

Best of the Best plc

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

Trading Update & Notice of Results

Best of the Best plc, which runs competitions to win luxury cars online and at retail locations, is pleased to announce that trading for the six months ended 31 October 2016 has been strong with profits before tax generated ahead of management expectations. Revenues have been in line with management expectations and the proportion of online sales continues to increase. Operating margins have improved and marketing investment in customer acquisition during the period was slightly lower than originally anticipated.

Notice of Results

The results for six months ended 31 October 2016 are expected to be announced on 18 January 2017 and the Directors look forward to updating shareholders with further details at that time.

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The information communicated in this announcement contains inside information for the purposes of Article 7 of the Market Abuse Regulation (EU) No. 596/2014.