



10 February 2023 08:00:00 CET

## Better Collective's Co-founders receive lifetime achievement award

Last night, the Better Collective Co-founders, Jesper Søgaard (CEO) and Christian Kirk Rasmussen (COO) were awarded with the prestigious “Affiliate Idol - Lifetime Achievement Award” for their successful contributions to the industry.

This year's iGB Awards took place last night where the Better Collective Co-founders were awarded with the “Affiliate Idol - Lifetime Achievement Award”. The award is an honorable testimony to the depth and breadth of the Better Collective business, which Jesper Søgaard and Christian Kirk Rasmussen co-founded back in 2002.

Better Collective has established itself as a leading pioneer within the industry, and the award pays tribute to the spectacular growth journey that Jesper and Christian have steered Better Collective through.

Commenting on why the two had been handpicked for the award - by the iGB Affiliate team - **Stephen Carter from Clarion Gaming stated:** “This is a story about two guys, one portal and big dreams [...] For this year's panel, there could only be two recipients of our Affiliate Idol Award, as we pay tribute to Jesper and Christian's incredible 20-year growth journey [...]. This [the acquisition of Betting Expert] was the first of a series of highly strategic and skillfully integrated acquisitions that transformed Better Collective into the powerhouse we see today”.

**Jesper Søgaard, Co-founder & CEO:** “I speak for Christian too, when I say that it is an incredibly humbling feeling to not only have been considered but chosen to receive the Affiliate Idol Award. Christian and I may have laid the foundation for something great but without our dedicated colleagues, Better Collective would not be where it is today. I am very honored but also trust that with our vision to become the Leading Digital Sports Media Group, ‘the best has yet to come’.”.

### Contact

---

#### Press & Public Relations

Amalie Juel Maglehøj

Press@bettercollective.com

## About Better Collective

---

With a vision to become the Leading Digital Sports Media Group, **Better Collective** own and operate 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

---

**Better Collective's Co-founders receive lifetime achievement award**