



BETTER
COLLECTIVE

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Better Collective to launch in Alberta, Canada as regulated online sports betting and iGaming goes live

Alberta's launch of licensed online sports betting and iGaming market on July 13, 2026, marks a new milestone in the continued expansion of regulated markets across North America. Better Collective is well positioned for this moment, bringing its data-driven sports and betting media and innovative betting tools to sports fans across the province. In the lead-up to launch, the company has worked closely with all incoming sportsbooks to ensure a seamless and successful market debut as each goes live.

Press release

Better Collective operates a House of Brands spanning digital sports media, sports betting media, and esports communities, reaching more than 112 million sports fans monthly that generates 450 million monthly visits. With leading North American brands such as [The Nation Network](#), [Action Network](#), [Canada Sports Betting](#), and [VegasInsider](#), the company delivers expert analysis, real-time data, and in-depth insights that elevate the fan experience. Better Collective also brings world-leading paid media competencies, combining proprietary technology, first-party data, and advanced performance marketing capabilities to connect regulated operators with high-intent sports fans at scale.

In Alberta, sports fans will benefit from localized coverage, team-specific analysis, as well as [Playbook](#), Better Collective's new AI betting solution and official X social media integration. Better Collective already has an established presence in Alberta through The Nation Network, a leading sports media company operating team-focused digital brands, video content, newsletters, and social platforms across North America. Its portfolio includes [Daily Faceoff](#) and some of the most engaged hockey communities within the industry.

Licensed sportsbooks in Alberta will also benefit from [Mindway AI](#)'s award-winning suite of AI- and neuroscience-based solutions, which help detect at-risk gambling behavior and promote safer betting. As part of Better Collective, Mindway AI reinforces the company's commitment to fostering a safer, more transparent betting environment in newly regulated markets.

Karl Pugh, SVP of Revenue at Better Collective, said:

"We are proud to be part of the launch of Alberta's regulated sports and iGaming betting market, a significant milestone in building a safer, more transparent betting landscape across Canada. We look forward to equipping sports fans in Alberta with the insights, data, and innovative tools

they need to engage with the games they love in a smarter, more informed way. Through our trusted brands, including The Nation Network and Canada Sports Betting, along with our AI-powered betting solution, Playbook, we're committed to delivering an exceptional fan experience from day one and strong value for our partners."

Alberta has over 5 million residents and accounts for approximately 15% of Canada's total GDP. The launch makes it the second province in Canada to have online sportsbook and casino operators go live, after Ontario. The province is home to the Edmonton Oilers and Calgary Flames, two iconic NHL franchises with rich fanbases, providing a strong foundation for engagement.

The opening of the Alberta market represents a significant expansion of Better Collective's regulated North American addressable market, providing a high-GDP jurisdiction with a sports-centric demographic. From a commercial standpoint, launching in Alberta further allows us to scale our proven North American revenue-share model into a highly lucrative new territory, capturing compounding recurring value from this expanded market and driving long-term, high-margin growth.

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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