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## Better Collective strengthens social media presence and content production through acquisition of American sports media company Playmaker HQ

On the journey towards becoming the leading digital sports media group, Better Collective significantly expands its efforts within social media and sports content production by acquiring Playmaker HQ for a total consideration of up to 54 mUSD, 15 mUSD of which will be upfront.

Regulatory release no. 30/2023

### About Playmaker HQ

Playmaker HQ is a leading sports and entertainment media platform headquartered in South Florida, US. The sports media group specializes in providing original entertainment and sports content with exclusive athlete collaborations and creator talent mainly targeting the US market.

Currently, Playmaker HQ distributes more than two thousand monthly pieces of sports content mainly on Instagram, TikTok, Twitter, Snapchat, and YouTube. The group has more than 20 million followers across these platforms, increasing from seven million in 2020. Monthly, the content reaches over 500 million users. Playmaker has partnered with a wide variety of top brands including leaders in the sports apparel and fast moving consumer goods industries. Furthermore, the company has won several awards including Hashtag Sports' "Top Snapchat Show" as well as four film festival awards.

### Highlighted acquisitional synergies

- Adding to Better Collective's legacy audience of sports betting enthusiasts, the group gains access to a new and large audience of highly engaged generalist sports fans which subsequently increases the value offering to Better Collective's existing partners.
- Playmaker HQ holds extensive sponsorship sales know-how that will increase Better Collective's ability to monetize audiences outside its core sports betting audience.
- Currently, Playmaker HQ is only active in North America, and expects to be able to scale content and know-how internationally across the group's global presence.

## Transaction details

Playmaker HQ is experiencing rapid growth, and is targeting full year revenue of >10 mUSD in 2023 with an EBITDA-margin of 20-25%. Given the rapid growth the deal has been constructed with an earn-out component to ensure the growth continues.

Better Collective will pay up to 54 mUSD on a cash and debt free basis, including an upfront cash consideration of 15 mUSD, 1 mUSD in deferred payments, and up to 38 mUSD in performance-based earnout payments over a three year period.

In order to reach the full earn-out payment, Playmaker HQ will have to generate >75 mUSD in accumulating revenues and >25 mUSD in accumulating operational earnings (EBITDA) during the first three years post acquisition.

The acquisition will be conducted as an asset purchase meaning that Better Collective expectedly will benefit from certain tax deductions related to the acquisition price. The transaction will be funded by cash, with optionality to pay some of the earn out in Better Collective shares.

Better Collective will consolidate Playmaker HQ into its accounts effective July 3, 2023. The group's 2023 financial targets will remain unchanged.

**Marc Pedersen, CEO Better Collective North America:** *"We have been following Playmaker HQ for some time, and are excited to announce the transaction today. Playmaker HQ offers access to millions of sports fans in the US, the majority of which are new in the Better Collective user base. We are excited to help enhance these fans' sports betting experience, while also being able to utilize Playmaker HQ's know-how to scale the product and revenue stream across Better Collective's global portfolio."*

**Brandon Harris, CEO Playmaker HQ:** *"Joining forces with Better Collective marks a significant milestone for Playmaker HQ. We cannot wait to make plays with Better Collective's world class team who will help us create amazing content, experiences and opportunities, reaching an even wider audience of sports fans globally. I know our creators are going to do amazing things with the support of Better Collective's team and resources. We are just scratching the surface, and we are so excited to align with Better Collective to help achieve OUR vision of building the world's leading sports media group."*

## Contacts

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## About Better Collective

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With a vision to become the leading digital sports media group, **Better Collective** owns and operates international and local sport communities and media that aim to make sports entertainment sustainably engaging and fun. Through its online media, the Group provides prime quality content, data insights, betting tips and educational tools for enthusiastic sports fans all over the world. Headquartered in Copenhagen, Denmark, and listed on Nasdaq Stockholm (BETCO), Better Collective's portfolio includes; **Action Network**, **VegasInsider.com**, **HLTV.org**, **FUTBIN.com**, Betarades.gr and **bettingexpert.com**. To learn more about Better Collective please visit [bettercollective.com](https://bettercollective.com)

*This information is information that Better Collective is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2023-07-03 14:15 CEST.*

## Attachments

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**[Better Collective strengthens social media presence and content production through acquisition of American sports media company Playmaker HQ](#)**