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B90 Holdings plc

("B90", the "Company" or "Group")

Strategic Shift to B2B Operations and Relaunch of Bet90.com

B90 Holdings plc (AIM: B90), an online marketing and service provision company for the gaming industry, is pleased to announce a strategic shift towards its core business-to-business (B2B) operations and the relaunch of its flagship brand, www.bet90.com.

Historically, B90's operations were split into two areas of focus. Firstly, lead generation, provided by B90 subsidiaries Emwys, Oddsenu, and tippen4you.com, entailing SEO and Pay-Per-Click marketing solutions, creating revenues through affiliate agreements with third party operators. Secondly, the provision of online gaming products provided by its own properties; Bet90.com and www.spinbookie.com.

Today B90 announces the relaunch of Bet90.com discontinuing its business-to-consumer (B2C) gambling operations on that site. Bet90.com remains live and has been relaunched as an affiliate website, catering to visitors with a wide array of Casino and Sports betting-related content. This content includes:

- Casino Reviews
- Sportsbook Reviews
- Casino Bonus Top Lists
- Sportsbook Bonus Top Lists
- Betting Tips

The site will offer an array of Bet90 Promotions, Bet90 Casino Reviews, Bet90 Bonuses, Bet90 Bookmaker Reviews and Bet90 Sportsbook Reviews. Alongside interesting and relevant sports content, including Sportsbook Reviews and Sportsbook Bonuses, Bet90.com will also cater to the online Casino market, with reviews of the best Online Casinos and a range of welcome Casino Bonuses. In alignment with B90's other affiliate sites, Bet90.com is set to provide an assortment of valuable Betting Tips.

To be aligned with its current strategy, the Company wishes to channel focus on core competencies of performance marketing, lead generation and affiliate services. Therefore, the Company is actively seeking the best solutions to streamline the operation of www.spinbookie.com.

Ronny Breivik, Executive Chairman B90 Holdings plc commented:

"Management focus is now firmly on B2B operations within the iGaming sector and the relaunch of Bet90.com is an integral step toward expanding our operations, whilst reducing operating costs. We will leverage our extensive experience and industry knowledge to deliver innovative solutions to our business partners. We already work alongside many well-known brands such as Bet365, Unibet, Evolution, NetEnt, Red Tiger, Quickspin, Betsafe, ComeOn Group and Betsson. Bet90.com will build strong links and create valuable content of relevance to both the online Casino market and the Sportsbook market. By engaging customers with interesting content and providing a range of Casino bonuses and Sportsbook bonuses we hope to connect customers with even more on-line brands.

He added:

"Through the acquisition, integration, and operation of technological solutions, our management team is committed to building a business that aspires to be a leading gaming service provider of scale, targeting profitability and generating positive free cash flow.

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