

THIS DOCUMENT IS IMPORTANT AND REQUIRES YOUR IMMEDIATE ATTENTION. If you are in any doubt about the contents of this document or about what action to take, you are recommended immediately to seek your own professional advice from your stockbroker, solicitor, accountant or other appropriately qualified independent financial adviser authorised under the Financial Services and Markets Act 2000 if you are taking advice in the United Kingdom or, if you are taking advice in another jurisdiction, from another appropriately authorised independent financial adviser. All Shareholders are advised to consult their professional advisers regarding their own tax position.

If you have sold or otherwise transferred all of your shares in the Company you should at once forward this document, the accompanying Form of Proxy and reply paid envelope (for use in the UK only) (but not any accompanying personalised Tender Form) to the purchaser or transferee or to the stockbroker, bank or other person through whom the sale or transfer was effected, for transmission to the purchaser or transferee. However, such documents should not be forwarded or transmitted in or into any Restricted Jurisdiction.

finnCap Ltd, which is authorised and regulated by the Financial Conduct Authority, is acting for the Company in connection with the matters referred to herein and is not advising any other person or treating any other person as a customer in relation to such matters and will not be responsible to any such person for providing the protections afforded to customers of finnCap Ltd or for providing advice in connection with the matters referred to herein.

BEST OF THE BEST PLC

(Incorporated and Registered in England and Wales with registered number 03755182)

Proposal for a Tender Offer by finnCap Ltd to purchase Ordinary Shares

Notice of General Meeting

The availability of the Tender Offer to Shareholders who are not resident in the United Kingdom may be affected by the laws of the relevant jurisdiction in which they are located. Persons who are not resident in the United Kingdom should read the paragraph headed "Overseas Shareholders" set out in Part 2 of this document and should inform themselves about, and observe, any applicable legal or regulatory requirements.

The Tender Offer is not being made, directly or indirectly, in or into, or by use of the mails, or by any means or instrumentally (including, without limitation, facsimile transmission, telex and telephone) of interstate or foreign commerce or of any facility of a national securities exchange, of any Restricted Jurisdiction and the Tender Offer cannot be accepted by any such use, means, instrumentality or facility from or within any Restricted Jurisdiction.

Accordingly, unless otherwise determined by finnCap Ltd and permitted by applicable law and regulation, neither this document nor the accompanying Tender Form nor any related document, is being, or may be, directly or indirectly, mailed, transmitted or otherwise forwarded, distributed, or sent in, into or from any Restricted Jurisdiction, and persons receiving this document, the accompanying Tender Form and/or any related document (including without limitation, trustees, nominees or custodians) must not mail or otherwise forward, distribute or send it in, into or from such Restricted Jurisdiction, as to do so may invalidate any purported acceptance of the Tender Offer. Any person (including, without limitation, trustees, nominees or custodians) who would, or otherwise intends to, or who may have a contractual or legal obligation to, forward this document together with the accompanying Tender Form and/or any related document to any jurisdiction outside the United Kingdom, should seek appropriate advice before taking any action.

The Tender Offer is conditional on approval from Shareholders, which is being sought at a General Meeting of the Company to be held at the offices of the Company at 2 Plato Place, 72-74 St Dionis Road, London SW6 4TU at 11.00 a.m. on 4 July 2022, notice of which is set out at the end of this document. The accompanying Form of Proxy for use in connection with the meeting should be completed and returned to the registrar of the Company, Computershare Investor Services PLC, Corporate Actions Projects, Bristol BS99 6AH as soon as possible, but in any event so as to arrive not later than 11.00 a.m. on 30 June 2022. Completion of the Form of Proxy will not preclude you from attending the General Meeting or any adjournment of that meeting.

If you are a Qualifying Shareholder holding shares in certificated form and wish to participate in the proposed Tender Offer, you should complete and return the accompanying Tender Form to Computershare Investor Services PLC, Corporate Actions Projects, Bristol BS99 6AH (using the accompanying reply paid envelope for use within the UK only) by not later than 1.00 p.m. on 1 July 2022. If you are a Qualifying Shareholder holding shares in uncertificated form and wish to participate in the proposed Tender Offer, you should send the TTE instruction through CREST so as to settle by no later than 1.00 p.m. on 1 July 2022.

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DEFINITIONS

“AIM”	the market of that name operated by London Stock Exchange
“AIM Rules”	the rules for companies whose securities are admitted to trading on AIM, as published by the London Stock Exchange from time to time
“Basic Entitlement”	for each Qualifying Shareholder, one Ordinary Share for every 9 held, representing up to approximately 11 per cent. of the Ordinary Shares held by such Qualifying Shareholder on the Tender Offer Record Date
“Board” or “Directors”	the board of directors of the Company
“Business Day”	any day other than a Saturday, Sunday or public holiday on which banks are open in the City of London for the transaction of general commercial business
“certificated form” or “certificated”	in relation to an Ordinary Share, recorded on the Company’s register as being held in certificated form (that is not in CREST)
“Companies Act”	the Companies Act 2006, as amended
“Company”	Best of the Best Plc
“Computershare”	Computershare Investor Services PLC
“CREST”	the system for the paperless settlement of trades in securities and the holding of uncertificated securities operated by Euroclear in accordance with the CREST Regulations
“CREST Regulations” or “Regulations”	the Uncertificated Securities Regulations 2001 (SI 2001 No. 3755), as amended from time to time
“CREST Member”	a person who has been admitted by Euroclear as a system member (as defined in the Regulations)
“CREST Participant”	a person who is, in relation to CREST, a system-participant (as defined in the Regulations)
“CREST Sponsor”	a CREST Participant admitted to CREST as a CREST sponsor
“CREST Sponsored Member”	a CREST Member admitted to CREST as a CREST sponsored member
“Electronic Tender”	an electronic tender of Ordinary Shares in accordance with paragraphs 4.5(b) and 5.2 of Part 2 of this document
“Euroclear”	Euroclear UK & International Limited, the operator of CREST
“finnCap”	finnCap Ltd
“Form of Proxy”	the form of proxy for the General Meeting which accompanies this document
“General Meeting”	the General Meeting of the Company to be held at the offices of the Company at 2 Plato Place, 72-74 St Dionis Road, London SW6 4TU at 11.00 a.m. on 4 July 2022
“Group”	the Company and all its subsidiary undertakings at the date hereof

“HMRC”	Her Majesty’s Revenue and Customs
“ISIN”	international securities identification number
“London Stock Exchange”	London Stock Exchange plc
“Ordinary Shares”	the issued ordinary shares of 5 pence each in the Company
“Overseas Shareholder”	a Shareholder who is resident in, or a citizen of, a jurisdiction outside the United Kingdom
“Participant ID”	the identification code or membership number used in CREST to identify a particular CREST Member or other CREST Participant
“Proposals”	the proposals for the Tender Offer and the Repurchase, as described in this document
“Qualifying Shareholders”	shareholders who are entitled to participate in the Tender Offer who are on the Register on the Tender Offer Record Date and who are not Restricted Shareholders
“Receiving Agent”	Computershare Investor Services PLC, The Pavilions, Bridgwater Road, Bristol BS13 8AE
“Register”	the Company’s register of members
“Registrar”	Computershare Investor Services PLC, The Pavilions, Bridgwater Road, Bristol BS13 8AE
“Repurchase”	the purchase by the Company of Ordinary Shares from finnCap by way of an on market purchase pursuant to the Repurchase Agreement
“Repurchase Agreement”	the agreement dated 15 June 2022 between the Company and finnCap whereby the Company may purchase as an on market purchase all of the Ordinary Shares purchased by finnCap pursuant to the Tender Offer
“Resolution”	the resolution to be proposed at the General Meeting
“Restricted Jurisdiction”	each of the United States, Canada, Australia, New Zealand, South Africa and Japan and any other jurisdiction where the mailing of this document into or inside such jurisdiction would constitute a violation of the laws of such jurisdiction
“Restricted Shareholder”	a Shareholder with a registered address in a Restricted Jurisdiction
“Shareholders”	holders of Ordinary Shares
“tender” and “tendered”	refers to tenders by Shareholders of Ordinary Shares pursuant to the Tender Offer
“Tender Conditions”	shall have the meaning set out in paragraph 2 of Part 2 of this document
“Tender Form”	the tender form issued with this document to Shareholders for use in respect of Ordinary Shares held in certificated form
“Tender Offer”	the invitation by finnCap to Qualifying Shareholders to tender Ordinary Shares for sale to finnCap on the terms and subject to the conditions set out in this document and, in the case of Ordinary Shares held in certificated form only, in the Tender Form

“Tender Offer Closing Date”	1.00 p.m. on 1 July 2022
“Tender Offer Price”	the price of 600 pence per Ordinary Share, being the price at which finnCap is to purchase Ordinary Shares under the Tender Offer
“Tender Offer Record Date”	6.00 p.m. on 1 July 2022
“TFE instruction”	a transfer from escrow instruction (as defined by the CREST manual issued by Euroclear)
“TTE instruction”	a transfer to escrow instruction (as defined by the CREST manual issued by Euroclear)
“UK” or “United Kingdom”	the United Kingdom of Great Britain and Northern Ireland
“uncertificated” or “in uncertificated form”	in relation to an Ordinary Share, recorded on the Company’s register as being held in uncertificated form in CREST and title to which may be transferred by means of CREST

EXPECTED TIMETABLE OF EVENTS

Tender Offer Record Date	6:00 p.m. on 1 July 2022
Announcement of these proposals	07:01 a.m. 16 June 2022
Publication of this Circular	16 June 2022
Latest time and date for receipt of Tender Forms and TTE Instructions from CREST Shareholders	1.00 p.m. on 1 July 2022
Latest time and date for receipt of Forms of Proxy	11:00 a.m. on 30 June 2022
General Meeting	11:00 a.m. on 4 July 2022
Announcement of Result of General Meeting and Tender Offer	4 July 2022
Completion of purchase of Ordinary Shares under the Tender Offer	6 July 2022
Cheques dispatched for certificated Ordinary Shares purchased pursuant to the Tender Offer and payment through CREST for uncertificated Ordinary Shares purchased pursuant to the Tender Offer	On or by 15 July 2022

Part 1

LETTER FROM THE CHAIRMAN

BEST OF THE BEST PLC

(Incorporated in England and Wales with the registered number 03755182)

Directors:

David Firth (*Non-Executive Chairman*)
William Hindmarch (*Chief Executive*)
Rupert Garton (*Commercial Director*)
Ben Hughes (*Marketing Director*)
Daniel Burns (*Non-Executive Director*)

Registered Office:

2 Plato Place
72-74 St Dionis Road
London
SW6 4TU

16 June 2022

Dear Shareholder,

Tender Offer to purchase up to 1,045,877 Ordinary Shares at 600 pence per Ordinary Share in the proportion of 1 Ordinary Share for every 9 Ordinary Shares held by each Shareholder, representing approximately 11 per cent. of the Company's share capital and Notice of General Meeting

Introduction

The Company announced today that it intended to return surplus cash to Shareholders by way of a tender offer ("Tender Offer"), pursuant to which finnCap will purchase, as principal, up to approximately 11 per cent. of the Company's Ordinary Shares (1 Ordinary Share for every 9 held) at a price of 600 pence per Ordinary Share, on the basis that the Ordinary Shares that finnCap purchase under the Tender Offer will be subsequently repurchased from it by the Company pursuant to the terms and conditions of the Repurchase Agreement.

If the maximum number of Ordinary Shares under the Tender Offer are acquired this will result in an amount of approximately £6.275 million being paid to Qualifying Shareholders. Shareholders can decide whether they want to tender up to their Basic Entitlement together with potential further purchases, depending on the number of Shares tendered by other Qualifying Shareholders.

The Tender Offer Price represents a premium of 52.28 per cent. to the middle market closing price of 394 pence per Ordinary Share on 15 June 2022, being the latest practicable date before the publication of this document.

The Tender Offer is being made by finnCap, the Company's corporate broker, as principal on the basis that all Ordinary Shares that it buys under the Tender Offer will be subsequently repurchased from it by the Company pursuant to the terms of the Repurchase Agreement.

Qualifying Shareholders are not obliged to tender any or all of their Ordinary Shares if they do not wish to do so.

This document sets out full details of the Tender Offer and contains at the end of this document a notice convening a General Meeting of the Company to be held at the offices of the Company at 2 Plato Place, 72-74 St Dionis Road, London SW6 4TU on 4 July 2022 at 11.00 a.m to consider the Resolution necessary to implement the Tender Offer. If the Resolution is not passed, the Company will not implement the Tender Offer.

The Board is making no recommendation to Qualifying Shareholders in relation to their participation in the Tender Offer. However, Shareholders should note that Directors William Hindmarch, Rupert Garton, David Firth, Daniel Burns, Ben Hughes and persons closely associated with them and former director, Michael Hindmarch, who together are the registered holders of, in aggregate, 4,571,377 Ordinary Shares, representing approximately 48.57 per cent. of the Company's current issued share capital, have undertaken to accept the Tender Offer in respect of their Basic Entitlement and to vote in favour of the Resolution.

Background to and reasons for the Proposals

Your Board considers that it is in the interests of Shareholders to implement the Tender Offer so as to provide

those Qualifying Shareholders who wish to sell shares in the Company the opportunity to do so.

The Company has been cash generative for a number of years and as noted in the Trading Update section below benefits from a strong balance sheet with sufficient distributable cash reserves. Profitable trading in recent periods has led this surplus cash on the balance sheet which the Board believes that the Company does not require to fund its growth plans in the short term. Following the capital distribution, the Company will retain a robust balance sheet, maintaining cash balances in excess of £2.0 million, which the Directors consider to be sufficient working capital to fund its activities over the next 12 month period. As such, the Board deems it appropriate to return surplus cash to shareholders via the Tender Offer. Returning surplus cash by way of Tender Offer or Special Dividend has been part of the Company's strategy for a number of years.

In determining the level of return of value, the Board has taken into consideration its aim of improving the Company's earnings per share, as well as targeting a more efficient capital structure through returning excess balance sheet cash to Shareholders.

In order to return surplus cash to Shareholders by way of the Tender Offer, the Company is required to produce and file a new balance sheet with Companies House, demonstrating that it has sufficient distributable cash reserves. The Company shortly proposes to file an audited Company balance sheet as at 30 April 2022 with Companies House.

Benefits of the Proposals

The Board has considered a range of options for returning cash to Shareholders but decided to do this by way of the Tender Offer because it believes this process benefits both Qualifying Shareholders and the Company. In particular, the Directors believe that the Tender Offer:

- provides those Qualifying Shareholders who wish to sell Ordinary Shares with the opportunity to do so;
- is available to all Qualifying Shareholders regardless of the size of their shareholdings;
- ensures equal opportunity to all Qualifying Shareholders to participate in the return of capital by offering a guaranteed Basic Entitlement to all Qualifying Shareholders;
- enables those Shareholders who do not wish to receive capital at this time to maintain their full investment in the Company;
- enables Ordinary Shares to be sold by Qualifying Shareholders free of commissions or charges that would otherwise be payable by them if they were to sell their shares through their broker; and
- will have a positive impact on both the Company's earnings per share and dividend per share as all Ordinary Shares purchased by the Company pursuant to the Repurchase Agreement will be cancelled.

Acceptance of the Tender Offer will constitute a return of capital of 600 pence per share in respect of each Ordinary Share tendered.

Details of the Proposals

The Directors propose that the Tender Offer be made, pursuant to which finnCap will purchase, as principal, up to approximately 11 per cent. of the Company's Ordinary Shares at a price of 600 pence per Ordinary Share.

The Tender Offer is being made subject to the passing of a special resolution which will be proposed at the General Meeting. The Tender Offer is also subject to the conditions set out in the Repurchase Agreement and Part 2 of this document being fulfilled. The Tender Offer is open to Qualifying Shareholders on the Register at 6.00 p.m. on the Tender Offer Record Date.

In accordance with the terms and subject to the conditions of the Repurchase Agreement, finnCap has granted to the Company a call option pursuant to which, the Company may, at its sole discretion, purchase from finnCap the Ordinary Shares purchased by it pursuant to the Tender Offer at a price of 600 pence per Ordinary Share. Under the Repurchase Agreement the Company has also granted to finnCap a put option whereby to the extent that the call option is not exercised by the Company within the prescribed call option exercise period, finnCap may, at its sole discretion, require that the Company purchase such Ordinary Shares from it at a price of 600 pence per Ordinary Share. All of the Ordinary Shares purchased by the Company under the

Repurchase Agreement will be cancelled.

The purchase of shares from finnCap pursuant to the Repurchase Agreement will be funded from available cash of the Company and paid out of its distributable reserves. Accordingly, following the completion of the Repurchase, the Company's distributable reserves will be reduced by the size of the Tender Offer. If the call option or put option is exercised pursuant to the Repurchase Agreement, the Company's issued share capital will be reduced to 8,367,024 Ordinary Shares, assuming the Tender Offer is taken up in full.

You are recommended to read Part 2 of this document which sets out the full terms and conditions of the Tender Offer.

Qualifying Shareholders are not obliged to tender any Ordinary Shares and if they do not wish to participate in the Tender Offer, they should not complete or return a Tender Form or submit a TTE instruction in CREST.

How to accept the Tender Offer

A. *Ordinary Shares in certificated form (that is, not in CREST)*

Shareholders who hold Ordinary Shares in certificated form will also find accompanying this document a **Tender Form** for use in connection with the Tender Offer. Such Shareholders who wish to tender some or all of the Ordinary Shares registered in their name on the Tender Offer Record Date should complete the **Tender Form** in accordance with the instructions printed thereon and in Part 2 of this document.

The completed, signed and witnessed Tender Forms **together with your valid share certificates and/or other document(s) of title** should be sent either by post to Computershare Investor Services PLC, Corporate Actions Projects, Bristol BS99 6AH or by hand (during normal business hours only) to the Receiving Agent, Computershare Investor Services PLC, The Pavilions, Bridgwater Road, Bristol BS13 8AE by no later than 1.00 p.m. on 1 July 2022.

A prepaid envelope is enclosed for this purpose (for use within the UK only).

B. *Ordinary Shares in uncertificated form (that is, in CREST)*

Shareholders who hold Ordinary Shares in CREST (uncertificated form) who wish to take advantage of the Tender Offer should comply with those procedures set out in Part 2 of this document in respect of transferring uncertificated Ordinary Shares in escrow through CREST.

To do so they should ensure that their CREST nominee custodians, brokers or financial advisers have been advised to send the TTE instruction through CREST so as to settle by no later than 1.00 p.m. on 1 July 2022.

Shareholder's option to tender for more or less than their Basic Entitlement

Qualifying Shareholders tendering up to their Basic Entitlement will be satisfied in full (subject to completion of the Tender Offer).

Qualifying Shareholders are also entitled to tender a number of Ordinary Shares in excess of their Basic Entitlement (an "Excess Tender") if they so wish but any such Excess Tender shall only be satisfied to the extent that other Qualifying Shareholders tender a number of Ordinary Shares that is less than their Basic Entitlement so that the aggregate number of shares tendered does not exceed 1,045,877 Ordinary Shares.

General Meeting

The authorisation of the Repurchase Agreement and, accordingly, the implementation of the Tender Offer, requires, *inter alia*, the passing of a special resolution.

There is set out at the end of this document a notice convening a General Meeting of the Company to be held at the offices of the Company at 2 Plato Place, 72-74 St Dionis Road, London SW6 4TU on 4 July 2022 at 11.00 a.m.

Irrevocable undertakings by Director Shareholders

Directors William Hindmarch, Rupert Garton, David Firth, Daniel Burns, Ben Hughes and persons closely associated with them and former director, Michael Hindmarch, who together are the registered holders of, in aggregate, 4,571,377 Ordinary Shares, representing approximately 48.57 per cent. of the Company's current issued share capital, have undertaken to accept the Tender Offer in respect of their Basic Entitlement and to vote in favour of the Resolution.

Trading update

As disclosed in the announcement of the Company's preliminary results for the year ended 30 April 2022, released on 16 June 2022, revenue for the year ended 30 April 2022 was £34.68 million (2021: £45.68 million, 2020: £17.79 million) and profit before tax was £5.14 million (2021: £14.06 million, 2020: £4.21 million). Earnings per share were 45.66p (2021: 122.52p, 2020: 37.51p).

A total of £5.90 million of cash flow was generated from operations during the period. Net assets at 30 April 2022 stood at £8.09 million (2021: £8.96 million, 2020: £3.30 million), underpinned by cash balances of £10.82 million (2021: £11.8 million, 2020: £5.2 million) and our 965-year leasehold office properties valued at £0.95 million. The Group is debt free.

As stated in the aforementioned announcements, the Company has delivered consistently strong results over recent years and management have been adjusting the various business levers at their disposal, to ensure that where revenues and customer acquisition are settling and normalising post pandemic, the business continues to produce strong profits and cash generation. Whilst this has not been without its challenges, with so many unknowns in this financial year, the Company is pleased to have produced financial results a little better than market expectations.

The Board remains confident that the Company is underpinned by very solid financials, a large and loyal database, and a proven business model. There will understandably be continued focus in the short term on both profit and cash generation to support and strengthen our platform as we then to look to further business development opportunities and growth.

Directors' responsibility

The Directors accept responsibility for the information contained in this document. To the best of the knowledge and belief of the Directors (who have taken all reasonable care to ensure that such is the case) the information contained in this document is in accordance with the facts and does not omit anything likely to affect the import of such information.

Consent

finnCap has given and has not withdrawn its consent to the inclusion in this document of its name and the references to it in the form and context in which it is included or referenced.

Recommendations by the Directors

The Board considers that the Tender Offer described in this document is in the best interests of Shareholders as a whole. Accordingly, the Board recommends that Shareholders vote in favour of the Resolution, as they have undertaken to do so in respect of their own holdings of Ordinary Shares.

The Board is making no recommendation to individual Shareholders in relation to participation in the Tender Offer. Whether or not Shareholders decide to tender their Ordinary Shares will depend, amongst other things, on their own individual circumstances, including their own tax position. Shareholders are recommended to consult an appropriately authorised independent adviser in determining whether or not to participate in the Tender Offer and to the extent of such participation.

Yours faithfully

David Firth

Non-Executive Chairman

Part 2

TERMS AND CONDITIONS OF THE TENDER OFFER

Shareholders who do not wish to participate in the Tender Offer need take no action.

1. INTRODUCTION

Qualifying Shareholders on the Register on the Tender Offer Record Date are being invited to tender their Ordinary Shares for purchase by finnCap on the terms and subject to the conditions set out in this document and, in the case of certificated Ordinary Shares only, in the Tender Form.

2. TERMS OF THE TENDER OFFER

2.1 finnCap hereby offers to purchase Ordinary Shares, as principal, from Qualifying Shareholders on and subject to the terms set out in this document and (for holders of shares in certificated form) the Tender Form.

2.2 The Tender Offer is conditional upon the following (together, the “**Tender Conditions**”):

- (a) the passing of the Resolution;
- (b) the conditions set out in the Repurchase Agreement being satisfied;
- (c) the Repurchase Agreement having not been terminated; and
- (d) the Tender Offer not having been terminated in accordance with paragraph 2.23 of this Part 2.

finnCap will not purchase the Ordinary Shares pursuant to the Tender Offer unless the Tender Conditions have been satisfied. The Tender Conditions may not be waived by finnCap or the Company. If any of the above conditions is not satisfied by 7.00 a.m. on 6 July 2022 (or such later time and date as the Company and finnCap may agree), the Tender Offer will not proceed and will lapse.

2.3 All Ordinary Shares tendered by Shareholders under the Tender Offer will be tendered at the Tender Offer Price. Ordinary Shares may not be tendered at any other price.

2.4 Each Qualifying Shareholder is entitled, subject to the terms and conditions set out in this Part 2, to tender up to their Basic Entitlement. Qualifying Shareholders are permitted to submit Tender Forms or TTE instructions in respect of Ordinary Shares that are in excess of their Basic Entitlement (“Excess Tenders”). To the extent that other Qualifying Shareholders have not taken up their Basic Entitlement (thereby creating “Excess Capacity”) Qualifying Shareholders will have their Excess Tenders satisfied in full to the extent that the Excess Capacity exceeds the aggregate Excess Tenders. To the extent that the aggregate Excess Tenders exceeds Excess Capacity, Excess Tenders shall be satisfied pro rata (by value) to the amount of the Qualifying Shareholders Basic Entitlement. The decision of finnCap as to scaling back of tenders received and the treatment of fractions or other issues arising from any such scaling back will be conclusive and binding on all Qualifying Shareholders.

2.5 Subject to the terms of the Tender Offer, finnCap will purchase, as principal, Ordinary Shares tendered by Qualifying Shareholders under the Tender Offer at the Tender Offer Price on 6 July 2022.

2.6 The total number of Ordinary Shares purchased pursuant to the Tender Offer will not exceed 1,045,877 Ordinary Shares, equivalent to a maximum total amount payable of £6,275,262.

2.7 The Tender Offer is only available to Qualifying Shareholders on the Register on the Tender Offer Record Date and is only being made in respect of the number of Ordinary Shares registered in those Shareholders’ names at such time.

- 2.8 Tender Forms once duly completed (for Ordinary Shares held in certificated form) and submitted to the Receiving Agent and TTE instructions which have settled (for Ordinary Shares held in uncertificated form) will become irrevocable and cannot be withdrawn. All questions as to the validity (including time of receipt) will be determined by finnCap, in its sole discretion, which determination shall be final and binding (except as otherwise required under applicable law). None of the Company, finnCap nor any other person is or will be obliged to give notice of any defects or irregularities and none of them will incur any liability for failure to give such notice.
- 2.9 The Tender Offer will close at 1.00 p.m. on the Tender Offer Closing Date and no Tender Forms or TTE instructions received after that time will be accepted unless otherwise approved by finnCap (with the consent of the Company). finnCap (acting with the consent of the Company) reserves the right, subject to applicable legal and regulatory requirements, to extend the period for tendering under the Tender Offer at any time prior to 1.00 p.m. on the Tender Offer Closing Date. Any material change to the expected timetable will be notified to Shareholders by way of an announcement to the London Stock Exchange. Any such extension will comply with all applicable legal and regulatory requirements.
- 2.10 All or any part of a holding of Ordinary Shares may be tendered. Only whole numbers of Ordinary Shares may be tendered and, in the event of scaling back, successful tenders will be rounded down to the nearest whole number of Ordinary Shares.
- 2.11 Ordinary Shares successfully tendered under the Tender Offer will be sold to finnCap fully paid and free from all liens, charges, equitable interests and encumbrances and with all rights attaching to the same. To the extent that the either the call option or put option is exercised pursuant to the Repurchase Agreement, Ordinary Shares successfully tendered under the Tender Offer (or a corresponding number of Ordinary Shares) will be sold by finnCap to the Company through the facilities of the London Stock Exchange plc and will subsequently be cancelled and will not rank for any dividends, distribution or other equity related rights declared by the Company after that date.
- 2.12 All tenders of Ordinary Shares held in certificated form must be made on the Tender Form duly completed in accordance with the procedures set out below and on the Tender Form (which constitute part of the terms of the Tender Offer).
- 2.13 All tenders of Ordinary Shares held in uncertificated form must be made by the input and settlement of an appropriate TTE instruction in CREST in accordance with the procedure set out below and the relevant procedures in the CREST manual.
- 2.14 A tender will only be valid if the procedures contained in this document and, for Shareholders who hold Ordinary Shares in certificated form, in the Tender Form, or, as applicable, for Shareholders who hold Ordinary Shares in uncertificated form, the relevant parts of the CREST manual, are complied with.
- 2.15 The Tender Offer will be governed by, and construed in accordance with, the laws of England and Wales and the delivery of a Tender Form or the input of a TTE instruction by a Shareholder will constitute submission to the jurisdiction of the courts of England and Wales.
- 2.16 The result of the Tender Offer and, if applicable, the extent to which excess tenders will be scaled down, is expected to be announced by finnCap and the Company on 4 July 2022.
- 2.17 All documents and remittances sent by or to Shareholders and all instructions made by or on behalf of a Shareholder in CREST relating to the Tender Offer will be sent at the relevant Shareholder's own risk. If the Tender Offer does not become unconditional, or does not proceed, and lapses, in respect of Ordinary Shares held in certificated form, Tender Forms, certificates and other documents of title will be returned by post to Shareholders not later than five Business Days after the date of such lapse, or, in the case of Ordinary Shares held in uncertificated form (that is, in CREST), the Receiving Agent will provide instructions to Euroclear to transfer all Ordinary Shares held in escrow by TFE instruction to the original available balances to which those Ordinary Shares relate.

- 2.18 If only part of a holding of Ordinary Shares is successfully tendered pursuant to the Tender Offer, the relevant Shareholder will be entitled to receive the following:
- (a) if Ordinary Shares are held in certificated form, a certificate in respect of the unsold Ordinary Shares; or
 - (b) if Ordinary Shares are held in uncertificated form (that is, in CREST), the transfer by the Receiving Agent by TFE instruction to the original available balances of those unsold Ordinary Shares.
- 2.19 Further copies of the Tender Form may be obtained on request from the Receiving Agent at Computershare Investor Services PLC, The Pavilions, Bridgwater Road, Bristol BS13 8AE, or by telephone on 0370 707 1543 or, if calling from overseas, on +44(0) 370 707 1543. Lines are open 8.30 a.m. to 5.30 p.m. (London time) Monday to Friday (except UK public holidays). Calls may be recorded and randomly monitored for security and training purposes. The helpline cannot provide advice on the merits of the Tender Offer nor give any financial, legal or tax advice.
- 2.20 All questions as to the number of Ordinary Shares tendered and the validity, form, eligibility (including the time of receipt) and acceptance for payment of any tender of Ordinary Shares under the Tender Offer will be determined by finnCap (acting with the consent of the Company), which determination shall be final and binding on all parties except as otherwise required under applicable law. finnCap (acting with the consent of the Company) reserves the absolute right to reject any or all tenders it determines not to be in proper form or the acceptance of payment which may, in the opinion of finnCap, be unlawful. finnCap (acting with the consent of the Company) also reserves the absolute right to waive any of the terms or conditions of the Tender Offer (other than the Tender Conditions) and any defect or irregularity in the tender of any particular Ordinary Shares or any particular holder thereof. Unless finnCap determines otherwise (acting with the consent of the Company), no tender of Ordinary Shares will be deemed to be validly made until all defects or irregularities have been cured or waived. In the event of a waiver, the consideration under the Tender Offer will not be despatched (in respect of Ordinary Shares in certificated form) or made by way of CREST payment (in respect of Ordinary Shares in uncertificated form) to the relevant Shareholder until after (in the case of Ordinary Shares in certificated form) the Tender Form is complete in all respects and the share certificate(s) and/or other document(s) of title satisfactory to finnCap have been received or (in the case of Ordinary Shares in uncertificated form) the relevant TTE instruction has settled. None of the Receiving Agent, finnCap, the Company nor any other person is or will be obliged to give notice of any defects or irregularities in any tender and none of them will incur any liability for failure to give any such notice.
- 2.21 Ordinary Shares will be purchased under the Tender Offer free of all commissions and dealing charges.
- 2.22 The failure of any person to receive a copy of this document or the Tender Form shall not invalidate any aspect of the Tender Offer. None of the Company, Receiving Agent, finnCap or any other person will incur any liability in respect of any person failing to receive this document and/or the Tender Form.
- 2.23 The Directors reserve the right to terminate the Tender Offer at any time on or before announcement of the result of the Tender Offer if: (i) the Board in its absolute discretion concludes that the Tender Offer would no longer be in the interests of the Company and/or Shareholders; or (ii) there shall occur any change in the national or international, financial, economic, political or market conditions; or (iii) there shall occur any change in the financial position or prospects and/or circumstances of the Company (including, without limitation, in relation to the Company's profits available for distribution), which, in respect of (ii) and (iii) above, in the opinion of the Board (acting in its absolute discretion), renders the Tender Offer temporarily or permanently impractical or inadvisable (taking into account the background to and reasons for the Tender Offer), the Company shall be entitled to determine that the Tender Offer is terminated and that no Ordinary Shares tendered under the Tender Offer shall be purchased. If such determination is made, the Company shall, as soon as practicable thereafter, announce the same to the London Stock Exchange and notify Shareholders in writing.

- 2.24 The terms of the Tender Offer shall have effect subject to such non-material modifications as the Company and finnCap may from time to time approve in writing. The times and dates referred to in this document may be amended by agreement in writing between the Company and finnCap (subject to the provisions of paragraph 2.9 of this Part 2).
- 2.25 Except as contained in this document, no person has been authorised to give any information or make any representations with respect to the Company or the Tender Offer and, if given or made, such other information or representations should not be relied on as having been authorised by finnCap or the Company. Under no circumstances should the delivery of this document or the delivery of any consideration pursuant to the Tender Offer create any implication that there has been no change in the assets, properties, business or affairs of the Company since the date of this document.
- 2.26 The provisions of the Contracts (Rights of Third Parties) Act 1999 do not apply to this document.

3. OVERSEAS SHAREHOLDERS

- 3.1 Overseas Shareholders should inform themselves about and observe any applicable or legal regulatory requirements. If you are in any doubt about your position, you should consult your professional adviser in the relevant jurisdiction.
- 3.2 The making of the Tender Offer in, or to persons resident in, jurisdictions outside the United Kingdom or to persons who are citizens, residents or nationals of other countries may be affected by the laws of the relevant jurisdiction. Shareholders who are not resident in the United Kingdom, or who are citizens, residents or nationals of countries outside the United Kingdom should inform themselves about and observe any applicable legal requirements. It is the responsibility of any Overseas Shareholder wishing to take up the Tender Offer to satisfy himself as to the full observance of the laws of the relevant jurisdiction in connection therewith, including the obtaining of any governmental or other consents which may be required, the compliance with other necessary formalities and the payment of any transfer or other taxes or other requisite payments due in such jurisdiction. Any Overseas Shareholder will be responsible for any such transfer or other taxes or other requisite payments by whomsoever payable and the Company, the Registrar and finnCap and any person acting on their behalf shall be fully indemnified and held harmless by such Shareholder for any such transfer or other taxes or other requisite payments such person may be required to pay. No steps have been taken to qualify the Tender Offer or to authorise the extending of the Tender Offer or the distribution of the Tender Form in any territory outside the United Kingdom.
- 3.3 In particular, the Tender Offer is not being made directly or indirectly in, into or from or by use of the mail or by any means or instrumentality (including, without limitation, facsimile transmission, telex, and telephone) of interstate or foreign commerce, or any facility of a national securities exchange, of a Restricted Jurisdiction and the Tender Offer cannot be accepted by any such use, means, instrumentality or facility from within a Restricted Jurisdiction. Accordingly, copies of this document, the Tender Form and any related documents are not being and must not be mailed or otherwise distributed or sent in, into, or from a Restricted Jurisdiction, including to Shareholders with registered addresses in a Restricted Jurisdiction, or to persons who are custodians, nominees or trustees holding Ordinary Shares for persons in a Restricted Jurisdiction. Persons receiving such documents (including, without limitation, custodians, nominees and trustees) should not distribute, send or mail them in, into or from a Restricted Jurisdiction or use such mails or any such means, instrumentality or facility in connection with the Tender Offer, and doing so will render invalid any related purported acceptance of the Tender Offer. Persons wishing to accept the Tender Offer should not use such mails or any such means, instrumentality or facility for any purpose, directly or indirectly, relating to acceptance of the Tender Offer. Envelopes containing a Tender Form should not be postmarked in or otherwise despatched from a Restricted Jurisdiction and all accepting Shareholders must provide addresses outside a Restricted Jurisdiction for the remittance of cash or return of Tender Forms and share certificates.
- 3.4 If, in connection with making the Tender Offer, notwithstanding the restrictions described above, any person (including, without limitation, custodians, nominees and trustees), whether pursuant to a contractual or legal obligation or otherwise, forwards this document, the Tender Form or any related documents in, into or from a Restricted Jurisdiction or uses the mails of, or any means or

instrumentality (including, without limitation, facsimile transmission, telex and telephone) of interstate or foreign commerce, or any facility of a national securities exchange, of a Restricted Jurisdiction in connection with such forwarding, such persons should:

- (a) inform the recipient of such fact;
- (b) explain to the recipient that such action may invalidate any purported acceptance by the recipient; and
- (c) draw the attention of the recipient to this section of this document.

3.5 The provisions in this paragraph and/or any other terms of the Tender Offer relating to Overseas Shareholders may be waived, varied or modified as regards specific Shareholders or on a general basis by finnCap in its absolute discretion but only if finnCap is satisfied that such waiver, variation or modification will not constitute or give rise to a breach of applicable securities or other law. Subject to this, the provisions in this paragraph headed "Overseas Shareholders" supersede any terms of the Tender Offer inconsistent therewith. References to a Shareholder shall include references to the persons executing a Tender Form and in the event of more than one person executing Tender Forms, the provisions in this paragraph shall apply to them jointly and severally.

3.6 **Overseas Shareholders should inform themselves about and observe any applicable legal or regulatory requirements. The comments set out in this document are intended as a general guide only and Shareholders who are in any doubt about their position should consult their professional adviser in the relevant territory.**

4. PROCEDURE FOR TENDERING

4.1 *Different procedures for certificated and uncertificated Ordinary Shares*

If you hold Ordinary Shares in certificated form, you may only tender such Ordinary Shares by completing and returning the Tender Form, in accordance with the instructions printed thereon and set out in **paragraph 4.2 below**. If you hold Ordinary Shares in uncertificated form (that is, in CREST) you may only tender such Ordinary Shares by TTE instruction in accordance with the procedure set out in **paragraph 4.3 below** and, if those Ordinary Shares are held under different member account IDs, you should send a separate TTE instruction for each member account ID.

4.2 *Ordinary Shares held in certificated form*

To participate in the Tender Offer, Shareholders holding Ordinary Shares in certificated form must complete, sign, have witnessed and return the Tender Form in accordance with these instructions and the instructions on the Tender Form.

The following instructions should be read together with the notes on the Tender Form.

To take up the Tender Offer in respect of Ordinary Shares held in certificated form, you must sign and have witnessed Box 3 of the accompanying Tender Form in accordance with the instructions thereon.

You should complete separate Tender Forms for Ordinary Shares held in certificated form but under different designations. Additional copies of the Tender Form can be obtained from the Receiving Agent.

Completed, signed and witnessed Tender Forms, together with your valid share certificates and/or other documents of title, should be sent by post in the accompanying reply-paid envelope (for use in the UK only) or (during normal business hours only) delivered by hand to the Receiving Agent at Computershare Investor Services PLC, The Pavilions, Bridgwater Road, Bristol BS13 8AE as soon as possible and, in any event, so as to be received no later than 1.00 p.m. on the Tender Offer Closing Date. Tenders received after that time will only be accepted at the sole discretion of finnCap (acting with the consent of the Company).

Duly completed Tender Forms sent by any of the means set out above and received signed and complete in all respects by the prescribed time will be treated as tenders of Ordinary Shares in accordance with the terms and conditions of the Tender Offer. No acknowledgement of receipt of documents will be given.

The completed and signed Tender Form should be accompanied by the relevant share certificate(s) and/or other document(s) of title.

The instructions on the Tender Form shall be deemed to form part of the terms of the Tender Offer.

If you have lost your share certificate and/or other document of title, you should write to the Registrar at Computershare Investor Services PLC, The Pavilions, Bridgwater Road, Bristol BS13 8AE for a letter of indemnity in respect of the lost share certificate and/or other document of title. When completed in accordance with the instructions given, such indemnity should be returned by post to Computershare Investor Services PLC, Corporate Actions Projects, Bristol BS99 6AH or (during normal business hours only) by hand to the Receiving Agent at Computershare Investor Services PLC, The Pavilions, Bridgwater Road, Bristol BS13 8AE so as to be received as soon as possible and, in any event, no later than 1.00 p.m. on the Tender Offer Closing Date. A fee may be payable by the Shareholder in respect of each letter of indemnity.

If you are in any doubt as to the procedure for acceptance, please telephone Computershare Investor Services PLC on 0370 707 1543 from within the UK or on +44(0) 370 707 1543 if calling from outside the UK. Lines are open 8.30 a.m. to 5.30 p.m. (London time) Monday to Friday (except UK public holidays). Calls may be recorded and randomly monitored for security and training purposes. For legal reasons, the Receiving Agent will not be able to give advice on the merits of the Tender Offer or provide legal, financial or personal taxation advice and, accordingly, for such advice you should consult your stockbroker, solicitor, accountant, bank manager or other independent professional adviser.

By signing and returning a Tender Form, you will be deemed to have appointed finnCap as your agent in respect of the tender process. finnCap will therefore issue a contract note on behalf of all Shareholders whose Ordinary Shares are so purchased under the Tender Offer and will procure that the Receiving Agent remits the cash consideration to Shareholders in accordance with the instructions set out on the Tender Form.

4.3 ***Ordinary Shares in uncertificated form (that is, in CREST)***

If your Ordinary Shares are in uncertificated form, to tender such shares under the Tender Offer you should take (or procure the taking of) the action set out below to transfer (by means of a TTE instruction) the number of Ordinary Shares you wish to tender under the Tender Offer to the relevant escrow account specifying Computershare Investor Services PLC (in its capacity as a CREST Participant under Computershare's Participant ID and Member Account ID as referred to below) as the escrow agent, as soon as possible and in any event so that the transfer to escrow settles by no later than 1.00 p.m. on the Tender Offer Closing Date. Please note that settlement cannot take place on weekends or bank holidays (or other times at which the CREST system is non-operational) and you should therefore ensure you time the input of any TTE instructions accordingly.

The input and settlement of a TTE instruction in accordance with this paragraph shall constitute an offer to finnCap to sell to it the number of Ordinary Shares at the price indicated on the terms of the Tender Offer by transferring such shares to the relevant escrow account as detailed below.

If you are a CREST Sponsored Member, you should refer to your CREST Sponsor before taking any action. Only your CREST Sponsor will be able to send the TTE instruction to Euroclear in relation to the Ordinary Shares which you wish to tender. The Corporate Action Number is allocated by Euroclear and can be found by viewing the relevant corporate action details in CREST.

To tender Ordinary Shares you should send (or, if you are a CREST Sponsored Member, procure that your CREST Sponsor sends) a TTE instruction to Euroclear in relation to such Ordinary Shares.

The TTE instruction must be properly authenticated in accordance with Euroclear's specifications and must contain, in addition to the other information that is required for the TTE instruction to settle in CREST, the following details:

- (a) the number of Ordinary Shares to be transferred to the relevant escrow account;
- (b) your Member Account ID;
- (c) your Participant ID;
- (d) the Participant ID of the Receiving Agent, in its capacity as a CREST receiving agent, which is 8RA24;
- (e) the member ID of the Receiving Agent in its capacity as a CREST receiving agent, which is BESTOF01;
- (f) the input and settlement of a TTE instruction in accordance with this paragraph (which has not been validly withdrawn) shall constitute an offer to finnCap to sell to it the number of Ordinary Shares at the Tender Offer Price on the terms of the Tender Offer, by transferring such shares to the relevant escrow account as detailed above;
- (g) the ISIN number in respect of the Ordinary Shares, which is GB00B16S3505;
- (h) the intended settlement date. This should be as soon as possible and in any event no later than 1.00 p.m. on the Tender Offer Closing Date;
- (i) the contact name and telephone number inserted in the shared note field;
- (j) the corporate action number for the Tender Offer, which is allocated by Euroclear and can be found by viewing the relevant corporate action details in CREST; and
- (k) input with a standard delivery instruction priority of 80.

After settlement of the TTE instruction, you will not be able to access the Ordinary Shares concerned for any transaction or charging purposes, notwithstanding that they will be held by Computershare as the escrow agent until completion or lapse of the Tender Offer. If the Tender Offer becomes unconditional, Computershare will transfer the successfully tendered Ordinary Shares to finnCap, returning any Ordinary Shares not successfully tendered to you.

You are recommended to refer to the CREST manual published by Euroclear for further information on the CREST procedures outlined below.

You should note that Euroclear does not make available special procedures, in CREST, for any particular corporate action. Normal system timings and limitations will therefore apply in connection with a TTE instruction and its settlement. You should therefore ensure that all necessary action is taken by you (or by your CREST Sponsor) to enable a TTE instruction relating to your Ordinary Shares to settle prior to 1.00 p.m. on the Tender Offer Closing Date. In this connection you are referred in particular to those sections of the CREST manual concerning practical limitations of the CREST system and timings.

The Company and/or finnCap will make an appropriate announcement if any of the details contained in this paragraph relating to settlement in CREST are materially altered.

4.4 ***Deposits of Ordinary Shares into, and withdrawals of Ordinary Shares from, CREST***

Normal CREST procedures (including timings) apply in relation to any Ordinary Shares that are, or are to be, converted from uncertificated to certificated form or *vice versa* during the course of the Tender Offer (whether such conversion arises as a result of a transfer of Ordinary Shares relating to the Tender Offer or otherwise). Shareholders who are proposing to convert any Ordinary Shares are recommended to ensure that the conversion procedures are implemented in sufficient time to enable the person with a holding in or acquiring the Ordinary Shares as a result of the conversion to take all necessary steps in connection with the take up of the Tender Offer (in particular, as regards delivery of share certificates and/or other documents of title or transfers to an escrow balance as described above) prior to 1.00 p.m. on the Tender Offer Closing Date, whether in certificated or uncertificated form.

4.5 ***Validity of tenders***

(a) *Tender Forms*

finnCap reserves the right to treat as valid only Tender Forms which are received entirely in order by 1.00 p.m. on the Tender Offer Closing Date and which are accompanied by the relevant share certificate(s) and/or other document(s) of title or a satisfactory indemnity in lieu thereof in respect of the entire number of Ordinary Shares tendered.

(b) *Validity of Electronic Tenders*

A Tender Form which is received in respect of Ordinary Shares held in uncertificated form will not constitute a valid tender and will be disregarded. Shareholders holding Ordinary Shares in uncertificated form who wish to tender such shares should note that a TTE instruction will only be a valid tender as at the Tender Offer Closing Date, if it has settled before 1.00 p.m. on that date.

An appropriate announcement will be made if any of the details contained in this paragraph are altered.

(c) *General*

Notwithstanding the completion of a valid Tender Form or settlement of a TTE instruction, as applicable, the Tender Offer may lapse in accordance with the conditions set out above.

The decision of finnCap as to which Ordinary Shares have been validly tendered shall be conclusive and binding on all Shareholders.

If you are in any doubt as to how to complete the Tender Form or as to the procedure for making an electronic tender please contact Computershare Investor Services PLC, Corporate Actions Projects, Bristol BS99 6AH. You are reminded that, if you are a CREST Sponsored Member, you should contact your CREST Sponsor before taking any action.

Shareholders should note that once tendered Ordinary Shares may not be sold, transferred, charged or otherwise disposed of.

5. **EFFECT OF TENDER**

5.1 ***Tender Forms***

Each Shareholder by whom or, as applicable, on whose behalf a Tender Form is executed and lodged, including a Tender Form which is treated by finnCap as valid, irrevocably undertakes, represents, warrants and agrees to and with finnCap (so as to bind him, his personal representatives, heirs, successors and assigns) that:

- (a) the execution of the Tender Form shall constitute an offer to finnCap to sell to it such number of certificated Ordinary Shares as are inserted either in Box 1 or in Box 2 of the Tender Form or deemed to be tendered, in each case on and subject to the terms and conditions set out or referred to in this document and the Tender Form and that, once lodged, such tender shall be irrevocable;

- (b) such Shareholder has full power and authority to tender, sell, assign or transfer the Ordinary Shares in respect of which such offer is accepted (together with all rights attaching thereto) and, when the same are purchased by finnCap, finnCap will acquire such Ordinary Shares with full title guarantee and free from all liens, charges, encumbrances, equitable interests, rights of preemption or other third party rights of any nature and together with all rights attaching thereto, on or after the Tender Offer Closing Date, including the right to receive all dividends and other distributions declared, paid or made after that date;
- (c) such execution and lodgement, shall, subject to the Tender Offer becoming unconditional, constitute the irrevocable appointment of each of finnCap and any director or officer of finnCap as such Shareholder's agent, and an irrevocable instruction to them as such, to:
 - (i) complete and execute any and all instruments of transfer and/or other documents or forms and take any and all actions which are necessary or, in such agent's absolute discretion, desirable to give effect to the purchase and cancellation of the Ordinary Shares the subject of the Tender Form;
 - (ii) deliver such instruments of transfer and/or other documents or forms at the discretion of the agent, together with the share certificates and/or other documents of title relating to such Ordinary Shares, for registration within six months of the Tender Offer becoming unconditional and to do all such other acts and things as may in the opinion of such agent be necessary or expedient for the purpose of, or in connection with, the Tender Offer and to vest in finnCap or its nominee(s) or such other person(s) finnCap may direct such Ordinary Shares;
 - (iii) procure the purchase of the Ordinary Shares which are the subject of the Tender Form and sell such Ordinary Shares to the Company for cancellation; and
 - (iv) despatch or otherwise make payment of the proceeds of sale in respect of the purchased Ordinary Shares in accordance with the settlement provisions set out below;
- (d) such Shareholder shall not take any action which would prevent the Company or the Registrar from cancelling the Ordinary Shares tendered under the Tender Offer;
- (e) such Shareholder agrees to ratify and confirm each and every act or thing which may be done or effected by finnCap or any of its directors or officers or any person nominated by finnCap or any of its directors or officers or the Company or any of its directors in the proper exercise of their or his powers and/or authorities hereunder;
- (f) such Shareholder with a holding of Ordinary Shares in certificated form will deliver to the Receiving Agent their share certificate and/or other document of title in respect of the Ordinary Shares referred to in subparagraph (a) above, or an indemnity acceptable to finnCap in lieu thereof, or will procure the delivery of such document(s) to such person(s) as soon as possible thereafter and, in any event, by no later than 1.00 p.m. on the Tender Offer Closing Date;
- (g) the provisions of the Tender Form constitute part of the terms and conditions of the Tender Offer;
- (h) such Shareholder shall do all such acts and things as shall be necessary or expedient and execute any additional documents deemed by finnCap to be desirable, in each case to complete the purchase of the Ordinary Shares and/or to perfect any of the authorities expressed to be given hereunder;
- (i) such Shareholder has observed the laws of all relevant jurisdictions, obtained any requisite consents, complied with all applicable formalities, that the invitation under the Tender Offer may be made to him under the laws of the relevant jurisdiction, and has not taken or omitted to take any action which would otherwise result in finnCap or the Company acting in breach of any applicable legal or regulatory requirement in respect of the purchase of the Ordinary Shares tendered by him under the Tender Offer;

- (j) such Shareholder has not received or sent copies or originals of this document, the Tender Form or any related documents in, into or from a Restricted Jurisdiction and has not otherwise utilised in connection with the Tender Offer, directly or indirectly, the mails or any means or instrumentality (including, without limitation, facsimile transmission, telex and telephone) of interstate or foreign commerce, or of any facility of a national securities exchange, of a Restricted Jurisdiction; that this document or the Tender Form have not been mailed or otherwise sent in, into or from a Restricted Jurisdiction and such Shareholder is accepting the Tender Offer from outside a Restricted Jurisdiction;
- (k) the despatch of a cheque to a Shareholder as referred to in paragraph 6 of this Part 2 headed "Settlement", will discharge fully any obligation of finnCap to pay such Shareholder the consideration to which he is entitled under the Tender Offer;
- (l) on execution a Tender Form takes effect as a deed;
- (m) the execution of a Tender Form constitutes such Shareholder's submission to the jurisdiction of the courts of England and Wales in relation to all matters arising out of or in connection with the Tender Offer or the Tender Form; and
- (n) if the appointment of agent provision under sub-paragraph (c) above shall be unenforceable or invalid or shall not operate so as to afford any director or officer of finnCap the benefit or authority expressed to be given therein, the Shareholder shall with all practicable speed do all such acts and things and execute all such documents that may be required to enable finnCap to secure the full benefits of sub-paragraph (c) above.

A reference in this paragraph to a Shareholder includes a reference to the person or persons executing a Tender Form and in the event of more than one person executing a Tender Form, the provisions of this paragraph will apply to them jointly and severally.

5.2 *Electronic Tenders*

Each Shareholder by whom, or on whose behalf, a TTE instruction which is treated by finnCap and the Company as valid is made irrevocably undertakes, represents, warrants and agrees to and with finnCap (so as to bind him, his personal representatives, heirs, successors and assigns) that:

- (a) the input of the TTE instruction shall constitute an offer to sell to finnCap such number of Ordinary Shares as are specified in the TTE instruction or deemed to be tendered, in each case, on and subject to the terms and conditions set out or referred to in this document and the TTE instruction and that, once the TTE instruction has settled, such tender shall be irrevocable;
- (b) such Shareholder has full power and authority to tender, sell, assign or transfer the Ordinary Shares in respect of which the Tender Offer is accepted (together with all rights attaching thereto) and, when the same are purchased by finnCap, finnCap will acquire such Ordinary Shares with full title guarantee and free from all liens, charges, encumbrances, equitable interests, rights of pre-emption or other third party rights of any nature and together with all rights attaching thereto, on or after the Tender Offer Closing Date, including the right to receive all dividends and other distributions declared, paid or made after that date;
- (c) the input of the TTE instruction, which has effect as a tender under the Tender Offer, will, subject to the Tender Offer becoming unconditional, constitute the irrevocable appointment of the Receiving Agent as such Shareholder's escrow agent and an irrevocable instruction and authority to the escrow agent: (i) subject to the Tender Offer becoming unconditional, to transfer to itself and then to transfer to finnCap by means of CREST (or to such person or persons as finnCap may direct) all of the Relevant Ordinary Shares (as defined below); and (ii) if the Tender Offer does not become unconditional and lapses or is terminated, or there are Ordinary Shares which have not been successfully tendered under the Tender Offer, as promptly as practicable after the lapsing or termination of the Tender Offer, or the unsuccessful tender, to transfer the Relevant Ordinary Shares back to the original available balances from

which those Ordinary Shares came. For the purposes of this paragraph “Relevant Ordinary Shares” means Ordinary Shares in uncertificated form and in respect of which a transfer or transfers to escrow has or have been effected pursuant to the procedures described in this Part 2;

- (d) such Shareholder shall not take any action which would prevent the Company or the Registrars from cancelling the Ordinary Shares tendered under the Tender Offer;
- (e) such Shareholder agrees to ratify and confirm each and every act or thing which may be done or effected by finnCap and/or the Receiving Agent or any of their respective directors or officers or any person nominated by finnCap or the Receiving Agent or any of their respective directors or officers or the Company or any of its directors in the proper exercise of their respective powers and/or authorities hereunder;
- (f) if, for any reason, any Ordinary Shares in respect of which a TTE instruction has been made are, prior to 1.00 p.m. on the Tender Offer Closing Date, converted into certificated form, the Electronic Tender in respect of such Ordinary Shares shall cease to be valid and the Shareholder will need to comply with the procedures for tendering Ordinary Shares in certificated form as set out in this Part 2 in respect of the Ordinary Shares so converted, if he wishes to make a valid tender of such Ordinary Shares pursuant to the Tender Offer;
- (g) such Shareholder shall do all such acts and things as shall be necessary or expedient and execute any additional documents deemed by finnCap to be desirable, in each case to complete the purchase of the Ordinary Shares and/or to perfect any of the authorities expressed to be given hereunder;
- (h) such Shareholder has observed the laws of all relevant jurisdictions, obtained any requisite consents, complied with all applicable formalities, that the invitation under the Tender Offer may be made to him under the laws of the relevant jurisdiction, and has not taken or omitted to take any action which would otherwise result in finnCap or the Company acting in breach of any applicable legal or regulatory requirement in respect of the purchase of the Ordinary Shares tendered by him under the Tender Offer;
- (i) such Shareholder has not received or sent copies or originals of this document, the Tender Form or any related documents in, into or from a Restricted Jurisdiction and has not otherwise utilised in connection with the Tender Offer, directly or indirectly, the mails or any means or instrumentality (including, without limitation, facsimile transmission, telex and telephone) of interstate or foreign commerce, or of any facility of a national securities exchange, of a Restricted Jurisdiction at the time of the input of the relevant TTE instruction; that the TTE instruction has not been sent from a Restricted Jurisdiction and such Shareholder is accepting the Tender Offer from outside a Restricted Jurisdiction;
- (j) the creation of a payment obligation in favour of such Shareholder’s payment bank in accordance with the CREST payment arrangements as referred to in paragraph 6 of this Part 2 headed “Settlement” will, to the extent of the obligations so created, discharge fully any obligation of finnCap to pay to such Shareholder the consideration to which he is entitled under the Tender Offer;
- (k) the input of the TTE instruction constitutes such Shareholder’s submission to the jurisdiction of the courts of England and Wales in relation to all matters arising out of or in connection with the Tender Offer; and
- (l) if the appointment of agent provision under sub-paragraph (c) above shall be unenforceable or invalid or shall not operate so as to afford any director or officer of finnCap the benefit or authority expressed to be given therein, the Shareholder shall with all practicable speed do all such acts and things and execute all such documents that may be required to enable finnCap to secure the full benefits of sub-paragraph (c) above.

6. SETTLEMENT

Unless the Tender Conditions are not satisfied or the Tender Offer lapses, is withdrawn or is extended, the outcome of the Tender Offer will be announced on 4 July 2022. The payment of any consideration for Ordinary Shares pursuant to the Tender Offer will be made only after the relevant TTE instruction has settled or (in the case of Ordinary Shares in certificated form which are tendered) timely receipt by the Receiving Agent of share certificate(s) and/or other document(s) of title, a properly completed and duly executed Tender Form and any other documents required by the Tender Form. Completion of the purchase of Ordinary Shares under the Tender Offer will take place on 6 July 2022 and settlement of the consideration in respect of such purchase will be made on or by 15 July 2022.

Settlement of the consideration to which any Shareholder is entitled pursuant to tenders accepted by finnCap as complete in all respects will be made by the dispatch of cheques or CREST messages as follows:

6.1 *Ordinary Shares in certificated form*

Where an accepted tender relates to Ordinary Shares held in certificated form, cheques for the consideration due will be despatched by the Receiving Agent (on behalf of finnCap) by first class post to the person or agent whose name and address (outside a Restricted Jurisdiction) is set out in Box 1 or Box 4 of the Tender Form or, if none is set out, to the registered address of the tendering Shareholder or, in the case of joint holders, the registered address of the first named Shareholder. All payments will be made in pounds sterling by cheque, drawn on a branch of a UK clearing bank.

6.2 *Ordinary Shares in uncertificated form (that is, in CREST)*

Where a purchase relates to Ordinary Shares held by Shareholders in uncertificated form, the consideration due will be paid through CREST, by the Receiving Agent (on behalf of finnCap) procuring the creation of a payment obligation in favour of the payment banks of accepting Shareholders in accordance with the CREST payment arrangement.

Part 3

TAXATION

1. Introduction

The comments below do not constitute tax advice and are intended only as a general guide to the current tax position under the laws of the United Kingdom and practice of HM Revenue & Customs (“HMRC”) in respect of Shareholders who are resident in the United Kingdom for tax purposes and who hold their Ordinary Shares beneficially as investments (and not on trading account). They may not relate to certain Shareholders, such as dealers in securities, insurance companies or Shareholders who have (or are deemed to have) acquired their Shares by virtue of an office or employment. Shareholders who are in any doubt as to their tax position or who are subject to tax in a jurisdiction other than the United Kingdom should consult their professional adviser.

In addition, Shareholders who have claimed reliefs under the Seed Enterprise Investment Scheme, the Enterprise Investment Scheme or the Corporate Venturing Scheme, or who are Venture Capital Trusts, are strongly recommended to consult their own professional advisers immediately for advice on the tax implications of the Tender Offer.

2. The Tender Offer

Since finnCap will be acting as principal, an individual Shareholder who tenders Ordinary Shares to finnCap pursuant to the Tender Offer should be treated, for the purposes of United Kingdom taxation of chargeable gains (“CGT”), as though he had sold them in the ordinary way to a third party.

Therefore, if the Ordinary Shares are held as a capital asset by the Shareholder, the sale will constitute a disposal for the purposes of CGT and, depending on the individual Shareholder’s particular circumstances (including the availability of any exemptions, reliefs and allowable losses), a chargeable gain or an allowable loss could therefore arise for a Shareholder resident in the United Kingdom.

Subject to available reliefs (such as capital losses), a corporate Shareholder is taxable on all of its chargeable gains. Corporate Shareholders are entitled to indexation allowance on the cost of their investment up to December 2017 (the indexation allowance was frozen at this date and does not apply from 1 January 2018 onwards).

A Shareholder whose allowable expenditure in relation to his Ordinary Shares exceeds their gross proceeds of sale would realise a capital loss (although a loss cannot be created or increased by indexation allowance). If an allowable loss arises to a Shareholder on the sale of Ordinary Shares pursuant to the Tender Offer, such Shareholder is recommended to seek professional advice on the potential utilisation of such allowable loss.

A corporate shareholder who owns 10 per cent. or more of the ordinary shares may qualify for the substantial shareholdings exemption and is recommended to seek professional advice on the detailed conditions that must be met to qualify for this relief.

3. Anti-avoidance provisions

You should be aware of the anti-avoidance provisions at Part 15 of the Corporation Tax Act 2010 (for corporates) and Chapter 1, Part 13 of the Income Tax Act 2007 (for individuals), which HMRC may apply where they have reason to believe that a person obtains a tax advantage in consequence of a “transaction in securities”.

Were HMRC to seek to apply any of these provisions to the proceeds of sale of a Shareholder's Ordinary Shares, the general effect would be to tax some or all of such proceeds as income (i.e. as a dividend). These rules only apply in certain circumstances and do not apply where it can be shown (in the case of individuals) that the main purpose (or one of the main purposes) of the Shareholder being a party to the transaction in question was not to obtain an income tax advantage or (in the case of corporates) that the main object (or one of the main objects) is not to enable a corporation tax advantage to be obtained, and (in all cases) that the transaction in question was entered into for genuine commercial reasons. No application has been made by the Company for clearance from HMRC in respect of the application of the above provisions. Shareholders are advised to take independent advice as to the potential application of the above provisions in light of their own particular circumstances.

4. Stamp Duty and Stamp Duty Reserve Tax

From 28 April 2014, stamp duty and stamp duty reserve tax are no longer be chargeable on transactions in securities admitted to a recognised growth market (including AIM) provided that they are not also listed on a recognised stock exchange (and AIM shares are not treated as listed on a recognised stock exchange). As a result no stamp duty or stamp duty reserve will be payable on the purchase of the Ordinary Shares by finnCap.

BEST OF THE BEST PLC

NOTICE OF GENERAL MEETING

Notice is hereby given that a general meeting of Best of the Best Plc (the “**Company**”) will be held on 4 July]2022 at 11.00 a.m. at the offices of the Company at 2 Plato Place, 72-74 St Dionis Road, London SW6 4TU to transact the following business:

Special Business

To consider and, if thought fit, pass the following resolution as a special resolution:

THAT, in addition to the authority granted pursuant to resolution 13 at the Annual General Meeting on 15 September 2021, the Company be and is generally and unconditionally authorised to make market purchases (within the meaning of section 693(4) of the Companies Act 2006) of ordinary shares of 5 pence each, provided that:

- (a) the maximum aggregate number of ordinary shares that may be purchased is 1,045,877;
- (b) the price which may be paid for an ordinary share shall be 600 pence, exclusive of all expenses, which shall be both the maximum and the minimum price for the purpose of section 701 of the Companies Act 2006; and
- (c) the authority conferred by this resolution shall expire at the conclusion of the Company’s next annual general meeting save that the Company may, before the expiry of the authority granted by this resolution, enter into a contract to purchase ordinary shares which will or may be executed wholly or partly after the expiry of such authority.

By Order of The Board

Kerin Williams
Company Secretary

Registered Office:
2 Plato Place
72-74 St Dionis Road
London SW6 4TU

16 June 2022

Notes:

1. GENERAL

- 1.1 The resolution above seeks authority for the Company to make market purchases of its own ordinary shares and is proposed as a special resolution. If passed, the resolution gives authority for the Company to purchase up to 1,045,877 of its ordinary shares.
- 1.2 The resolution specifies the fixed price which may be paid for any ordinary shares purchased under this authority. The authority will expire at the Company’s next annual general meeting.

2. ENTITLEMENT TO ATTEND AND VOTE

Pursuant to Regulation 41 of the Uncertificated Securities Regulations 2001, the Company specifies that only those members registered in the Company’s register of members at close of business on 30 June 2022; or if this meeting is adjourned, at close of business on the day two days prior to the adjourned meeting, shall be entitled to attend and vote at the meeting.

3. APPOINTMENT OF PROXIES

- 3.1 If you are a member of the Company at the time set out in note 2 above, you are entitled to appoint a proxy to exercise all or any of your rights to attend, speak and vote at the meeting and you should have received a proxy form with this notice of meeting. You can only appoint a proxy using the procedures set out in these notes and the notes to the proxy form.
- 3.2 A proxy does not need to be a member of the Company but must attend the meeting to represent you. Details of how to appoint the chairman of the meeting or another person as your proxy using the proxy form are set out in the notes to the proxy form. If you wish your proxy to speak on your behalf at the meeting you will need to appoint your own choice of proxy (not the chairman) and give your instructions directly to them.
- 3.3 You may appoint more than one proxy provided each proxy is appointed in respect of a specified number of shares within your holding. You may not appoint more than one proxy to exercise rights attached to any one share. To appoint more than one proxy, please refer to the notes on the Form of Proxy.

4. APPOINTMENT OF PROXY USING HARD COPY PROXY FORM

- 4.1 The notes to the proxy form explain how to direct your proxy how to vote on each resolution or withhold their vote. To appoint a proxy using the proxy form, the form must be:
- 4.1.1 completed and signed;
 - 4.1.2 sent or delivered to Computershare Investor Services PLC, Corporate Actions Projects, Bristol BS99 6AH; and
 - 4.1.3 received by Computershare Investor Services PLC, Corporate Actions Projects, Bristol BS99 6AH no later than 48 hours (excluding non-working days) before the time of the meeting or any adjournment of the meeting.
- 4.2 In the case of a member which is a company, the proxy form must be executed under its common seal or signed on its behalf by a duly authorised officer of the company or an attorney for the company.
- 4.3 Any power of attorney or any other authority under which the proxy form is signed (or a duly certified copy of such power or authority) must be included with the proxy form.

5. APPOINTMENT OF PROXY ELECTRONICALLY

- 5.1 You can appoint a proxy electronically by going to www.investorcentre.co.uk/eproxy and following the online instructions. For an electronic proxy appointment to be valid, your appointment must be logged on the website using the details contained in your proxy form no later than 11.00 a.m. on 30 June 2022.
- 5.2 CREST members who wish to appoint a proxy or proxies by utilising the CREST electronic proxy appointment service may do so for the Meeting and any adjournment(s) of it by using the procedures described in the CREST Manual (available from <https://www.euroclear.com/site/public/EUI>). CREST Personal Members or other CREST sponsored members, and those CREST members who have appointed a voting service provider(s), should refer to their CREST sponsor or voting service provider(s), who will be able to take the appropriate action on their behalf.
- 5.3 In order for a proxy appointment made by means of CREST to be valid, the appropriate CREST message (a CREST Proxy Instruction) must be properly authenticated in accordance with Euroclear UK & International Limited's (EUI) specifications and must contain the information required for such instructions, as described in the CREST Manual. The message must be transmitted so as to be received by the issuer's agent (ID number 3RA50) by not later than 48 hours (excluding non-working days) before the time appointed for holding the meeting. For this purpose, the time of receipt will be taken to be the time (as determined by the timestamp applied to the message by the CREST Applications Host) from which the issuer's agent is able to retrieve the message by enquiry to CREST in the manner prescribed by CREST.
- 5.4 CREST members and, where applicable, their CREST sponsors or voting service providers should note that EUI does not make available special procedures in CREST for any particular messages. Normal system timings and limitations will therefore apply in relation to the input of CREST Proxy Instructions. It is the responsibility of the CREST member concerned to take (or, if the CREST member is a CREST personal member or sponsored member or has appointed a voting service provider(s), to procure that his CREST sponsor or voting service provider(s) take(s)) such action as shall be necessary to ensure that a message is transmitted by means of the CREST system by any particular time. In this connection, CREST members and, where applicable, their CREST sponsors or voting service providers are referred, in particular, to those sections of the CREST Manual concerning practical limitations of the CREST system and timings.
- 5.5 The Company may treat as invalid a CREST Proxy Instruction in the circumstances set out in Regulation 35(5)(a) of the Uncertificated Securities Regulations 2001.

6. APPOINTMENT OF PROXY BY JOINT MEMBERS

In the case of joint holders, where more than one of the joint holders purports to appoint a proxy, only the appointment submitted by the most senior holder will be accepted. Seniority is determined by the order in which the names of the joint holders appear in the Company's register of members in respect of the joint holding (the first-named being the most senior).

7. CHANGING PROXY INSTRUCTIONS

- 7.1 To change your proxy instructions simply submit a new proxy appointment using the methods set out above. Note that the cut-off time for receipt of proxy appointments (see above) also applies in relation to amended instructions; any amended proxy appointment received after the relevant cutoff time will be disregarded.
- 7.2 Where you have appointed a proxy using the hard copy proxy form and would like to change the instructions using another hard copy proxy form, please contact Computershare Investor Services PLC by telephoning 0370 707 1543 or, if calling from overseas, on +44(0) 370 707 1543. Lines are open 8.30 a.m. to 5.30 p.m. (London time) Monday to Friday (except UK public holidays).
- 7.3 If you submit more than one valid proxy appointment, the appointment received last before the latest time for the receipt of proxies will take precedence.

8. TERMINATION OF PROXY APPOINTMENTS

- 8.1 In order to revoke a proxy instruction, you will need to inform the Company by sending a signed hard copy notice clearly stating your intention to revoke your proxy appointment to Computershare Investor Services PLC, The Pavilions, Bridgwater Road, Bristol BS99 6ZY. In the case of a member which is a company, the revocation notice must be executed under its common seal or signed on its behalf by a duly authorised officer of the company or an attorney for the company. Any power of attorney or any other authority under which the revocation notice is signed (or a duly certified copy of such power or authority) must be included with the revocation notice.
- 8.2 The revocation notice must be received by Computershare Investor Services PLC, The Pavilions, Bridgwater Road, Bristol BS99 6ZY no later than 48 hours before the time of the meeting or any adjournment of the meeting.
- 8.3 If you attempt to revoke your proxy appointment but the revocation is received after the time specified then, subject to the paragraph directly below, your proxy appointment will remain valid.
- 8.4 Appointment of a proxy does not preclude you from attending the meeting and voting in person. If you have appointed a proxy and attend the meeting in person, your proxy appointment will automatically be terminated.