

For release on Reach: 7 February 2023

**B90 Holdings plc**

("B90" or the "Company")

**Mark Blandford Appointed as Strategic Adviser**

B90 Holdings (AIM: B90), the online marketing and operating company for the gaming industry, today announces that it has appointed Mark Blandford as a strategic adviser to the Company with immediate effect.

Mark is senior industry figure and considered by many to be one of the founders of the developed online gaming industry. Having started his career as the owner of a traditional 'bricks and mortar' bookmaker's chain for over 15 years, he then recognised the potential of the internet for the industry in the mid-1990s. In 1998 he founded Sportingbet.com, and in 2001 floated the company on AIM. Mark stepped down from the Board of Sportingbet in 2007 before its eventual sale in 2013 with the assets being split between William Hill and GVC. In 2002, he was awarded AIM Entrepreneur of the Year.

After stepping down from the board of Sportingbet, Mark has become an active, successful and widely followed investor in the digital gambling and entertainment space. His family investment portfolio now spans over 40 companies across a broad range of sectors, but still with a primary focus on gaming, support services and data driven scalable tech businesses. He is a current non-executive director of Gaming Realms plc (AIM: GMR), the developer and licensor of mobile focused gaming content. He also sits as Chairman of the board of Nasdaq-listed Gambling.com Group Limited (Nasdaq: GAMB), a performance marketing company and a leading provider of digital marketing services active in the global online gambling industry. Mark serves as Chairman of the board of directors at FSB Technology (U.K.) Ltd., Double Diamond Gaming Limited, and Condor Properties.

**Ronny Breivik, Interim Executive Chairman of B90, commented:**

*"Mark has pioneered the development, financing, and monetising of digital Pay2Play entertainment companies over the last fifteen years and having worked with him previously at Sportingbet, I am extremely pleased that he has invested in B90 and has now agreed to become a strategic adviser to the Company. His experience, advice, market insight and knowledge; as well as his network of contacts, will be invaluable to us as we embark on the next phase of our growth."*

**Mark Blandford added:**

*"B90 is determined to make more use of the opportunities afforded by its listing on the AIM market, particularly as it is one of the few stock market listed online bookmakers and gaming companies on that market at present. I look forward to supporting Ronny and his team in identifying and monetizing these opportunities."*

**-Ends-**

**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](http://www.b90holdings.com)

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