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B90 Holdings plc

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

Appointment of Non-Executive Director and Chief Finance and M&A Development Officer

B90 Holdings plc (AIM: B90), the online marketing and operating company for the gaming industry, is pleased to announce the appointment of Andrew McIver as a Non-Executive Director with immediate effect.

B90 is also pleased to announce that Farzad Peyman, who was recently hired as a consultant in order to strengthen the finance function and M&A, has taken the permanent role as Chief Finance and M&A Development Officer.

Biography for Andrew McIver

Andrew has long been involved with a host of successful gaming businesses and, for the last three years, has been Non-Executive Chairman of a leading Italian gambling company, Planet Win/SKS365 Malta Ltd, as it has grown its EBITDA from £25 million to £65 million.

From mid-2016 to early 2018, Andrew was Group Chief Executive of Jackpotjoy plc, one of the world's largest online bingo companies at the time, with an EBITDA of £100 million. With global operations, it was initially listed on the Toronto Stock Exchange as a roll-up vehicle, rapidly growing through an acquisition strategy. Upon joining as CEO, Andrew moved the listing to the London Stock Exchange and successfully refocused the business on operations.

Prior to this, for over a decade, Andrew was on the board of Sportingbet plc, first as Chief Financial Officer and then as Group Chief Executive Officer. Established in 1998, Sportingbet was one of the first online gaming companies and as CFO, Andrew oversaw the financing for its \$300 million acquisition of Canada's Paradise Poker.

Andrew has also been Director of Finance for House of Fraser plc and held senior roles at British Telecom plc, Hilton Group Finance plc (now Ladbrokes Group Finance plc), and Signet Group plc (now Signet Group Limited). He has also acted as a Non-Executive Director for both AIM-quoted and private companies. He began his career as a Chartered Accountant with Arthur Andersen LLP, following which he moved into corporate finance at Kleinwort Benson.

Ronny Breivik, Executive Chairman of B90, said:

"I am delighted to welcome Andrew and Farzad to B90. I have had the privilege to know and work with Andrew for many years, a respected individual in the gaming industry, with a wealth of unmatched experience. Farzad is also very well known in the industry, and it is a pleasure to be working with him again too."

"Andrew and Farzad's appointments follow the appointment of Mark Blandford, founder of Sportingbet plc, as a Strategic Adviser to B90 earlier this year. Our team look forward to pooling our vast insight, knowledge, strategic experience, and networks to capitalise on opportunities which we have in our sight, and with a clear and open runway for growth."

Additional information

In accordance with the AIM Rules, the following information is disclosed in relation to Mr Andrew Ross McIver (aged 60):

Current Directorships/Partnerships	Directorships/Partnerships held within the past five years
The Waltham Abbey Royal Gunpowder Mills Company Limited	11 Chichester Terrace Limited
Bettor Games Ltd	
Marmont Enterprises Limited	
Beech Lawn Management Company Limited	

Mr McIver currently has no interest in ordinary shares or options in the Company.

Other than the information disclosed above, there is no further information in respect of the above appointment required to be disclosed under Schedule 2 paragraph (g) of the AIM Rules.

The information contained within this announcement is deemed by the Company to constitute inside information as stipulated under the Market Abuse Regulation (EU) no. 596/2014, as it forms part of UK domestic law by virtue of the European Union (Withdrawal) Act 2018, as amended. On the publication of this announcement via a Regulatory Information Service, this inside information is now considered to be in the public domain.

-Ends-

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About B90 Holdings plc

B90 Holdings plc is a leading company in the online gambling industry, focused on the operation of its own online Sportsbook and Casino product as well as marketing activities for other online gaming companies. We specialise in providing innovative gaming experiences and state-of-the-art technology solutions. With a strong focus on customer satisfaction and responsible gambling practices, B90 Holdings is dedicated to shaping the future of the online gaming landscape.

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