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Better Collective grows its sports audience to 450 million monthly visits

The digital sports media group, Better Collective, announces a significant expansion of its digital sports audience. With its strategically curated House of Brands, Better Collective's monthly web visits have increased by more than 10%, surpassing the previous milestone of 400 million visits reported after the acquisition of Playmaker Capital in February 2024.

Powered by our M&A strategy, initially enabled with the IPO in Sweden in 2018 and subsequent dual-listing in Denmark in 2023, Better Collective has acquired well-positioned brands and companies strategically diversifying its business adding new revenue streams, technologies and competencies to the Group, while entering new markets.

In this period, Better Collective has grown its digital sports audience from seven million monthly visits, primarily stemming from European iGaming markets, to now more than 450 million monthly visits across its brands worldwide, positioning the Group as a global leader in the intersection between digital sports media and sports betting media.

Co-founder & CEO of Better Collective, Jesper Søgaard, says:

“Our M&A strategy has provided us with the critical scale and a global House of Brands giving us a strong presence across key markets, while strategically diversifying our operations and revenue streams building a more resilient business. Combined with our digital marketing capabilities and ability to activate partners in a multifaceted way, this truly sets us apart from more traditional media companies. From this position, our focus is now to realize the full potential we have established for Better Collective.”

In line with Better Collective's commitment to excite sports fans globally and ambition to offer unmatched activation opportunities for advertising partners, Better Collective has acquired renowned brands such as [HLTV](#), [FUTBIN](#), [Action Network](#), [Playmaker HQ](#), [The Nation Network](#), [Futbol Sites](#) including [Bolavip](#) and [Redgol](#), as well as [AceOdds](#), and worked to integrate these into the Better Collective platform. This platform is centered around search engine optimization (SEO) and conversion rate optimization (CRO), enabling the group to not only continuously grow its global audience organically, but also deliver strong value for its many global partners.

A global presence with localized brands and expertise

Brazil has emerged as a key growth driver for Better Collective in recent years, evolving from minimal revenues to contributing 19% of the Group's revenues in 2024. According to Statista, the iGaming market in Brazil is on track to become the World's third largest gambling market with a projected market size of 2.9 bnUSD in 2025, growing to expected 6.3bnUSD by 2028.

The new Brazilian iGaming regulation came into effect by January 2025, and according to a report by independent media and analytics company Comscore, Better Collective is the leader in Brazil's total digital sports audience across web, app and social media, surpassing other major sports media entities. Through its Brazilian sports media and sports betting media brands including **Bolavip**, **Torcedores**, **Somos Fanáticos**, and **Antenados no Futebol**, Better Collective throughout January 2025 reached over 45 million people, representing 83% of Brazil's 55 million total digital sports content users.

The leadership position in Brazil exemplifies Better Collective's strategy and ambition globally, where the digital sports media group aspires to be the leader across attractive markets and verticals powered by locally renowned brands combined with local expertise and know-how.

"Being the leader in Brazil enables us to engage with millions of passionate sports fans through engaging content that both elevates the fan experience while supporting our partners to grow their business through iGaming customer acquisition and broader brand awareness campaigns. This position really reflects our ambition on a global scale; we want to leverage our strong brand platforms, large scale, digital marketing competencies, local know-how and commercial excellence to provide value for the sports fans and our partners ultimately securing growth for our business," says Jesper Søgård.

About Better Collective

Better Collective owns global and national sport media, 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 portfolio of digital sports media brands includes; **HLTV**, **FUTBIN**, **Betarades**, **Soccernews**, **Tipsbladet**, **SvenskaFans**, **Action Network**, **Playmaker HQ**, **VegasInsider**, **Bolavip** and **Redgol**. 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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