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## Better Collective acquires leading Brazilian sports media Torcedores.com

With the vision of becoming the leading digital sports media group, Better Collective strengthens its position in the South American region through the acquisition of leading national Brazilian sports media platform Torcedores.com. Adding the first Brazilian sports media brand to the group, Better Collective will leverage its best-in-class digital expertise in one of the world's fastest growing markets.

Better Collective continues its M&A strategy fuelling the sports media group's expansion in the Brazilian market. The company acquires Torcedores.com, a leading Brazilian sports media platform with an extensive content generation network, headquartered in Sao Paulo, Brazil. With the region's vibrant sports culture, particularly around soccer, the sports content is naturally focused more on this sport, but does also cover others such as basketball, volleyball, tennis and esports.

**Simon Hovmand-Stilling, CEO of Better Collective South America:** "I am truly excited to be welcoming [Torcedores.com](#) as our first sports media brand in Brazil. The sports brand complements our strategic position in the region and will expand our reach and sports content production - which in turn will make us even more relevant to our partners. South America, and more specifically Brazil, is an important growth driver for Better Collective and fits perfectly with our vision of becoming the leading digital sports media group."

During the last 12 months, the media has averaged a monthly audience of more than 12 million sports fans with a high percentage of returning users. Torcedores.com has experienced very strong growth on social media, with a large Facebook following and diverse audiences across YouTube, TikTok, Twitter/X and Instagram - reaching millions of sports enthusiasts with its tailored sports content.

The deal includes other smaller assets in the Torcedores.com portfolio, and Better Collective will be taking over all operations.

### Synergy highlights

- Acquiring a leading national sports media with a strong brand in a strategically important region is an important step for Better Collective and enables the group to increase its presence and leverage its position as a leading media partner to advertisers in Brazil.
- Torcedores.com provides access to a skilled network of content providers throughout Brazil.

- Better Collective will utilize its diversified toolbox of revenue streams, as Torcedores.com has only been monetizing through traditional advertising (CPM) up until now.

The acquisition comes as Better Collective significantly ramps up its presence in the Brazilian market, investing strategically to establish a dedicated organization in the country, while moving into a new office in Rio de Janeiro in September. Hence, with the acquisition of Torcedores.com, Better Collective will cement its strong presence with its offices in both Rio de Janeiro and Sao Paulo.

*“The Brazilian market represents significant growth opportunities for the Group, as we are looking to apply our M&A and market entry strategy proven to be successful in both Europe and North America to grow our presence in the Brazilian sports media market. To build a leading position, localization and strong media brands are key ingredients – acquiring Torcedores.com fits perfectly into that strategy,”* says Simon Hovmand-Stilling.

### **Transaction details**

The parties have agreed that details of the transaction remain undisclosed. Better Collective discloses that the group will finance the transaction with cash. The 2023 financial targets remain unchanged following the acquisition.

### **About Torcedores.com**

Torcedores.com is a leading Brazilian sports media platform with an extensive content generation network, headquartered in Sao Paulo, Brazil. With the region’s vibrant sports culture, particularly around soccer, the sports content is naturally focused more on this sport, but does also cover others such as basketball, volleyball, tennis and esports.

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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 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](https://bettercollective.com)

## Attachments

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[Better Collective acquires leading Brazilian sports media Torcedores.com](#)