

For immediate release: 22 June 2022

B90 Holdings plc
 (“B90”, the “Company” or “Group”)

Grant of Options

B90 Holdings plc (AIM: B90), the online marketing and operating company for the gaming industry, announces that it has granted a total of 2,000,000 options ("Options") over ordinary shares of no par value in the capital of the Company ("Ordinary Shares") on 21 June 2022, under the Company's Long Term Incentive Stock Option Plan – May 2016 (as amended) (the "2016 Plan") to Karim Peer, as part of his appointment as Executive Chairman.

The Options have an exercise price of 5p per share, being yesterday's closing mid-market price per Ordinary Share. Pursuant to the terms of the 2016 Plan, the Options will vest in equal instalments over the four years following the first anniversary of the date of grant and any of the Options that remain unexercised on the fifth anniversary of the date of grant will lapse.

Following this grant of Option, Karim Peer is now interested in, in aggregate, 2,750,000 options over Ordinary Shares and the Company has, in aggregate, 22,205,000 options outstanding, representing approximately 8.4% of its issued share capital.

1	Details of the persons discharging managerial responsibilities					
a)	Name	1. Karim Peer				
2	Reason for the notification					
a)	Position/status	1. Executive Chairman				
b)	Initial notification /Amendment	Initial notification				
3	Details of the issuer					
a)	Name	B90 Holdings plc				
b)	LEI	2138007KWLZHV511A979				
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, type of instrument	Options over Ordinary Shares of no par value				
	Identification code	SIN for Ordinary Shares: IM00BYT32K14				
b)	Nature of the transaction	Grant of options				
c)	Price(s) and volume(s)	<table border="1" style="width: 100%;"> <thead> <tr> <th style="text-align: center;">Option Price(s)</th> <th style="text-align: center;">Volume(s)</th> </tr> </thead> <tbody> <tr> <td style="text-align: center;">5p</td> <td style="text-align: center;">1. 2,000,000</td> </tr> </tbody> </table>	Option Price(s)	Volume(s)	5p	1. 2,000,000
		Option Price(s)	Volume(s)			
5p	1. 2,000,000					

d)	Aggregated information - Aggregated volume - Price	- Options over 2,000,000 shares - 5p per share (exercise price)
e)	Date of the transaction	21 June 2022
f)	Place of the transaction	Outside a trading venue. New Ordinary Shares issued on exercise of options will be admitted to trading on AIM, London Stock Exchange

-ends-

For further information please contact:

B90 Holdings plc

Karim Peer, Non-Executive Chairman
Marcel Noordeloos, Chief Financial Officer

+44 (0)1624 605 764

Strand Hanson Limited (Nominated Adviser)

James Harris / James Dance / Rob Patrick

+44 (0)20 7409 3494

Whitman Howard Ltd (Broker)

Nick Lovering

Belvedere (Financial PR & IR)

John West / Llewellyn Angus

+44 (0)20 3687 2754

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