

Best of the Best plc

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

Director / PDMR Dealings

Holdings in Company

Further to the announcement released on 8 September 2022 regarding the Letter of Intent entered into with Globe Invest Limited and the subsequent proposed acquisition of a strategic stake by Globe Invest Limited in BOTB, the Company announces that that William Hindmarch (and persons closely associated (“PCA”) to him) sold 1,689,970 ordinary shares of five pence each in Best of the Best (“Ordinary Shares”) at 400 pence per Ordinary Share. Following this transaction, William Hindmarch now has a beneficial interest in 992,331 Ordinary Shares representing 11.9 per cent. of the issued Ordinary Share capital of the Company.

Rupert Garton sold 477,822 Ordinary Shares at 400 pence per Ordinary Share and accordingly, Rupert Garton now has a beneficial interest in 280,571 Ordinary Shares representing 3.4 per cent. of the issued Ordinary Share capital of the Company.

In addition, Michael Hindmarch, the former Chairman of BOTB, today also sold 333,948 Ordinary Shares at 400 pence per Ordinary Share and accordingly, Michael Hindmarch now has a beneficial interest in 206,657 Ordinary Shares representing 2.47 per cent. of the issued Ordinary Share capital of the Company.

Globe Invest Limited acquired a total of 2,501,740 Ordinary Shares at a price of 400p, representing 29.9 per cent of the Issued Share Capital of BOTB.

Enquiries:

Best of the Best plc

William Hindmarch, Chief Executive Officer
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)

Carl Holmes / Teddy Whiley (Corporate Finance)
Alice Lane (ECM)

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	Chief Executive Officer
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 Ordinary Shares				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>400p</td> <td>1,689,970 Ordinary Shares</td> </tr> </tbody> </table>	Price(s)	Volume(s)	400p	1,689,970 Ordinary Shares
Price(s)	Volume(s)					
400p	1,689,970 Ordinary Shares					
d)	Aggregated information - Aggregated volume - Aggregated price	N/A N/A				
e)	Date of the transaction(s)	8 September 2022				
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)				

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	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 Ordinary Shares				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>400p</td> <td>477,822 Ordinary Shares</td> </tr> </tbody> </table>	Price(s)	Volume(s)	400p	477,822 Ordinary Shares
Price(s)	Volume(s)					
400p	477,822 Ordinary Shares					
d)	Aggregated information - Aggregated volume - Aggregated price	N/A N/A				
e)	Date of the transaction(s)	8 September 2022				
f)	Place of the transaction	London Stock Exchange, AIM Market (XLON)				