

21 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, on 20 April 2023, Ronnie Breivik, interim Executive Chairman, purchased a total of 1,785,000 ordinary shares of no par value ("Ordinary Shares") at an average price of 6.81 pence per Ordinary Share. Following this purchase, Mr Breivik is interested in 20,147,047 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 11.0% of the Company's issued ordinary share capital.

**For further information please contact:**

**B90 Holdings plc**

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

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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)

	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	
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)
		6.81p	1,875,000

d)	Aggregated information - Aggregated volume - Price	- 1,875,000 shares - 6.81p per share
e)	Date of the transaction	20 April 2023
f)	Place of the transaction	LSE (AIM)

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