BETTER COLLECTIVE

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Better Collective's Mindway AI now monitors 16.5 million players monthly, up 79% since 2025

Ahead of this year's Safer Gambling Week, Better Collective highlights the continued growth of Mindway AI. The safer gambling software company has expanded its presence from 62 to 73 jurisdictions, secured new commercial partnerships and now supports operators in monitoring 16.5 million individual players each month.

Since acquiring majority ownership in Mindway AI in 2021, Better Collective has actively supported the company's strategic scaling, enabling it to evolve into an internationally recognized leader in safer gambling technology. Combining neuroscience, AI and expert human assessments, Mindway AI develops software that detects early signs of risky gambling behavior and translates them into clear, actionable insights, enabling operators to understand customer risk and take timely, informed action. Through this approach, Mindway AI continues to make a significant positive impact on the global safer gambling ecosystem while delivering strong financial and operational momentum.

Its flagship product, **GameScanner**, which empowers operators to proactively detect early signs of potentially harmful gambling behavior, now monitors 16.5 million active players monthly across 73 jurisdictions. This represents a 79% increase in monitored players compared to the figure reported by Better Collective in its May 2025 **press release** on Mindway AI's growing safer gambling footprint. Here, GameScanner monitored 9.2 million players across 62 jurisdictions. This growth positions Mindway AI as one of the largest and fastest-growing companies in the safer gambling technology market. Since 2021, GameScanner has expanded significantly from monitoring 125,000 players across three jurisdictions.

This rapid adoption of the solution has translated into a compounded annual revenue growth rate (CAGR) of 47% from 2021 to 2025. The positive momentum has continued into 2026. As of 30 June 2026, Mindway AI's signed annual recurring revenue (ARR) reached 325% of the level a year earlier, reflecting growing demand for its solutions and an expanding base of recurring business.

Jesper Søgaard, Co-Founder and Co-CEO of Better Collective, said:
"Through our investment, strategic support and introductions to partners across our network, we have helped Mindway AI expand its business internationally. The world-class team at Mindway AI has developed leading player protection solutions and brought them to a growing number of operators and markets. Its expanding reach and partnerships with major operators reflect both the strength of the team and rising demand for effective player protection."

Product innovation and commercial partnerships support growth
Mindway AI has strengthened its collaboration with DraftKings throughout 2026. Following the integration of **Gamalyze** Casino, a gamified self-assessment card game helping players understand their gambling behaviour, into DraftKings' responsible gaming resources in January, the partnership expanded with sports-specific versions launched around the FIFA World Cup and NFL season. These include Gamalyze Football and Gamalyze American Football, extending the reach of Mindway AI's technology across digital platforms and on-site activations in the U. S.

In June, Better Collective also introduced Gamalyze Football across several of its major sports betting media brands, including **Action Network**, in addition to its previous casino-focused version.

Mindway AI has also expanded its commercial partnerships with operators and technology providers in 2026, including Amelco, Gaming1 and Super Technologies, alongside industry collaborations with GamScore and eyeDP, supporting wider adoption of its solutions across global markets.

Rasmus Kjaergaard, CEO of Mindway AI, said:
"2026 has been an important year for Mindway AI, where we have successfully scaled our operations, expanded our commercial footprint, and grown the number of players monitored by GameScanner to record levels. Our momentum proves that commercial success and industry-leading player protection go hand in hand. Moving forward, we remain focused on expanding the reach of our solutions and helping more operators elevate customer monitoring and safer gambling standards globally."

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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Image Attachments

Monthly Active Players

Attachments

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