

1 October 2021

B90 Holdings plc

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

Grant of Options

B90 Holdings plc (AIM: B90), the online marketing company for the gaming industry, announces that it has granted options over, in aggregate, 13,530,000 ordinary shares of no par value ("**Ordinary Shares**") to certain directors and employees of the Company (the "**Options**"), pursuant to the terms of Company's Long Term Incentive Plan - May 2016 (as amended) (the "**2016 Plan**").

The Options have an exercise price of 13p per share, being yesterday's closing mid-market price per Ordinary Share. Pursuant to the terms of the 2016 Plan, the Options will vest in equal instalments over the four years following the first anniversary of the date of grant and any of the Options that remain unexercised on the fifth anniversary of the date of grant will lapse. Details of the Options that have been granted are summarised in the table below:

Individual(s)	Number of Options granted	Grant date	Exercise price	Total number of options following this issue
Paul Duffen	3,000,000	01-Oct-21	13p	4,800,000
Marcel Noordeloos	3,000,000	01-Oct-21	13p	5,100,000
Mark Rosman	3,000,000	01-Oct-21	13p	3,550,000
Karim Peer	750,000	01-Oct-21	13p	750,000
Ronny Breivik	3,000,000	01-Oct-21	13p	3,000,000
Other employees	780,000	01-Oct-21	13p	3,845,000

Following today's grant of Options, the Company has, in aggregate, 21,045,000 options outstanding, representing approximately 9.4% of its issued share capital.

1	Details of the persons discharging managerial responsibilities	
a)	Name	<ol style="list-style-type: none">1. Paul J Duffen2. Marcel Noordeloos3. Mark Rosman4. Karim Peer5. Ronny Breivik
2	Reason for the notification	

a)	Position/status	<ol style="list-style-type: none"> 1. Executive Chairman 2. Finance Director 3. Non-Executive Director 4. Non-Executive Director 5. Chief Executive of B90 Ventures Ltd (non Company Board position) 								
b)	Initial notification /Amendment	Initial notification								
3	Details of the issuer									
a)	Name	B90 Holdings plc								
b)	LEI	2138007KWLZHV51A979								
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								
	Identification code	ISIN for Ordinary Shares: IM00BYT32K14								
b)	Nature of the transaction	Grant of options								
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Option Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td rowspan="5">13p</td> <td>1. 3,000,000</td> </tr> <tr> <td>2. 3,000,000</td> </tr> <tr> <td>3. 3,000,000</td> </tr> <tr> <td>4. 750,000</td> </tr> <tr> <td>5. 3,000,000</td> </tr> </tbody> </table>	Option Price(s)	Volume(s)	13p	1. 3,000,000	2. 3,000,000	3. 3,000,000	4. 750,000	5. 3,000,000
Option Price(s)	Volume(s)									
13p	1. 3,000,000									
	2. 3,000,000									
	3. 3,000,000									
	4. 750,000									
	5. 3,000,000									
d)	Aggregated information - Aggregated volume - Price	<ul style="list-style-type: none"> - Options over 12,750,000 shares - 13p per share (exercise price) 								
e)	Date of the transaction	01 October 2021								
f)	Place of the transaction	<p>Outside a trading venue.</p> <p>New Ordinary Shares issued on exercise of options will be admitted to trading on AIM, London Stock Exchange</p>								

For further information please contact:

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About B90 Holdings plc

B90 Holdings plc is a group of companies focused on the operation of its own online Sportsbook and Casino product as well as marketing activities for other online gaming companies.

Website: www.b90holdings.com