The total sum on the board is $1+2+\ldots+64$

$$= \frac{65 \times 64}{2}$$

$$= 65 \times 32.$$

Neither 65 nor 32 are multiples of 3, thus the total sum is not a multiple of 3.

Every move increases the total sum by 3.

No matter how many moves, the total sum will be: A non-multiple of 3 + a multiple of 3.

Which is not a multiple of 3.

If all numbers on board are 99, then the total sum must be a multiple of 3 which is not possible.