

For release: 07.00, 30 July 2024

B90 Holdings plc

(“B90”, the “Company” or the “Group”)

Trading Update

B90 Holdings (AIM: B90), the online marketing company for the gaming industry, is pleased to provide a trading update for the six months ended 30 June 2024. The Company’s turnaround strategy is proceeding well and results for the full year are expected to be in-line with current market forecasts.

Revenue for the six months ended 30 June 2024 saw a notable increase compared to the same period last year, reflecting the positive impact of the Company’s strategic shift in operations. The business has now maintained positive EBITDA for six straight months since the start of this year, demonstrating the success of its cost optimisation and revenue generation strategies.

The Company has experienced a successful Euros 2024 Football Campaign with the tournament providing an excellent opportunity to engage with key audiences. Promotional activities and numerous marketing campaigns, across multiple channels during the event, produced strong results. The Group will continue to invest in further marketing initiatives throughout the year to drive future profitability.

Looking to the second half of the year, the Group’s focus will remain on expanding B2B partnerships, enhancing digital marketing capabilities, and maintaining stringent cost controls to drive further profitability and long-term revenue growth.

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

“The past six months have been transformative for B90, with the Group achieving six consecutive months of profitability at the EBITDA level, marking a significant milestone as we build a strong foundation for sustainable growth. I am confident that our continued focus on B2B operations and strategic investments will drive long-term growth and value for our shareholders.”

“The shift from a B2C to a B2B focus has been a cornerstone of our transformation, with the relaunch of Bet90.com as an affiliate website streamlining operations and reducing costs. We have established over 200 partnerships with major industry players, enhancing our market presence and value proposition. Additionally, the appointments of industry heavyweights such as Andrew McIver and the support of our strategic adviser, Mark Blandford have bolstered our market oversight and operational capabilities.”

-Ends-

The information communicated in this announcement is deemed by the Company to constitute inside information as stipulated under the Market Abuse Regulation (EU) No. 596/2014 as it forms part of United Kingdom domestic law by virtue of the European Union (Withdrawal) Act 2018, as amended.

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