

12 December 2024

B90 Holdings plc
("B90" the "Company" or the "Group")

Director's Exercise of Options

B90 Holdings plc (AIM: B90), an online marketing company for the gaming industry, announces the exercise by Andrew McIver, Non-Executive Director of the Company, of 250,000 options over ordinary shares of no par value in the capital of the Company ("Ordinary Shares"), which were granted on 30 October 2023, at an exercise price of 5 pence per share.

Following the exercise, Mr McIver is interested in 250,000 Ordinary Shares representing 0.06 per cent. of the Company's enlarged issued share capital.

Application and Total Voting Rights

Application has been made for the admission of these 250,000 new Ordinary Shares to trading on AIM ("Admission") and it is expected that Admission will take place at 8.00 a.m. on or around 17 December 2024. The new Ordinary Shares will, upon issue, rank *pari passu* with the existing Ordinary Shares in the Company.

Following Admission, there will be a total of 440,814,739 Ordinary Shares in issue. Shareholders should therefore use this figure as the denominator for the calculations by which they will determine if they are required to notify their interest in, or a change to their interest in, the Company under the FCA's Disclosure Guidance and Transparency Rules.

Notification and public disclosure of transactions by persons discharging managerial responsibilities and persons closely associated with them

1	Details of the persons discharging managerial responsibilities	
a)	Name	Andrew McIver
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	2138007KWLZHV5I1A979
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	Options over Ordinary Shares of no par value with an exercise price of 5 pence each	
	Identification code	ISIN for Ordinary Shares: IM00BYT32K14	
b)	Nature of the transaction	Exercise of options	
c)	Price(s) and volume(s)	Option Price(s)	Volume(s)
		5p	250,000
d)	Aggregated information - Aggregated volume - Price	- N/A, single transaction - N/A, single transaction	
e)	Date of the transaction	11 December 2024	
f)	Place of the transaction	LSE (AIM)	

The information contained within this announcement is deemed to constitute inside information for the purposes of Article 7 of EU Regulation 596/2014 (Market Abuse Regulations) which is part of UK law by virtue of the European Union (Withdrawal) Act 2018. Upon publication of this announcement, this inside information is now considered to be in the public domain.

-Ends-

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