies.

Daniel's appointment as a Non-Executive Director recognises the contribution that he made before, during and after the Company's recent strategic options review. The Board believes that the Company will benefit greatly from his expertise, network and strategic input as a Non-Executive Director, in providing relevant advice, experience and industry relationships as BOTB continues to grow.

Following the appointment of Ben and Daniel, the Company will have three Executive Directors and three Non-Executive Directors, of which one will be considered independent. The Board places significant importance on corporate governance and as a result will seek to appoint an additional independent director in due course.

Commenting on the Board changes, CEO William Hindmarch, stated:

"We are delighted that Ben and Daniel have agreed to join the Board at this exciting time for BOTB and are confident that their considerable experience will significantly strengthen the Board and the business."

Enquiries:

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finnCap (Nominated Adviser and Broker)	Corporate Finance Carl Holmes Kate Bannatyne Teddy Whiley ECM Alice Lane	T: 020 7220 0500

The following information regarding the appointment of Benjamin Lloyd Hughes, aged 45, is disclosed under Schedule 2(g) of the AIM Rules for Companies.

Mr Hughes holds no current or previous directorships. As at the date of this announcement, Mr Hughes has a beneficial holding of 44,791 Ordinary Shares in the Company (of which 21,811 Ordinary Shares are held by his wife), representing approximately 0.48 per cent. of the Company's total voting rights. Mr Hughes also has a total of 110,000 share options.

The following information regarding the appointment of Daniel Paul Burns, aged 50, is disclosed under Schedule 2(g) of the AIM Rules for Companies:

Current directorships and/or partnerships:

Oakvale Capital LLP
Cavendish Investment Group Ltd
GPFone Limited
Genius Sports Group Limited
Oakvale Capital Advisory Ltd
Carbon Group Limited
4 The Company Ltd

***Former directorships and/or partnerships
(within the last five years):***

Geco Gaming Ltd
Say It Limited
Betgenius Limited
Carbon Entertainment Limited
Carbon Leisure Ltd

As at the date of this announcement, Mr Burns does not have an interest in the ordinary shares of the Company.

There are no further disclosures required under Schedule 2(g) of the AIM Rules for Companies.

Oakvale Capital LLP

Oakvale Capital LLP ("Oakvale"), of which Daniel Burns is Managing Partner, is paid a standard annual retainer by the Company for its ongoing services as its Financial Adviser. Mr Burns will retain his position as Managing Partner at Oakvale whilst on the Board of the Company. In addition, the Company has an existing arrangement in place pursuant to which it will pay Oakvale fees dependent on the strategic choices adopted by the Company including at the top end, a fee of 2.5% of the transaction value in the event of a full or part sale of the Company. Appropriate arrangements have been implemented by the Board and Oakvale to mitigate against conflicts of interest, if any should arise.

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