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Better Collective Partners with Chicago Tribune for Sports Betting News & Tips

World-leading sports betting media group creates media partnership with Chicago Tribune to deliver engaging sports betting content alongside award-winning sports journalism.

CHICAGO, August 3, 2022 – Better Collective, the world-leading sports betting media group, announces an innovative partnership with The Chicago Tribune, the leading source of news and information in the midwest, to bring engaging sports betting content to the publication's readership of more than 18 million monthly visitors who depend on the newspaper for insightful, award-winning sports journalism.

Better Collective will provide readers of chicagotribune.com with betting odds and useful tips for upcoming games and analysis of teams and players, as well as direct links to sports betting platforms for seamless placement of wagers.

The partnership will be co-branded with Better Collective's subsidiary, Action Network, the leading digital sports media company providing premium content, proprietary tools and in-depth analytics to help sports fans make smarter wagers.

The partnership is expected to be operational by mid August in time for the start of the NFL season.

Mitch Pugh, executive editor of The Chicago Tribune said:

"Our readers depend on The Trib for sports news and information and the recent expansion of legalized sports gambling in our readership area makes this partnership with Better Collective a timely way to serve our readers."

Marc Pedersen, VP and CEO of Better Collective US said:

"The Midwest and Chicago have so many great sports fans of different types of sports. We are very happy that we can bring engaging content, data and tips to dedicated readers of the Chicago Tribune that want to learn more about sports and sports betting."

Chad Millman, Chief Content Officer of Action Network said:

"As a Chicagoland native, I know local sports fans have a hunger for expert sports betting information. That's why we're thrilled to partner with the region's most respected news authority, delivering together the depth and breadth of content readers have always appreciated from The Trib."

Enquiries regarding this announcement should be addressed to:

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About Chicago Tribune

Founded in 1847, the Chicago Tribune, is the top source of news and information in the Chicago area and the largest news organization in the Midwest. The Tribune, winner of 27 Pulitzer Prizes, is known for its innovative investigative reporting, insightful coverage of the arts and culture, and community-leading opinion writing. The Chicago Tribune is the flagship publication of Chicago Tribune Media Group (CTMG) which also publishes six daily suburban publications, including the Daily Southtown, Post-Tribune, Naperville Sun, Lake County News-Sun, The Beacon-News and The Courier-News, as well as more than 30 weekly community publications. The CTMG portfolio also includes Chicago magazine, and other digital brands, products and services.

About Better Collective

Better Collective is a global sports betting media group providing entertaining and engaging platforms for fans of sports and esports. Better Collective offers a wide range of editorial content, bookmaker information, data insights, betting tips, iGaming communities and educational tools. Its portfolio of websites include VegasInsider.com, US Bets, SportsHandle.com, Rotogrinders, bettingexpert.com, Futbin.com, HLTV.org and Action Network. Better Collective is headquartered in Copenhagen, Denmark, and listed on Nasdaq Stockholm (BETCO). More information at bettercollective.com.

Image Attachments

Chicago Tribune Logo

Attachments

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