

5 August 2024

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 02 August 2024, Ronny Breivik, Executive Chairman, purchased 49,166 ordinary shares of no par value in the Company ("Shares") at a price of 3.00 pence per Share. Following this purchase, Mr Breivik's interest in Shares, directly and indirectly, comprises 31,049,975 Shares, representing in aggregate approximately 7.06% of the Company's issued ordinary share capital.

For further information please contact:

B90 Holdings plc Ronny Breivik, Executive Chairman Marcel Noordeeloos, Chief Financial Officer	+44 (0)1624 605 764
Strand Hanson Limited (Nominated Adviser) James Harris / Richard Johnson / Rob Patrick	+44 (0)20 7409 3494
Zeus Capital Limited (Broker) Louisa Waddell / Simon Johnson	+44 (0)20 3829 5000
Belvedere (Financial PR & IR) John West / Llewellyn Angus	+44 (0)20 3008 6864

	Details of the persons discharging managerial responsibilities		
a)	Name	Ronny Breivik	
2	Reason for the notification		
a)	Position/status	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)
		3.00p	49,166
d)	Aggregated information - Aggregated volume - Price	- n/a, single transaction	
e)	Date of the transaction	02 August 2024	

f)	Place of the transaction	LSE (AIM)
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