

11 June 2024

B90 Holdings plc

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

Director's purchase of shares

B90 Holdings (AIM: B90), the online marketing and operating company for the gaming industry, announces that, on 11 June 2024, Ronny Breivik, Executive Chairman, purchased 33,000 ordinary shares of no par value in the Company ("Shares") at a price of 3.35 pence per Share. Following this purchase, Mr Breivik's interest in Shares, directly and indirectly, comprises 31,000,809 Shares, representing in aggregate approximately 7.05% of the Company's issued ordinary share capital.

For further information please contact:

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Ronny Breivik, Executive Chairman
Marcel Noordeloos, Chief Financial Officer

Strand Hanson Limited (Nominated Adviser) +44 (0)20 7409 3494

James Harris / Richard Johnson / Rob Patrick

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Louisa Waddell / Simon Johnson

Belvedere (Financial PR & IR) +44 (0)20 3008 6864

John West / Llewellyn Angus

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)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>3.35p</td> <td>33,000</td> </tr> </tbody> </table>		Price(s)	Volume(s)	3.35p	33,000
Price(s)	Volume(s)						
3.35p	33,000						
d)	Aggregated information - Aggregated volume - Price	- n/a, single transaction					
e)	Date of the transaction	11 June 2024					
f)	Place of the transaction	LSE (AIM)					