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B90 Holdings plc

(“B90”, the “Company” or the “Group”)

BOARD CHANGE: APPOINTMENT OF ANDY MCIVER AS NON-EXECUTIVE CHAIRMAN

B90 Holdings plc, the performance-driven digital marketing group serving the global i-gaming industry, is pleased to announce that Andy McIver, currently an independent Non-Executive Director of the Company, will assume the role of independent Non-Executive Chairman with immediate effect.

At the same time, Ronny Breivik will transition to the role of Chief Executive Officer, having previously combined executive leadership responsibilities with the position of Chairman.

The Board believes that the formal separation of the Chairman and Chief Executive Officer roles represents an important step in the continued evolution of B90’s governance framework. The changes reflect the Company’s growing scale and maturity as a public company and align B90 with best practice corporate governance standards, providing clearer distinction between independent Board oversight and executive management.

Andy has been a Non-Executive Director of B90 since August 2023, where he has served as Chair of the Audit Committee, and brings extensive experience of digital gaming and public markets. This includes having been Non-Executive Chairman of leading Italian gambling company Planet Win/SKS365 Malta Ltd, CEO of Jackpotjoy plc, one of the world’s largest online bingo operators, and CEO of leading online gambling company Sportingbet plc.

Martin Fleisje, independent Non-Executive Director, will assume the role of Chair of the Audit Committee. The Audit Committee will comprise Martin Fleisje (Chair) and Andy McIver.

Ronny Breivik, Chief Executive Officer, commented:

“As B90 continues to scale and mature as a public company, it is right that our governance structures evolve alongside it. Separating the roles of Chairman and Chief Executive Officer provides greater clarity and focus across the Group and reflects both the progress we have made and our ambitions for the future.”

“I am delighted that Andy will assume the role of Chairman, bringing deep sector experience and strong governance insight, while I continue to focus fully on executing our strategy and driving long-term value for shareholders.”

Andy McIver, Non-Executive Chairman, added:

“Having worked closely with the Board as a Non-Executive Director, I am pleased to assume the role of Chairman at this important stage in B90’s development. The Company has built a scalable, technology-led platform with a clear strategic focus and strong operational discipline. I look forward to working closely with Ronny and the executive team as B90 continues to execute its growth strategy.”

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