



12 June 2023 09:00:00 CEST

Better Collective bolsters South American expansion with the appointment of dynamic Country Director for Brazil

With its fast-paced geographical expansion, South America has become an important pillar in Better Collective's vision to become the leading digital sports media group. The group has already gained strong traction in the region and last month announced the opening of its new office in Rio de Janeiro. Today, Better Collective welcomes Terence Gargantini as its new Country Director for Brazil, whose job it will be to further strengthen the group's presence in the South American market.

On June 15, Terence Gargantini joins the Better Collective group as Country Director for Brazil. Gargantini's first task will be to attend the SIGMA conference in Sao Paulo with the Better Collective team. He brings valuable knowledge from the sports industry, and with the ability to combine business acumen with a deep understanding of the South American sporting world, Gargantini will help expand Better Collective's South American operations.

Simon Hovmand-Stilling, CEO of Better Collective South America: "We are happy to welcome Terence Gargantini to the group. With a keen eye for identifying mutually beneficial partnerships and having a large local network and experience, we know that Gargantini can play an important role in solidifying Better Collective's South American presence. "

Hovmand-Stilling adds: "Localization will be absolutely key for Better Collective in South America. We are already building a strong understanding of the local sports fans so we can be more relevant for advertisers, both local and international ones that seek to establish a presence in this region. And that is why profiles like Terence Gargantini are instrumental in our continued successful expansion".

Having worked hands-on with the Brazilian National football team and all state regional federations, clubs such as Flamengo and Corinthians, and other prominent South American clubs and athletes, Gargantini's expertise spans across multiple disciplines, which makes him a versatile asset to Better Collective. Most recently, Gargantini held the position as Country Director for more than four years on ElevenSports.com, a global, leading multi-sports streaming platform which is part of DAZN Group. Prior to this role, he also served as Business Development Director for FanHero, an end-to-end "over the top" video platform solution for influencers and content creators. Gargantini also spent 11 years at Nike Inc. leading the local and global sports marketing strategy, including six years at the Nike European Headquarter in Hilversum

(Netherlands).

Terence Gargantini, Better Collective Country Director for Brazil: *“I am very excited to join such a great company and tremendous individuals. I have much exciting work ahead of me in trying to help lead Better Collective’s South American strategy and operations as well as collaborating on business development efforts in order to continue entry into the legal iGaming market in South America, and to enhance Better Collective’s foothold in this exciting region.”*

Contacts

Investor Relations

Mikkel Munch-Jacobsgaard
Investor@bettercollective.com

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** 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 all over 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 bolsters South American expansion with the appointment of dynamic Country Director for Brazil