BETTER COLLECTIVE

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Better Collective expands Playbook into prediction markets through Kalshi and Novig integration

The integration brings Kalshi's and Novig's single and combo markets to Playbook, extending the AI-powered platform beyond sports betting and opening new commercial opportunities across product categories.

Press release

Better Collective, a leading digital sports media group, has integrated Kalshi's and Novig's single and combo markets into its AI-powered platform, Playbook. The integration enables users to move directly from sports content to corresponding markets on Kalshi and Novig, with selections pre-loaded for a streamlined experience.

Kalshi and Novig are the first prediction market partners on Playbook, extending the platform into a new product category and broadening the range of partners and U. S. states it can now support.

Since its integration into Playbook in mid-October, the two partners have received a six-figure number of trades through the platform, underscoring strong demand for the content and the relevance of the offering.

Jesper Søgaard, Co-founder and CEO of Better Collective, said:
"We are excited to expand Playbook beyond sports betting with the integration of Kalshi and Novig, and the initial results demonstrate the strong potential of connecting users with a broader range of products. Prediction markets open up a significantly larger addressable audience for Better Collective, allowing us to reach users well beyond traditional sports bettors. This strengthens Playbook's commercial potential while creating new opportunities for our partners."

Initially **launched** within the U. S. sports betting ecosystem in September 2025, Playbook has since generated millions of bet-slip clicks to partners including DraftKings, FanDuel and Fanatics, and established a **global partnership with X**. These milestones reflect the platform's growing reach and its ability to connect fans and sports content with relevant opportunities across partner platforms.

Parlays and combos account for over 90% of Playbook's bet-slip clicks to date. The Kalshi and Novig integration brings the same multi-selection experience to prediction markets through combo markets.

About Better Collective

Better Collective owns leading digital sport media, sports betting media and esports communities, with a vision to become the leading digital sports media group. We are on a mission to excite sports fans through engaging content and foster passionate communities worldwide. Better Collective's House of Brands includes; **HLTV**, **FUTBIN**, **AceOdds**, **Action Network**, **Playmaker HQ**, **The Nation Network**, and **Bolavip**. The company is headquartered in Copenhagen, Denmark, and dual listed on Nasdaq Stockholm (BETCO) and Nasdaq Copenhagen (BETCO DKK). To learn more about Better Collective please visit **bettercollective.com**.

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Attachments

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