

5 March 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 that, for administrative purposes, Ronny Breivik, Executive Chairman, transferred 10,197,047 ordinary shares of no par value in the Company ("Shares") between two broker trading accounts. The transfer was effected on 4 March 2024 for no consideration and does not change Mr Breivik's total interests in the Company's Shares.

ADDITIONAL DISCLOSURE ON PREVIOUS NOTIFIED DEALINGS

In April 2023, Mr Breivik completed the purchase of an aggregate 2,035,000 ordinary shares of no par value in the Company ("Shares"), which were notified on 21 April 2023, 28 April 2023 and 22 January 2024, having initially requested that his broker acquire broadly this number of Shares in February 2023.

The Company has been made aware that the aforementioned share purchase was executed in several tranches over a period time ("Transactions") and, due to extended settlement terms offered by Mr Breivik's retail broker, his broker undertook regular same-day sales and purchases on Mr Breivik's account ("Funding Trades"), relevant details of which were not disclosed at that time. The Funding Trades (which on a net basis, did not change Mr Breivik's total interests in the Company's Shares from time to time) and the Transactions are detailed in the schedules below.

Mr Breivik's current interest in the share capital of the Company remains, as announced on 22 January 2024.

Transactions

Date	Trade type	Number of Shares	Price per Share (p)
17 Feb 2023	Purchase	150,000	4.00
20 Feb 2023	Purchase	150,000	4.25
20 Feb 2023	Purchase	50,000	4.50
20 Feb 2023	Purchase	25,000	4.50
20 Feb 2023	Purchase	25,000	4.50
21 Feb 2023	Purchase	25,000	4.90
21 Feb 2023	Purchase	25,000	5.49
21 Feb 2023	Purchase	25,000	5.90
21 Feb 2023	Purchase	15,000	5.30
22 Feb 2023	Purchase	15,000	5.48
22 Feb 2023	Purchase	15,000	5.70
22 Feb 2023	Purchase	15,000	5.80
23 Feb 2023	Purchase	15,000	5.70
23 Feb 2023	Purchase	75,000	5.70
23 Feb 2023	Purchase	75,000	6.20
24 Feb 2023	Purchase	15,000	5.99
24 Feb 2023	Purchase	15,000	6.35
28 Feb 2023	Purchase	25,000	6.30
28 Feb 2023	Purchase	60,000	6.40
1 Mar 2023	Purchase	40,000	6.34
3 Mar 2023	Purchase	75,000	6.70

7 Mar 2023	Purchase	50,000	7.00
7 Mar 2023	Purchase	25,000	6.99
7 Mar 2023	Purchase	15,000	7.00
7 Mar 2023	Purchase	15,000	7.00
19 Mar 2023	Purchase	300,000	6.663
20 Apr 2023	Purchase	450,000	7.0888
21 Apr 2023	Purchase	50,000	7.50
24 Apr 2023	Purchase	100,000	8.00
24 Apr 2023	Purchase	50,000	8.00
24 Apr 2023	Purchase	50,000	8.20
TOTAL		2,035,000	

Funding Trades

Date	Trade type	Number of Shares	Price per Share (p)
7 Mar 2023	Sale	290,000	7.00
7 Mar 2023	Purchase	290,000	6.80
7 Mar 2023	Sale	45,000	6.90
8 Mar 2023	Purchase	45,000	7.00
10 Mar 2023	Sale	100,000	6.55
10 Mar 2023	Purchase	100,000	6.60
13 Mar 2023	Sale	85,000	6.55
13 Mar 2023	Purchase	85,000	6.60
14 Mar 2023	Sale	40,000	6.30
14 Mar 2023	Purchase	40,000	6.40
15-Mar-23	Sale	75,000	6.35
15-Mar-23	Purchase	75,000	6.40
16-Mar-23	Sale	150,000	6.35
16-Mar-23	Purchase	150,000	6.40
17-Mar-23	Sale	150,000	6.00
17-Mar-23	Purchase	150,000	6.10
21-Mar-23	Sale	275,000	5.18
21-Mar-23	Purchase	275,000	5.20
22-Mar-23	Sale	100,000	4.95
22-Mar-23	Purchase	100,000	5.00
23-Mar-23	Sale	250,000	4.95
23-Mar-23	Purchase	250,000	5.00
24-Mar-23	Sale	100,000	4.75
24-Mar-23	Purchase	100,000	4.85
28-Mar-23	Sale	330,000	4.75
28-Mar-23	Purchase	330,000	4.80
30-Mar-23	Sale	230,000	4.75
30-Mar-23	Purchase	230,000	4.80
31-Mar-23	Sale	200,000	4.95
31-Mar-23	Purchase	200,000	5.00
04-Apr-23	Sale	150,000	4.75
04-Apr-23	Purchase	150,000	4.82
05-Apr-23	Sale	250,000	5.20
05-Apr-23	Purchase	250,000	5.27
17-Apr-23	Sale	200,000	6.20
17-Apr-23	Purchase	200,000	6.25
18-Apr-23	Sale	150,000	6.35
18-Apr-23	Purchase	150,000	6.40
21-Apr-23	Sale	140,000	7.25
21-Apr-23	Purchase	140,000	7.32
25-Apr-23	Sale	75,000	8.40
25-Apr-23	Purchase	75,000	8.50
26-Apr-23	Sale	250,000	8.00
26-Apr-23	Purchase	250,000	8.10

28-Apr-23	Sale	200,000	8.40
28-Apr-23	Purchase	200,000	8.50
02-May-23	Sale	195,000	8.40
02-May-23	Purchase	195,000	8.50
04-May-23	Sale	460,000	8.75
04-May-23	Purchase	460,000	8.82
09-May-23	Sale	200,000	8.60
09-May-23	Purchase	200,000	8.675
17-May-23	Sale	300,000	8.60
17-May-23	Purchase	300,000	8.675
19-May-23	Sale	300,000	8.60
19-May-23	Purchase	300,000	8.675
24-May-23	Sale	335,000	8.50
24-May-23	Purchase	335,000	8.57
26-May-23	Sale	250,000	8.50
26-May-23	Purchase	250,000	8.57
31-May-23	Sale	350,000	8.20
31-May-23	Purchase	350,000	8.27
09-Jun-23	Sale	380,000	7.75
09-Jun-23	Purchase	380,000	7.82
27-Jun-23	Sale	390,000	7.90
27-Jun-23	Purchase	390,000	7.97
30-Jun-23	Sale	400,000	7.75
30-Jun-23	Purchase	400,000	7.82
19-Jul-23	Sale	355,000	7.23
19-Jul-23	Purchase	355,000	7.30
27-Jul-23	Sale	385,000	7.30
27-Jul-23	Purchase	385,000	7.37
04-Aug-23	Sale	360,000	7.35
04-Aug-23	Purchase	360,000	7.42
17-Aug-23	Sale	410,000	7.00
17-Aug-23	Purchase	410,000	7.07
04-Sep-23	Sale	470,000	6.40
04-Sep-23	Purchase	470,000	6.47
04-Sep-23	Sale	460,000	6.40
04-Sep-23	Purchase	460,000	6.4568
20-Sep-23	Sale	660,000	6.10
20-Sep-23	Purchase	660,000	6.17
29-Sep-23	Sale	550,000	5.75
29-Sep-23	Purchase	550,000	5.82
04-Oct-23	Sale	600,000	5.50
04-Oct-23	Purchase	600,000	5.57
13-Oct-23	Sale	350,000	5.44
13-Oct-23	Purchase	350,000	5.50
17-Oct-23	Sale	865,000	5.43
17-Oct-23	Purchase	865,000	5.50
31-Oct-23	Sale	1,000,000	4.94
31-Oct-23	Purchase	1,000,000	5.00
14-Nov-23	Sale	700,000	4.93
14-Nov-23	Purchase	700,000	5.00
NET TOTAL		0	

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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