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Better Collective establishes a media partnership with Nigeria's leading news media, PUNCH

In seeking to become the Leading Digital Sports Media Group, Better Collective has entered into a content and commercial media partnership with PUNCH Nigeria Limited, publisher of Nigeria's most widely-read digital media titles. By partnering with PUNCH, Better Collective has now taken its first step into a new and exciting continent with a growing population of sports betting enthusiasts.

The newly signed partnership will launch on March 30, and agrees for Better Collective to run a sports betting section on PUNCH's digital platform and Nigeria's number one website, [Punchng.com](https://punchng.com). Punch, a leading Nigerian news media group, launched in 1970, publishes and distributes media content through websites, videos, podcasts and social media channels.

During the contract period, Better Collective will utilize its innovative technology and content expertise to help PUNCH's readers to make informed decisions in a rapidly growing digital sports entertainment market. To accomplish this aim, Better Collective will implement and run a high-quality and commercial sports betting section for PUNCH with English content.

The media partnership is Better Collective's first agreement with a media source from the African continent. As one of Nigeria's oldest and most respected news sources, PUNCH creates content that informs, educates and entertains - a mission that aligns perfectly with Better Collective's mission to educate sports fans by making sports entertainment more engaging and fun. Although primarily Nigerian, PUNCH's audience extends beyond Nigeria to other parts of Africa and include significant audiences in Europe, North America and Asia.

Jesper Søgaard, Co-founder and CEO of Better Collective: "We are very proud to partner with such a well-established news media like PUNCH. Not only will we be partnering with Nigeria's market leader but this partnership also allows us to establish a presence on the African continent."

Adeyeye Joseph, Managing Director/Editor-in-Chief of PUNCH: "We are excited to work with a passionate technology-driven partner like Better Collective. We hope that this partnership will help PUNCH to serve Nigeria's growing sports betting community with high quality content while also helping our company to further its audience and revenue goals."

About PUNCH

PUNCH, Nigeria's leading newspaper group, started publishing on March 18, 1973. It is the print

and digital news platform of choice for quality media consumers in Africa's most populous country. Its very well-regarded news stories, editorials, columns and features have earned local and international accolades and awards. The group consists of seven digital publishing platforms, four print newspapers, video and podcasts verticals, and publishing subsidiaries. Its 11 million plus social media followers, make it Nigeria's most influential medium on social media and a major player in the media ecosystem.

Contacts

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About Better Collective

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 of 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**

Attachments

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