

## **Best of the Best plc**

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

### **Trading Update**

Best of the Best PLC (LSE: BOTB), the provider of online competitions to win cars and other prizes provides an update on trading for the six months ended 31 October 2021.

The Company reports that financial performance for the period is in line with the market guidance issued on 13 August 2021. Customer acquisition costs have stabilised, albeit at the higher levels previously reported. Engagement from the enlarged player base has also normalised, with average order values and frequency similar to pre-pandemic levels. Trading for the period has, therefore, been consistent with management's revised expectations.

The Board remains confident about the prospects for the business, both in the second half of the financial year and beyond. We remain focused on our growth strategy and will update shareholders with further details upon release of the Company's Interim Results in January 2022.

#### **Enquiries:**

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