

4 February 2025

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

**Trading Update**

B90 Holdings plc (AIM: B90), an online marketing company for the gaming industry, specialising in customer acquisition, is pleased to provide a trading update for the year ended 31 December 2024, ahead of the publication of its full-year audited results. Since the Company's H1 2024 results were announced on 23 September 2024, the Company continued to trade well during the final quarter of the year, remaining EBITDA positive for every month of 2024. The Company expects to at least meet current market expectations at EBITDA level for FY 2024, with further growth anticipated in FY 2025 as the operational efficiency of its business model continues to drive performance.

Building on this momentum, the Company anticipates further organic growth in FY 2025, underpinned by its streamlined operational model and innovative marketing initiatives, driving customer acquisition and positive results for over 200 partners, including major brands like Bet365 and Stake.com. Focus remains on organic growth, as marketing-led customer acquisition and B2B partnerships continue to yield positive results.

The Company's continued shift to a B2B-focused model in H2 2024 has proven instrumental in driving increased EBITDA profitability. By outsourcing its remaining legacy online sportsbook and casino operations to a white-label solution, B90 has been able to optimise (and therefore significantly reduce) operating costs and concentrate its resources on performance marketing.

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

*"2024 was a truly transformative year for B90. Maintaining positive EBITDA in every single month is an achievement that reflects the resilience of our business model and the incredible hard work of our team. Our strategic pivot to a B2B-focused operation is not just delivering short term results – it is more than anything positioning us for long-term success.*

*"We will build on the massive groundwork done, and we remain focused on building exceptional value for both our shareholders and B2B partners. Our ability to thrive amidst challenges is proof that B90 is stronger and more innovative than ever. We approach 2025 with continued confidence and optimism."*

**- 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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