

For release: 26th September 2022

B90 Holdings plc

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

Appointment of Independent Non-Executive Director

B90 Holdings plc (AIM: B90), the online marketing and operating company for the gaming industry, is pleased to announce the appointment of Nigel Eastwood as an Independent Non-Executive Director with immediate effect.

Nigel has been involved with a host of successful digital businesses, including ThinkShield Limited, a technology platform with subsidiaries in Singapore, Vietnam, and India and D-Frame Foundation, a blockchain based advertising platform established in the Netherlands. Customer acquisition has been squarely within his ambit, and the Group looks forward to benefitting from Nigel's knowledge of driving online engagement.

Nigel has also worked closely with a large betting company, and assisted that company with its entry into India, a key future market for the Group. Also, of particular relevance to the Group, Nigel has worked with payments businesses, not least having helped a fintech unicorn digital bank to set up in the Indian market.

Nigel is a respected and regular speaker at leading tech industry events such as the ET Digital India Economic and Financial Challenges Summit and the Bloomberg TV panel discussion series, Driving the Digital Transformation. He is also a regular contributor to publications including the Economic Times, Huffington Post, and Business Insider, and frequently appears on Bloomberg, Times Now, NDTV and BBC World.

Nigel also brings extensive mergers and acquisitions experience to the table, which will also benefit the Group as it looks to grow further through acquisitions. This experience includes the acquisition of Nimbuzz an instant messaging platform which had a user base of 150 million. As its founder, Nigel directed New Call Telecom Limited to become a leading fixed line voice and broadband telecommunications businesses in the UK before its successful sale to a major UK incumbent. As the former Group Chief Executive Officer of New Call Telecom Holdings BV, he directed it to become a significant pan-Indian market leader before its sale in 2016.

Nigel has an advisory role within IndusBridge Capital Partners, which advises a diversified client base of institutional and private investors.

Nigel holds an MBA in Strategic Management and Corporate Reputation from Lancashire Business School.

With Nigel's assistance, B90 will continue to seek to identify and recruit one or more additional independent Directors to further enhance the Board's experience and expertise as B90 completes its turnaround and pursues its growth strategy.

Karim Peer, Executive Chairman of B90, said:

"We have been working hard to strengthen our Board and are delighted that that Nigel has decided to join B90 as an Independent Non-Executive Director. Nigel has been instrumental in the success of

various businesses over the last two decades, and has an expansive knowledge of the digital environment and the use of technology to attract new customers, which will complement the gaming expertise already within the Group. His experience of mergers and acquisitions will also help the Board execute its' strategy of expansion and we are certain that Nigel's knowledge and expertise, including his focus on technology and his experience in emerging markets, will be of great strategic value to B90."

Additional Information

In accordance with the AIM Rules, the following information is disclosed in relation to Nigel Anthony Eastwood (aged 55):

Current Directorships/Partnerships	Directorships/Partnerships held within the past five years
Asia Pacific Health Technologies Private Limited	Newcall Telecom Private Limited
Criblife Lifestyle Management Private Limited	
Luxury Lovers Limited	
ThinkShield India Private Limited	
Vintage Hunters Private Limited	
Yourkamaan Legal Solutions Private Limited	

Mr Eastwood currently has no interest in ordinary shares or options in the Company.

Other than the information disclosed above, there is no further information in respect of the above appointment required to be disclosed under Schedule 2 paragraph (g) of the AIM Rules.

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 UK domestic law by virtue of the European Union (Withdrawal) Act 2018, as amended. On the publication of this announcement via a Regulatory Information Service, this inside information is now considered to be in the public domain.

For further information please contact:

B90 Holdings plc

+44 (0)1624 605 764

Karim Peer, Executive Chairman

Marcel Noordeloos, Chief Financial Officer

Strand Hanson Limited (Nominated Adviser)

+44 (0)20 7409 3494

James Harris / Richard Johnson / Rob Patrick

Arden Partners plc (Broker)

+44 (0)20 7614 5900

Ruari McGirr

Belvedere (Financial PR & IR)

+44 (0)20 3008 6864

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.

www.b90holdings.com