

30 October 2023

**B90 Holdings plc**

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

**Grant of Options**

B90 Holdings plc (AIM: B90), the online marketing and operating company for the gaming industry announces that it has granted options over 1,000,000 ordinary shares of no par value ("**Ordinary Shares**") to its recently appointed Non-Executive Director, Andrew McIver (the "**Options**").

The Options have an exercise price of 5p per share. The terms of the Options are the same as the terms of the Company's Long Term Incentive Plan - May 2016 (as amended). 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.

Following today's grant of Options, the Company has, in aggregate, 35,455,000 options outstanding, representing approximately 8.1% of its issued share capital.

1	Details of the persons discharging managerial responsibilities		
a)	Name	Andrew McIver	
2	Reason for the notification		
a)	Position/status	Non-Executive Director	
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	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)	Option Price(s)	Volume(s)
		5p	1,000,000
		5p	
d)	Aggregated information - Aggregated volume - Price	- Options over 1,000,000 shares - 5p per share (exercise price)	
e)	Date of the transaction	27 October 2023	
f)	Place of the transaction	Outside a trading venue. New Ordinary Shares issued on exercise of options will be admitted to trading on AIM, London Stock Exchange	

**For further information please contact:**

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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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