

For immediate release: 07.00, 9th December 2021

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

Board Changes

B90 Holdings plc (AIM: B90), the online marketing and operating company for the gaming industry, announces that Paul Duffen has taken the decision to now stand down from his position as Executive Chairman. Over the past three years, Paul has helped effect the turnaround of the business and has led the company through a challenging period and substantial change. With the Company now in a much stronger position and having helped develop a clear strategy for the Company, Paul has decided to pursue other opportunities.

B90's current independent Non-Executive Director, Karim Peer, will become the Company's new Non-Executive Chairman with immediate effect and the operational team will report to him. The Company intends to strengthen the Board further over the coming months and subsequent announcements will be made as appropriate.

Paul Duffen commented:

"Having spent the past three years working on repositioning, rebranding, and reorganising the business I am confident that the Company is now in good shape for the future. I have therefore decided to leave the Company to pursue new challenges. The business is in good hands and I will remain available to the Board over the coming months if needed. I wish the team very well for the future and am confident of their ability to deliver on the business plan."

Karim Peer, Non-Executive Chairman, added:

"On behalf of everyone associated with the Company, I would like to thank Paul for the incredible work he has done over the past few years. His commitment and leadership have positioned the company well for the future and I look forward to helping the team grow and develop the business further. We are now moving into a new phase of development and we plan to reset our focus, whilst also building on the strong foundations laid by Paul and the wider team."

-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

For further information please contact:

B90 Holdings plc +44 (0)1624 605 764
Karim Peer, Non-Executive Chairman
Marcel Noordeloos, Chief Financial Officer

Strand Hanson Limited (Nominated Adviser) +44 (0)20 7409 3494
James Harris / James Dance / Rob Patrick

Whitman Howard Ltd (Broker)
Nick Lovering

Belvedere (Financial PR & IR) +44 (0)20 3687 2754
John West / Llewellyn Angus

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