

## Best of the Best plc

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

#### Exercise of Options, Director/PDMR Shareholding and Total Voting Rights

##### Rule 2.9 Announcement

Best of the Best plc (LSE: BOTB), the provider of online competitions to win cars and other prizes, announces that it has today issued and allotted 94,352 new ordinary shares of 5 pence each in the Company ("Ordinary Shares") pursuant to the exercise of options by Ben Hughes, a Director of the Board and the Marketing Director of BOTB and another senior employee of the Company, in connection with the recommended and mandatory cash offer made by Globe Invest Limited ("GIL"), to acquire all of the issued and to be issued shares in the capital of BOTB ("BOTB Shares") not already owned by GIL (the "Offer").

The following transactions occurred for Ben Hughes as shown below:

Director/ PDMR	Position	Number of Options over Ordinary Shares exercised	Exercise price per Ordinary Share	Options remaining after exercise	Share Plan
Ben Hughes	Marketing Director	9,352	£2.25	-	EMI
		41,500	£3.85	-	EMI
		28,500	£3.85	-	BOTB Unapproved Share Option Scheme
<b>Total</b>		<b>79,352</b>			

Ben Hughes and his PCAs will hold 119,352 Ordinary Shares following admission of the new Ordinary Shares representing 1.41 per cent. of the issued share capital of the Company.

#### Admission

Following the above transactions, application has been made for the 94,352 new Ordinary Shares to be admitted to trading on AIM ("Admission") and dealings are expected to commence on 25 July 2023. The new Ordinary Shares will rank pari passu with the Company's existing Ordinary Shares.

The total number of Ordinary Shares in issue following Admission will be 8,461,376. Accordingly, the figure of 8,461,376 may be used by shareholders as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in the Company under the FCA's Disclosure and Transparency Rules.

#### Rule 2.9 disclosure

In accordance with Rule 2.9 of the Code, BOTB confirms that following Admission pursuant to the exercise of the options referenced above, expected on 25 July 2023 it will have in issue 8,461,376 ordinary shares of 5 pence each. The International Securities Identification Number (ISIN) for the ordinary shares is GB00B16S3505.

**Enquiries:**

Best of the Best plc

William Hindmarch, Chief Executive T: 020 7371 8866  
Rupert Garton, Commercial Director

finnCap

(Rule 3 Adviser, Nominated  
Adviser and Broker to BOTB)*Corporate Finance*Carl Holmes  
Teddy Whiley  
Alice Lane

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<b>1</b>	<b>Details of the person discharging managerial responsibilities / person closely associated</b>	
a)	Name	Ben Hughes
<b>2</b>	<b>Reason for the notification</b>	
a)	Position/status	PDMR - Executive Director
b)	Initial notification /Amendment	Initial Notification
<b>3</b>	<b>Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor</b>	
a)	Name	Best of the Best plc
b)	LEI	213800A7RTSCF8IWQ247
<b>4</b>	<b>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</b>	
a)	Description of the financial instrument, type of instrument  Identification code	Ordinary shares of 5 pence each in the Company  GB00B16S3505
b)	Nature of the transaction	<ul style="list-style-type: none"><li>• Exercise of awards under the BOTB EMI option Scheme</li><li>• Exercise of awards under the BOTB EMI option Scheme</li><li>• Exercise of awards under the BOTB Unapproved share option Scheme</li></ul>

c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th data-bbox="587 349 858 423">Price(s)</th> <th data-bbox="858 349 1125 423">Volume(s)</th> </tr> </thead> <tbody> <tr> <td data-bbox="587 423 858 555">235p</td> <td data-bbox="858 423 1125 555">9,352 (under the EMI)</td> </tr> <tr> <td data-bbox="587 555 858 687">385p</td> <td data-bbox="858 555 1125 687">41,500 (under the EMI)</td> </tr> <tr> <td data-bbox="587 687 858 819">385p</td> <td data-bbox="858 687 1125 819">28,500 (under the BOTB Unapproved share option scheme)</td> </tr> </tbody> </table>		Price(s)	Volume(s)	235p	9,352 (under the EMI)	385p	41,500 (under the EMI)	385p	28,500 (under the BOTB Unapproved share option scheme)
Price(s)	Volume(s)										
235p	9,352 (under the EMI)										
385p	41,500 (under the EMI)										
385p	28,500 (under the BOTB Unapproved share option scheme)										
d)	Aggregated information  - Aggregated volume - Price	N/a single transaction									
e)	Date of the transaction	19 July 2023									
f)	Place of the transaction	London									