

18 June 2021

B90 Holdings plc

(“B90”, the “Company” or the “Group”)

Appointment of Non-Executive Director

B90 Holdings plc (AIM: B90), the sportsbook operator and online marketing company for the gaming industry, announces the appointment of Karim Peer as an Independent Non-Executive Director with immediate effect.

Mr Peer has undertaken numerous roles including being Managing Director of Open Bet, a leading provider of sportsbook, casino gaming and betting shop technology helping acquire Alphameric plc and growing annualised revenues to approximately £56m. He was part of the team that sold Open Bet to Vitruvian Partners in a deal worth more than £200m. Since 2014, Mr Peer has been CEO of ClearLakeBlue Limited (“ClearLakeBlue”), which provides strategic consultancy and advice to corporates and private equity. His company focuses on restructuring, turnarounds and financial planning and works with corporates to prepare them for growth and to assist them in raising new capital. Through ClearLakeBlue, Mr Peer acts as Non-Executive Director of CurtainCall Limited, where he advises on pricing strategies, digital acquisition, technology and fundraising in the entertainment sector.

Through ClearLakeBlue, Mr Peer has also undertaken interim CEO roles including CEO of the London Derivates Exchange, a regulated financial services organisation. He has also been CEO of Balmoral Financial Limited, where he developed a digital strategy for the direct promotion of lending and saving products, and refocused the business to develop financial wellbeing programmes for corporate clients.

Before that, Mr Peer was CEO of Financial Objects plc (“Financial Objects”), a FinTech leader employing over 300 people worldwide. Under his leadership, this company was sold in 2008 to Temenos AG, a Swiss listed software group, achieving a 90% premium to the then prevailing share price.

Mr Peer was also the Founder and Owner of Synapse Consultancy, where he successfully led an M&A team acquiring Wealth Management Software (a UK public limited company) for Financial Objects before taking an executive role in the business. He was also Kindle Banking Systems’ Regional Director for Mercosur, based in Buenos Aires, and in the 1990s cut his teeth at International Banking Information Systems (IBIS), Kapiti Limited, Unisys and National Westminster Bank.

This announcement follows B90’s recent announcement of 28 April 2021 that Ronny Breivik has been appointed CEO of B90 Ventures Ltd, the main operating subsidiary of the Group. Ronny has worked in online gaming since 1997 and launched the first gaming portal in Norway. From 2011 until 2021 was a director of Data Empire Holdings Limited and joint CEO of oddsden.nu, which is now the largest sport betting affiliate in Norway.

Paul Duffen, Executive Chairman, commented:

“We continue to strengthen our team and Karim has the clear skills necessary to advise us as we execute our planned growth strategy. At OpenBet, a provider of technology to the betting and gaming sector, Karim set the company on a path to development of a new product set for the retail betting and gaming space, overseeing the delivery of new software in record time. As CEO of Balmoral Financial, he introduced an AI driven credit risk policy. His experience in driving new technological solutions will be invaluable. The Company welcomes him to the team, and we look forward to working with him.”

Additional Information

The following additional information is provided in accordance with paragraph (g) of Schedule Two to the AIM Rules for Companies.

Karim Peer (aged 57)

Current Directorships/Partnerships	Directorships/Partnerships held within the past five (5) years
ClearLakeBlue Limited Curtain Call Limited	Shepperton Media plc Wolf Capital Holdings Limited Hampton Mortgage Servicing Limited Balmoral Financial Limited Koku Financial Limited

Karim Peer was a director of Helveta Limited ("Helveta"), a software development and marketing company, from December 2011 to October 2014. Helveta went into administration on 18 September 2014. In March 2015, the administration of Helveta was moved to a dissolution, with an estimated shortfall to creditors of £2.4 million.

There is no other information that is required to be disclosed pursuant to paragraph (g) of Schedule Two to the AIM Rules for Companies.

-Ends-

The information contained within this announcement is deemed by the Company to constitute inside information as stipulated under the Market Abuse Regulation (EU) No. 596/2014 as it forms part of United Kingdom domestic law by virtue of the European (Withdrawal) Act 2018

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About B90 Holdings plc

B90 Holdings plc is a group of companies focused on the operation of its own online Sportsbook and Casino product as well as marketing activities for other online gaming companies.

Website: www.b90holdings.com