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**If you have sold or otherwise transferred all of your shares in Best of the Best plc subject to the restrictions on distribution described below and in the enclosed announcement, please send this letter and its enclosure as soon as possible to the purchaser or transferee or to the stockbroker, bank or other agent through whom the sale or transfer was effected for transmission to the purchaser or transferee. However, this documentation should not be forwarded or transmitted in or into any jurisdiction where to do so would constitute a violation of the relevant laws or regulations of such jurisdiction.**

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#### **BEST OF THE BEST PLC**

(Incorporated in England and Wales with registered number 03755182)  
Registered office: 2 Plato Place, 72-74 St Dionis Road, London, SW6 4TU

Strictly Private and Confidential

20 June 2023

#### **To shareholders of and persons with information rights in respect of Best of the Best plc (the "Company")**

Dear Shareholder / Option holder,

In accordance with Rule 2.11(b) of the City Code on Takeovers and Mergers (the "**Code**"), we attach a copy of the announcement (the "**Announcement**") released by Globe Invest Limited ("**GIL**") regarding the terms of a recommended cash acquisition of the entire issued and to be issued share capital of the Company not already held by GIL or any persons acting in concert with it Company (the "**Offer**").

This letter is not taken as a summary of the information in the Announcement and should not be regarded as a substitute for reading the Announcement in full. The Announcement also includes a summary of the provisions of Rule 8 of the Code, which are also included at the end of this letter.

It is intended that the Offer will be implemented by way of a contractual offer under Part 28 of the Companies Act 2006. The Offer is proceeding with the unanimous recommendation of the Company's board save for Mr. Charles Butler, non-executive chairman, who is not deemed to be independent for the purposes of the Offer as he is also a representative of GIL. The Announcement has put the Company into an 'offer period' under and for the purposes of the Code, to which the Company is subject. The Code seeks to ensure equal and fair treatment, so far as is practicable, of shareholders. You will receive documentation relating to the Offer in due course. You do not need to take any action at this time.

We will make further announcements when appropriate.

**Addresses may be provided to GIL**

Please note that addresses, electronic addresses and certain other information provided by you for the receipt of communications from the Company (e.g. elections to receive communications in a particular form) may be provided to GIL during the offer period as required under Section 4 of Appendix 4 of the Code.

This letter and the enclosed Announcement will be available, subject to certain restrictions relating to persons resident in restricted jurisdictions, on the offer microsite on the Company's website at [botb.com/about/investors/offer](http://botb.com/about/investors/offer) by no later than 12 noon (London time) on the business day following the date of this letter. For the avoidance of doubt, the content of the website referred to in this letter is not incorporated into and does not form part of this letter.

If you have any queries in relation to this letter, you should contact Chris Lane or Toto Berger via Buchanan Communications, on +44 (0)20 7466 5000, without delay. However, please note that neither the above contacts nor the Company will be able to provide you with any legal, financial, tax planning or investment advice.

Yours faithfully,



**William Hindmarch**

**Chief Executive Officer, Best of the Best plc**

## **Disclosure requirements of the Code**

*Under Rule 8.3(a) of the Code, any person who is interested in 1% or more of any class of relevant securities of an offeree company or of any securities exchange offeror (being any offeror other than an offeror in respect of which it has been announced that its offer is, or is likely to be, solely in cash) must make an Opening Position Disclosure following the commencement of the offer period and, if later, following the announcement in which any securities exchange offeror is first identified. An Opening Position Disclosure must contain details of the person's interests and short positions in, and rights to subscribe for, any relevant securities of each of (i) the offeree company and (ii) any securities exchange offeror(s). An Opening Position Disclosure by a person to whom Rule 8.3(a) applies must be made by no later than 3.30 pm (London time) on the 10th business day following the commencement of the offer period and, if appropriate, by no later than 3.30 pm (London time) on the 10th business day following the announcement in which any securities exchange offeror is first identified. Relevant persons who deal in the relevant securities of the offeree company or of a securities exchange offeror prior to the deadline for making an Opening Position Disclosure must instead make a Dealing Disclosure.*

*Under Rule 8.3(b) of the Code, any person who is, or becomes, interested in 1% or more of any class of relevant securities of the offeree company or of any securities exchange offeror must make a Dealing Disclosure if the person deals in any relevant securities of the offeree company or of any securities exchange offeror. A Dealing Disclosure must contain details of the dealing concerned and of the person's interests and short positions in, and rights to subscribe for, any relevant securities of each of (i) the offeree company and (ii) any securities exchange offeror(s), save to the extent that these details have previously been disclosed under Rule 8. A Dealing Disclosure by a person to whom Rule 8.3(b) applies must be made by no later than 3.30 pm (London time) on the business day following the date of the relevant dealing.*

*If two or more persons act together pursuant to an agreement or understanding, whether formal or informal, to acquire or control an interest in relevant securities of an offeree company or a securities exchange offeror, they will be deemed to be a single person for the purpose of Rule 8.3.*

*Opening Position Disclosures must also be made by the offeree company and by any offeror and Dealing Disclosures must also be made by the offeree company, by any offeror and by any persons acting in concert with any of them (see Rules 8.1, 8.2 and 8.4). Details of the offeree and offeror companies in respect of whose relevant securities Opening Position Disclosures and Dealing Disclosures must be made can be found in the Disclosure Table on the Takeover Panel's website at [www.thetakeoverpanel.org.uk](http://www.thetakeoverpanel.org.uk), including details of the number of relevant securities in issue, when the offer period commenced and when any offeror was first identified. You should contact the Panel's Market Surveillance Unit on +44 (0)20 7638 0129 if you are in any doubt as to whether you are required to make an Opening Position Disclosure or a Dealing Disclosure.*