



28 April 2022 10:00:00 CEST

## Better Collective appoints Mikkel Munch-Jacobsgaard as Director of Investor Relations

Better Collective, a leading digital sports media group, has appointed Mikkel Munch-Jacobsgaard as Director of Investor Relations from June 1, 2022. Mikkel succeeds Christina Bastius Thomsen as she takes on a new role as Head of Corporate Compliance and Sustainability.

Mikkel brings deep insight and network in the international capital markets through long experience from a role as Institutional Equity Sales at both Danske Bank and SEB. Here he has advised pan-European clients on equity investments in the Nordic markets. Mikkel has followed Better Collective closely since the IPO in 2018, meaning that he already has a deep understanding of Better Collective's business and the industry dynamics.

### Flemming Pedersen, CFO of Better Collective, says:

*"In Better Collective we have known Mikkel for a long time, through our investor relations work, and have always been impressed with his knowledge of Better Collective's business, the trends driving our industry and not least his deep understanding of the dynamics of the equity markets. In our management team we are convinced that Mikkel's professional skills and personality is a perfect match for Better Collective and our ambition to further build strong relations to our external stakeholders".*

### Contacts

---

Investor Relations: Christina Bastius Thomsen  
+45 2363 8844, [investor@bettercollective.com](mailto:investor@bettercollective.com)

Media contact: Ulrik Marschall  
+45 6068 6370, [press@bettercollective.com](mailto:press@bettercollective.com)

## About Better Collective

---

**Better Collective** is a digital sports media group providing platforms that empower and enhance the betting experience for sports fans and iGamers. Aiming to make sports entertainment more engaging and fun, Better Collective offers a range of editorial content, bookmaker information, data insights, betting tips, iGaming communities and educational tools. Its portfolio of platforms include [bettingexpert.com](#), [VegasInsider.com](#), [HLTV.org](#) and [Action Network](#). Better Collective is headquartered in Copenhagen, Denmark, and listed on Nasdaq Stockholm (BETCO).

## Attachments

---

**[Better Collective appoints Mikkel Munch-Jacobsgaard as Director of Investor Relations](#)**