

28 April 2023

B90 Holdings plc

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

Director's purchase of shares

B90 Holdings (AIM: B90), the online marketing and operating company for the gaming industry, announces that, today, Ronnie Breivik, interim Executive Chairman, was informed by his broker, that a total of 200,000 ordinary shares of no par value ("Ordinary Shares") at an average price of 8.055 pence per Ordinary Share were purchased this week on his behalf. Following this purchase, Mr Breivik is interested in 20,347,047 Ordinary Shares (of which 8,600,000 Shares are via Entercreation Limited, majority owned by Mr Breivik) and a further 10,770,762 Shares through Performance Media SIA, in which Mr Breivik is a 34.65% shareholder, representing approximately 11.03% of the Company's issued ordinary share capital.

For further information please contact:

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Ronny Breivik, Interim Executive Chairman
Marcel Noordeloos, Chief Financial Officer

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James Harris / Richard Johnson / Rob Patrick

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John West / Llewellyn Angus

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

| Details of the persons discharging managerial responsibilities | |
|---|---|
| a) | Name Ronny Breivik |
| 2 Reason for the notification | |
| a) | Position/status (Interim) Executive Chairman |
| b) | Initial notification /Amendment Initial notification |
| 3 Details of the issuer | |
| a) | Name B90 Holdings plc |
| b) | LEI 2138007KWLZHV511A979 |

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|----|--|--|-----------|
| 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 | Ordinary Shares of no par value | |
| | Identification code | ISIN: IM00BYT32K14 | |
| b) | Nature of the transaction | Market purchase | |
| c) | Price(s) and volume(s) | Price(s) | Volume(s) |
| | | 8.055p | 200,000 |
| d) | Aggregated information - Aggregated volume - Price | - 200,000 shares - 8.055p per share | |
| e) | Date of the transaction | 25 and 26 April 2023 | |
| f) | Place of the transaction | LSE (AIM) | |