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Better Collective acquires Danish sports media Tipsbladet.dk

Digital sports media group Better Collective strengthens its position in Denmark through the strategic acquisition of Tipsbladet.dk, one of the leading soccer media in the country producing prime content for Danish sports fans.

Press release

For 75 years Tipsbladet has been a trusted sports media in Denmark covering sports news from across the world. Over time, the media has developed from publishing a printed magazine to now developing and distributing prime soccer content across digital channels. From October 2nd 2023, Tipsbladet.dk becomes part of the digital sports media group, Better Collective, headquartered in Denmark. Better Collective acquires Tipsbladet.dk for 6.5 mEUR.

Jesper Søgaard, Co-founder & CEO of Better Collective, says: "I am very proud that we have acquired Tipsbladet that for 75 years has been a go-to sports media for many Danes that want to engage with prime soccer content. The acquisition fits perfectly with our vision to become the leading digital sports media group and our strategy to acquire strong media brands with a loyal audience. I look very much forward to welcoming the dedicated editorial team at Tipsbladet to the Better Collective group and I am convinced that together we can further elevate the content that for years has excited so many Danish sports fans."

Founded in 1948, Tipsbladet is the oldest soccer magazine across the Nordics. Since 2000, the digital edition, www.tipsbladet.dk has developed into one of the leading digital sources for soccer related content such as news, articles, match previews, betting tips, videos and analysis with a monthly audience of around 6.8 million visits and more than 110 thousand followers across Facebook, X/Twitter, Instagram and TikTok.

Henrik Stegger Nielsen, former owner of Tipsbladet, says: "Since 2007, when I acquired Tipsbladet, I have worked hard to make it a healthy and sustainable business. I have succeeded, and I could hardly imagine a better buyer for Tipsbladet than Better Collective. I know that they will both take good care of Tipsbladet and, with their ambitions and competencies, develop it even further,"

Henrik Stegger Nielsen joins Better Collective together with all current employees at Tipsbladet.

Allan Olsen, Editor in Chief at Tipsbladet, says: “For Tipsbladet and its employees, this is a fantastic event. Even though we have experienced lots of growth and great numbers on the bottom line in an otherwise pressured media world, there is no doubt that Better Collective can help push Tipsbladet's growth even further. We will continue to deliver strong football stories, but with Better Collective behind us, we can really make the content live on many more platforms and reach a wider audience.”

Highlighted synergies

- Acquiring leading national sports media with a strong brand is an important pillar in Better Collective’s global strategy. Acquiring Tipsbladet.dk enables the Group to increase its presence in Denmark to further leverage its position as a key partner for advertisers in the market.
- The editorial team at Tipsbladet creates a strong foundation to grow media products on all relevant platforms.
- Better Collective will leverage its leading tech and search engine optimization (SEO) expertise in order to grow the audience.
- Better Collective will invest in the development and growth of Tipsbladet.dk.

Esbén Skou Vinther, VP of Europe at Better Collective, says: “As a trusted sports media, Tipsbladet and its employees have built a unique position in the Danish sports market and is a media that will supplement our Danish media portfolio in a great way. We intend to invest in the development of Tipsbladet.dk to further strengthen the content across digital channels. In doing so, Tipsbladet will become an even more attractive advertisement partner for businesses that aim to activate their brand in a relevant and engaging sports context”.

Transaction details

The total purchase price will be 6.5 mEUR on a cash and debt free basis paid in three installments and will be financed with cash. Better Collective estimates that the post synergy 2024 EBITDA multiple will be below 5x. The 2023 financial targets remain unchanged following the acquisition.

About Tipsbladet

Founded in 1948, Tipsbladet is the oldest soccer magazine across the Nordics and is a Danish media that produces prime soccer content. Since 2000, the digital edition, www.tipsbladet.dk has developed into one of the leading digital sources for soccer related content such as news, articles, match previews, betting tips, videos and analysis.

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About Better Collective

With a vision to become the leading digital sports media group, Better Collective owns global and national sport media. We want to empower fans through exciting sports content, betting tips, data insights, and vibrant fan communities. Headquartered in Copenhagen, Denmark, and listed on Nasdaq Stockholm (BETCO), Better Collective's portfolio includes; HLTV.org, Action Network, VegasInsider.com, Playmaker HQ and FUTBIN.com. To learn more about Better Collective please visit bettercollective.com

Attachments

[Better Collective acquires Danish sports media Tipsbladet.dk](#)