

Best of the Best plc
(“Best of the Best”, “BOTB”, “the Company” or “the Group”)

Exercise of Call Option, Share Cancellation and Director Dealings

Best of the Best plc runs competitions online to win cars and other prizes.

The Company confirms that it has today exercised the call option in the Repurchase Agreement and has bought back 1,045,877 Ordinary Shares at a price of 600 pence per share.

The Company has since cancelled these Ordinary Shares and consequently the issued share capital of the Company is 8,367,024 Ordinary Shares with voting rights. There are no shares held in treasury. Therefore, the total number of voting rights in the Company is 8,367,024; this figure may be used by shareholders as the denominator for the calculation by which they will determine if they are required to notify their interest in, or a change of interest in, the share capital of the Company under the FCA's Disclosure and Transparency Rules.

Directors Dealings

The Company can also confirm that the Directors of the Board who hold Ordinary Shares have accepted the Tender Offer as follows:

William Hindmarch (and his persons closely associated (“**PCA**”)) have successfully tendered 335,287 Ordinary Shares in the Tender Offer. Accordingly, William Hindmarch now has a beneficial interest in 2,682,301 Ordinary Shares representing 32.06 per cent. of the issued Ordinary Share capital of the Company.

Rupert Garton has successfully tendered 128,857 Ordinary Shares in the Tender Offer. Accordingly, Rupert Garton now has a beneficial interest in 758,393 Ordinary Shares representing 9.06 per cent. of the issued Ordinary Share capital of the Company.

David Firth has successfully tendered 513 Ordinary Shares in the Tender Offer. Accordingly, David Firth now has a beneficial interest in 4,110 Ordinary Shares representing 0.05 per cent. of the issued Ordinary Share capital of the Company.

Daniel Burns has successfully tendered 2,314 Ordinary Shares in the Tender Offer. Accordingly, Daniel Burns now has a beneficial interest in 18,519 Ordinary Shares representing 0.22 per cent. of the issued Ordinary Share capital of the Company.

Ben Hughes (and his PCA) have successfully tendered 4,976 Ordinary Shares in the Tender Offer. Accordingly, Ben Hughes now has a beneficial interest in 39,815 Ordinary Shares representing 0.48 per cent. of the issued Ordinary Share capital of the Company.

Terms used in this announcement shall have the meaning ascribed to them in the circular sent to Shareholders on 16 June 2022 unless otherwise stated.

Enquiries:**Best of the Best plc**

William Hindmarch, Chief Executive
Rupert Garton, Commercial Director

T: 020 7371 8866

Buchanan

Chris Lane
Toto Berger

T: 020 7466 5000

**Oakvale Capital
(Financial Adviser)**

Daniel Burns
Kieran Davey

T: 0207 580 3838

**finnCap
(Nominated Adviser and Broker)**

Corporate Finance
Carl Holmes
Kate Bannatyne
Teddy Whiley
ECM
Alice Lane

T: 020 7220 0500

The information communicated in this announcement is inside information for the purposes of Article 7 of Regulation 596/2014
Please visit www.botb.com for further information

The following notifications are made in accordance with the requirements of Article 19(3) of the EU Market Abuse Regulation.

1.	Details of the Person discharging managerial responsibilities ("PDMR") / person closely associated with them ("PCA")		
a)	Name	William Hindmarch and his PCA	
2.	Reason for the notification		
a)	Position / status	PDMR (Chief Executive)	
b)	Initial notification / amendment	Initial notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Best of the Best plc	
b)	Legal Entity Identifier	213800A7RTSCF8IWQ247	
4.	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument	Ordinary shares of 5 pence each in the Company GB00B16S3505	
b)	Nature of the transaction	Sale of shares pursuant to Tender Offer	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		600p	335,287 Ordinary Shares
d)	Aggregated information		
	- Aggregated volume	n/a	
	- Aggregated price	n/a	
e)	Date of the transaction(s)	6 July 2022	
f)	Place of the transaction	Outside a trading venue	

1.	Details of the Person discharging managerial responsibilities ("PDMR") / person closely associated with them ("PCA")		
a)	Name	Rupert Garton	
2.	Reason for the notification		
a)	Position / status	PDMR (Commercial Director)	
b)	Initial notification / amendment	Initial notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Best of the Best plc	
b)	Legal Entity Identifier	213800A7RTSCF8IWQ247	
4.	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument	Ordinary shares of 5 pence each in the Company GB00B16S3505	
b)	Nature of the transaction	Sale of shares pursuant to Tender Offer	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		600p	128,857 Ordinary Shares
d)	Aggregated information		
	- Aggregated volume	n/a	
	- Aggregated price	n/a	
e)	Date of the transaction(s)	6 July 2022	
f)	Place of the transaction	Outside a trading venue	

1.	Details of the Person discharging managerial responsibilities ("PDMR") / person closely associated with them ("PCA")		
a)	Name	David Firth	
2.	Reason for the notification		
a)	Position / status	Non-Executive Director	
b)	Initial notification / amendment	Initial notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Best of the Best plc	
b)	Legal Entity Identifier	213800A7RTSCF8IWQ247	
4.	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument	Ordinary shares of 5 pence each in the Company GB00B16S3505	
b)	Nature of the transaction	Sale of shares pursuant to Tender Offer	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		600p	513 Ordinary Shares

d)	Aggregated information	
	- Aggregated volume	n/a
	- Aggregated price	n/a
e)	Date of the transaction(s)	6 July 2022
f)	Place of the transaction	Outside a trading venue

1.	Details of the Person discharging managerial responsibilities ("PDMR") / person closely associated with them ("PCA")		
a)	Name	Daniel Burns	
2.	Reason for the notification		
a)	Position / status	Non-Executive Director	
b)	Initial notification / amendment	Initial notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Best of the Best plc	
b)	Legal Entity Identifier	213800A7RTSCF8IWQ247	
4.	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument	Ordinary shares of 5 pence each in the Company GB00B16S3505	
b)	Nature of the transaction	Sale of shares pursuant to Tender Offer	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		600p	2,314 Ordinary Shares
d)	Aggregated information		
	- Aggregated volume	n/a	
	- Aggregated price	n/a	
e)	Date of the transaction(s)	6 July 2022	
f)	Place of the transaction	Outside a trading venue	

1.	Details of the Person discharging managerial responsibilities ("PDMR") / person closely associated with them ("PCA")		
a)	Name	Ben Hughes and his PCA	
2.	Reason for the notification		
a)	Position / status	PDMR (Marketing Director)	
b)	Initial notification / amendment	Initial notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name	Best of the Best plc	
b)	Legal Entity Identifier	213800A7RTSCF8IWQ247	

4.	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument	Ordinary shares of 5 pence each in the Company GB00B16S3505	
b)	Nature of the transaction	Sale of shares pursuant to Tender Offer	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		600p	4,976 Ordinary Shares
d)	Aggregated information		
	- Aggregated volume	n/a	
	- Aggregated price	n/a	
e)	Date of the transaction(s)	6 July 2022	
f)	Place of the transaction	Outside a trading venue	