

Best of the Best plc

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

Board Appointment

Appointment of new Non-Executive Director

Best of the Best PLC (LSE: BOTB), the provider of online competitions to win cars and other prizes, announces that the Board has resolved to appoint Joanne Bucci as Independent Non-Executive Director of the Board, effective from 1 July 2022.

Joanne was Managing Director of the People's Postcode Lottery for eleven years. She oversaw the launch of this into Scotland in 2008 and the subsequent expansion into England and Wales. Joanne's other roles have included General Manager at The Sun newspaper, where she was responsible for the financial performance and implementing brand strategy for multi-platform growth. She was also Chief Operating officer of Wireless Group, the owner of Virgin Radio, Talkradio and Talksport.

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

"We are delighted to announce the appointment of Joanne to the Board. The skillset that she brings to the table will be invaluable as the business moves forward."

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

The following information regarding the appointment of Joanne Marie Bucci (previously Joanne Crabtree and Joanne Bosworth), aged 53, is disclosed under Schedule 2(g) of the AIM Rules for Companies:

Current directorships and/or partnerships:

The Maggie Keswick Jencks Cancer Caring Centres Trust

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

The Lotteries Council

Jo Bucci Consultancy Limited

Joanne Bucci was a Company Secretary of Gianluca UK Limited which was dissolved in January 2015 following a creditors' voluntary winding up in 2009. There were no secured or preferential creditors. There were unsecured creditors holding approximately £0.5m in aggregate. Joanne Bucci was also Company Secretary of Casa Estates (UK) Limited until January 2009, which entered compulsory liquidation in March 2009 and there were total claims received by the liquidator of c.£2.7m. As part of this, Joanne reached a settlement of monies owed with the liquidator. For both companies noted above, Joanne's husband, Franco Bucci, was the sole director.

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