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B90 Holdings plc

("B90", the "Company" or the "Group")

B90 REACHES TEN THOUSAND WEBPAGES USING AI CMS

AI CMS supports current digital marketing operations and wider buy and build strategy

B90 Holdings plc (AIM: B90), the AI-led MarTech group serving the iGaming industry, announces that it has generated 10,000 webpages using the AI content management system ("AI CMS") since 1 June 2026, marking a significant operational milestone in the Group's deployment of AI and automation capabilities.

Already deployed within B90's digital marketing operations, AI CMS combines automated webpage creation with image and video generation, enabling the Group to produce relevant, tailored digital content at scale.

The technology is already supporting B90-owned platforms including the recently launched BestPreviews.com and Bet90.com, demonstrating its practical application across the Group's operations. B90 also plans to deploy the technology on Oddsen.nu as part of the continued rollout of the platform.

B90's use of AI CMS places particular emphasis on content relevance, consistency and factual reliability. The platform's processes are designed to reduce the risk of unsupported or inaccurate AI-generated output, commonly referred to as "hallucinations", while allowing content to be created and deployed at significantly greater scale.

By combining webpage, image and video generation within a single platform, B90 is seeking to shorten production cycles, increase creative capacity and reduce the manual resources required to support growing levels of marketing activity.

The 10,000-page milestone reflects the growing use of AI CMS within B90. The Group intends to deploy the technology more widely across its existing brands and marketing campaigns.

In line with its buy-and-build strategy, B90 intends to acquire, build and operate complementary platforms, tools and software that enhance AI CMS's capabilities or apply them to commercial use cases in other markets, verticals and niches.

Ronny Breivik, Chief Executive Officer of B90, commented:

"Reaching 10,000 webpages demonstrates how AI CMS is supporting our operations today. Bringing webpage, image and video generation together enables us to produce relevant content at scale with less manual input.

"We are already using AI CMS across various part of BestPreviews.com and Bet90.com operations*, and we plan to roll it out on Oddsen.nu next. Our buy-and-build strategy is focused on acquiring, building and operating complementary platforms, tools and software. These can enhance AI CMS and turn its capabilities into commercial applications for other markets, verticals and niches. The aim is to expand what we can deliver across our own digital assets and for partners."*

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