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## The nomination committee proposes former Kindred executive, Britt Boeskov and Moonbug Ent. Co-founder & CEO, René Rechtman to Better Collective's board of directors

The nomination committee of Better Collective proposes that Britt Boeskov and René Rechtman are elected new board members at an extraordinary general meeting which is planned for August 2023. Further information can be found in the Notice of the EGM which will be published early July 2023. Klaus Hulse has expressed a wish to step down as member of the Better Collective board and will stay on the board until the EGM. If the proposal is approved, the board is increased from six to seven members.

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To complement the competencies of the board, the nomination committee has actively sought new members who have experience from the media and sports betting industry, respectively. Britt Boeskov has held leading positions in the sports betting industry for the last 20 years and brings international experience in strategy and transformation processes. René Rechtman is a proven media industry leader and draws on 20 years of experience from media, entertainment, and technology, including leading roles in Walt Disney Company and AOL. René Rechtman is the Co-founder & CEO of Moonbug Entertainment, a global entertainment company known for its children show 'CocoMelon', which currently has more than 158 billion views on YouTube.

The committee finds that the candidates present relevant backgrounds and are highly suited to the board of Better Collective.

Jens Bager, Chair of the board, says: "I am very pleased and proud that we are able to attract these high profile and experienced candidates to the Better Collective board. With our recently established vision to become the leading digital sports media group, it is crucial that we add media competencies at the board level and strengthen the transformation processes to reach our goal. Britt Boeskov brings a unique blend of expertise in user experience, marketing, and technology. Her passion for delivering exceptional customer experiences, coupled with her deep sports betting industry knowledge, positions her as a valuable asset to our board as we seek to leverage innovation and drive growth. René Rechtman's unrivaled industry insights and strategic

acumen have been instrumental in building and driving Moonbug's exponential growth and I believe Better Collective can benefit from his visionary approach to content creation, strategic partnerships, M&A, and major digital platforms, which also comes from his past in AOL and The Walt Disney Company.

I would also like to thank Klaus Hølse, who steps down at his own request, for his outstanding efforts on the board since 2017. Klaus has been a strong sounding board for strategic matters, including our IPO, M&A, and the shaping of our new vision. I wish him the best as he dedicates his efforts to his Chair role in the Confederation of Danish Industry and other board positions."

### **Candidate backgrounds**

**Britt Boeskov**, a Danish national born in 1978, was until September 2022 SVP Group Strategy and Execution in Better Collective and has since continued in a consultancy role. Prior to that, Britt was Chief Experience Officer in Kindred Group (previously Unibet), one of the largest gambling companies in the world. Being with Kindred from 2005 to 2022, she held various positions, including Chief Program Officer and Chief Operating Officer, during which time she led and transformed the business through fundamental industry changes, in terms of regulation, consumer expectations and technology advances.

Britt is now a professional board director, and serves on the boards of MAG Interactive AB, Mindway AI (part of Better Collective group), Gaming1 Group and Racecourse Media Group. Britt holds an M.Sc. in Intercultural Communication and Management from Copenhagen Business School. Britt is considered independent in relation to Better Collective and its shareholders. Britt holds 13,027 Better Collective shares.

**René Rechtmann**, a Danish national born in 1970, is co-founder and CEO of Moonbug Entertainment, an award-winning global entertainment company behind some of the most popular kids' titles in the world. Prior to Moonbug, René was head of non-linear media networks at The Walt Disney Company, where he was responsible for building a digital studio to create products for global distribution. He joined Disney through its acquisition of Maker Studios in 2014, where he served as president of international and focused on product growth and rapidly expanded international business across EMEA, Asia, and Latin America. Prior to that, René served as CEO of AOL BeOn, the global branded content division of AOL Networks, and SVP of AOL International. He joined AOL when Goviral, the fastest growing branded content distribution platform where he was CEO, was acquired in 2011.

René is a board member of The Guardian and Blast ApS and until recently of JP/Politikens Hus. René holds a master's degree in political science and international relations from the University of Copenhagen. René is considered independent in relation to Better Collective and its shareholders. René holds no Better Collective shares.

On behalf of the nomination committee  
Søren Jørgensen

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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, as well as local, sports communities and media that aim to make sports entertainment sustainably engaging and fun. Via 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**, and **bettingexpert.com**. To learn more about Better Collective please visit [bettercollective.com](https://bettercollective.com)

## Attachments

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