

5 August 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 02 August 2024, Ronny Breivik, Executive Chairman, purchased 49,166 ordinary shares of no par value in the Company ("Shares") at a price of 3.00 pence per Share. Following this purchase, Mr Breivik's interest in Shares, directly and indirectly, comprises 31,049,975 Shares, representing in aggregate approximately 7.06% 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

**Zeus Capital Limited (Broker)** +44 (0)20 3829 5000

Louisa Waddell / Simon Johnson

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

John West / Llewellyn Angus

| <b>Details of the persons discharging managerial responsibilities</b>   |                                 |
|---|---------------------------------|
| a) Name   | Ronny Breivik                   |
| <b>2 Reason for the notification</b>  |                                 |
| a) Position/status  | Executive Chairman              |
| b) Initial notification /Amendment  | Initial notification            |
| <b>3 Details of the issuer</b>  |                                 |
| a) Name   | B90 Holdings plc                |
| b) LEI  | 2138007KWLZHV511A979            |
| <b>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</b> |                                 |
| 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>3.00p</td> <td>49,166</td> </tr> </tbody> </table> |  | Price(s) | Volume(s) | 3.00p | 49,166 |
| Price(s) | Volume(s)  |   |  |          |           |       |        |
| 3.00p    | 49,166   |   |  |          |           |       |        |
| d)       | Aggregated information<br>- Aggregated volume<br>- Price | - n/a, single transaction   |  |          |           |       |        |
| e)       | Date of the transaction                                  | 02 August 2024  |  |          |           |       |        |
| f)       | Place of the transaction                                 | LSE (AIM)   |  |          |           |       |        |