

22 January 2024

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

DIRECTOR DEALINGS

B90 Holdings plc (AIM: B90), the online marketing and operating company for the gaming industry, notifies the following transactions by Ronny Breivik, Executive Chairman:

On 15 January 2024, for administrative purposes, Mr Breivik transferred 1,600,000 ordinary shares of no par value ("Shares") between two broker trading accounts. The transaction was effected for a consideration of £76,800 in order to settle an outstanding cash balance in relation to his notified purchases, on 21 and 28 April 2023, of an aggregate 1,985,000 Shares. This transfer, of itself, does not change Mr Breivik's total interests in the Company's Shares.

In addition, Mr Breivik was, on 19 January 2024, informed by his retail broker that on 21 April 2023 his broker had purchased for him 50,000 Shares at 7.5p per Share. This transaction was not, at that time, reported to Mr Breivik due to an administrative oversight by the broker and therefore not previously notified.

Consequently, Mr Breivik's current interest in the Company's Shares comprises 20,197,047 Ordinary Shares (of which 8,600,000 Shares are via Entercreation Limited, majority owned by Mr Breivik) and a further 10,770,762 Shares through Performance Media SIA, in which Mr Breivik is a 34.65% shareholder, representing in aggregate approximately 7.0% of the Company's issued ordinary share capital.

For further information please contact:

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Ronny Breivik, Executive Chairman

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About B90 Holdings plc

B90 Holdings plc is a company in the online gambling industry, focused on the operation of its own online Sportsbook and Casino product as well as marketing activities for other online gaming companies. We specialise in providing innovative gaming experiences and state-of-the-art technology solutions. With a strong focus on customer satisfaction and responsible gambling practices, B90 Holdings is dedicated to shaping the future of the online gaming landscape.

www.b90holdings.com

	Details of the persons discharging managerial responsibilities
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a)	Name	Ronny Breivik	
2	Reason for the notification		
a)	Position/status	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	Ordinary Shares of no par value	
	Identification code	ISIN: IM00BYT32K14	
b)	Nature of the transaction	Off market transfer between broker accounts	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		4.8p	1,600,000
d)	Aggregated information - Aggregated volume - Price	- 1,600,000 shares - £76,800	
e)	Date of the transaction	15 January 2024	
f)	Place of the transaction	Off-market	

	Details of the persons discharging managerial responsibilities		
a)	Name	Ronny Breivik	
2	Reason for the notification		
a)	Position/status	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	Ordinary Shares of no par value	
	Identification code	ISIN: IM00BYT32K14	
b)	Nature of the transaction	Market purchase	
c)	Price(s) and volume(s)	Price(s)	Volume(s)
		7.5p	50,000
d)	Aggregated information - Aggregated volume - Price	- 50,000 shares - 7.5p	
e)	Date of the transaction	21 April 2023	
f)	Place of the transaction	LSE (AIM)	