

Reach: 07.00, 18 April 2024

B90 Holdings plc

(“B90”, the “Company” or “Group”)

Oddsens.nu goes global

B90 Holdings plc, (AIM: B90) the online marketing and service provision company for the gaming industry, is delighted to announce that Oddsens.nu, a key affiliate operating within the Group, is growing its community internationally.

Oddsens.nu has traditionally focused on traffic from the Nordics. It boasts a prominent forum, enabling users to engage in continuous discussions about sports betting events throughout the day. One of the main features of Oddsens.nu is its longstanding commitment to providing winning betting tips to its user base without any charges. Consequently, the business has continued to grow its reach and meet expectations, providing an excellent platform on which to expand around the world.

Oddsens.nu has operated for over twenty years, with a loyal betting forum. It has been successful: Oddsens.nu betting tips have resulted in a 4% return on turnover since 2001, complemented by the offering of free betting tips. The time is therefore ripe for international expansion.

Oddsens.nu is now available in English and is also allowing optimisation for further language add-ons. One of the features to be rolled out globally is the lucrative player of the month competition in the Oddsens.nu forum, where players can add their tips, and win prizes based on their return. This popular feature is highly interactive and builds continuous interest in Oddsens.nu’s wider following. Its relevance to users and success is proven, and is one illustration of Oddsens’s readiness for a global rollout.

Executive Chairman of B90 Holdings plc, Ronny Breivik, commented:

“The operations of Oddsens.nu have always remained razor focused on engaging users with online gaming forums and maintaining affiliate agreements within the Nordic region. We are delighted to now be replicating that focus, and our success with Oddsens.nu, around the world.

“One of Oddsens.nu’s key strengths is the provision of an overview of various bookmakers to end users. Another strength which we will build on around the world is presenting an overview of relevant and high yielding casino bonuses from leading online casinos.

“We look forward to working further with our team to grow the Oddsens.nu community internationally. This is a community that has been carefully fostered for over twenty years, and one which we are delighted to cultivate in new geographies, relying on our extensive knowledge and understanding of different regions. Through the experience built up within our wider group, we understand which trends and principles are universal, and where tailoring to local interests and tastes is required. We will rely extensively on this experience as we set Oddsens.nu on a new international pathway.

“Oddsens.nu’s new expansion plans are also in lockstep with B90 Holdings’ plans for growing its organic business.”

-Ends-

For further information please contact:

B90 Holdings plc
Ronny Breivik, Executive Chairman
Marcel Noordeloos, Finance Director

+44 (0)1624 605 764

**Strand Hanson Limited (Nominated
Adviser)**

+44 (0)20 7409 3494

James Harris / Richard Johnson / Rob
Patrick

Zeus Capital Limited (Broker)

+44 (0)20 3829 5000

Louisa Waddell / Simon Johnson

Belvedere (Financial PR & IR)

+44 (0)20 7653 8702

John West / Llewellyn Angus / Lily Pearce