

17 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 17 June 2024, Mark Rosman, Non-Executive director, purchased 20,000 ordinary shares of no par value in the Company ("Shares") at a price of 3.40 pence per Share. Following this purchase, Mr Rosman's interest in Shares, directly and indirectly, comprises 23,439,019 Shares, representing in aggregate approximately 5.33% 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

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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	Mark Rosman
2 Reason for the notification	
a) Position/status	Non-Executive Director
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>3.40p</td> <td>20,000</td> </tr> </tbody> </table>		Price(s)	Volume(s)	3.40p	20,000
Price(s)	Volume(s)						
3.40p	20,000						
d)	Aggregated information - Aggregated volume - Price	- n/a, single transaction					
e)	Date of the transaction	17 June 2024					
f)	Place of the transaction	LSE (AIM)					