BETTER COLLECTIVE

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# Better Collective launches Playbook app, advancing ambition to become the go-to destination for sports bettors

**Better Collective takes the next major step in scaling Playbook into a leading betting destination, bringing AI-powered bet building, odds comparison, betting inspiration and seamless access to major sportsbooks and prediction markets operators into one app. Building on more than 100 million bets placed through Playbook to date, the launch strengthens Better Collective's position across the betting journey, expanding its opportunities from customer acquisition to recurring engagement and retention.**

*Press release*

Better Collective today announces the U. S. launch of its Playbook app on iOS and Google Play, marking a significant milestone in its ambition to build the go-to destination for sports bettors.

The app brings betting inspiration, odds comparison, AI-powered bet building and access to leading sportsbooks together in one seamless experience. It builds on Better Collective's successful launch of Playbook, which introduced AI-powered bet-slip recognition and smart deep links connecting betting content directly to partnering sportsbooks.

Since its introduction, Playbook has generated more than 100 million bets placed with partners including DraftKings, FanDuel, Fanatics and Kalshi, with parlays accounting for more than 90% of activity. The launch of a dedicated app represents the next step in building on this momentum and establishing a direct, recurring relationship with sports bettors.

**Expanding Better Collective's opportunity in a trillion-euro market**
Globally, sports fans wager more than EUR 1.5 trillion annually, according to Statista, representing an enormous market in which Better Collective sees significant opportunities to expand its role.

Historically, Better Collective has built its business around helping sportsbooks acquire new customers. With Playbook, the company is extending its position across the betting journey, creating opportunities to engage and monetize existing bettors repeatedly, rather than primarily at the point of initial acquisition.

By bringing together betting discovery, decision-making and access to multiple sportsbooks, Playbook aims to become the natural starting point whenever a sports fan wants to place a bet. This creates new opportunities to strengthen user retention, increase the frequency of engagement and deliver additional value to sportsbook partners.

**Jesper Søgaard, Co-founder & CEO of Better Collective, said:**
*"Playbook represents one of the most exciting long-term growth opportunities for Better Collective. Our ambition is to build the go-to destination for sports bettors, bringing everything they need into one place, from discovering and building bets to comparing odds and accessing their preferred sportsbooks.*

*Historically, our strength has been helping sportsbooks acquire new customers. With Playbook, we are taking that a significant step further by building a platform that can engage bettors every time they want to place a bet. Having already driven more than 100 million bets, we have demonstrated the potential of the platform, and launching our own app is an important next step in scaling that opportunity.*

*In an industry where more than EUR 1.5 trillion is wagered annually, we see enormous potential to become the platform connecting bettors with the sportsbooks where their bets are placed."*

**One app for the entire betting journey**
The new Playbook app brings together a range of features designed to make sports betting more convenient, personalized and accessible, removing friction between discovering a bet and placing it with a sportsbook.

At launch, the app offers three core experiences:

- **Discover and follow:** A personalized Parlay Feed allows users to discover trending bets, follow their favorite tipsters, and receive notifications when new betting slips are posted.
- **Build and compare:** AI-powered bet-slip recognition transforms images, text prompts and social posts into ready-to-place bets. A dedicated Bet Builder enables users to create parlays from scratch, compare odds across sportsbooks and identify relevant promotional boosts.
- **AI-powered betting inspiration:** Playbook's BetBot assistant uses prediction models to help users explore betting options across major sporting events, from NFL and NBA matchups to same-game parlays, based on their interests and preferences.

Together, these features create a single destination where users can move from betting inspiration to execution without navigating multiple platforms.

The app is optimized for major U. S. and international sports, including the NFL, NCAA, NBA, WNBA, MLB, NHL and more than 150 soccer leagues.

At launch, Playbook integrates with leading sportsbooks including FanDuel, DraftKings, BetMGM, Fanatics, Hard Rock Bet and bet365, alongside prediction market operators Kalshi and Novig, subject to applicable availability.

**Building a platform for long-term growth**
The app launch is another milestone in Better Collective's broader strategy of expanding its position within the sports betting ecosystem.

By combining its established sports media reach, sportsbook relationships and technology capabilities with a dedicated consumer platform, Better Collective sees an opportunity to build an increasingly important connection between bettors and betting operators.

Over time, the ambition is to make Playbook an essential part of the betting experience, supporting recurring user engagement and creating additional monetization opportunities across both traditional sportsbooks and emerging prediction markets.

**The Playbook app is available to download now on iOS and Google Play in the U. S.**

To learn more, visit **playbookbot.com** or follow **@Playbook on X**.

For partnership inquiries, please contact: playbook@bettercollective.com.

**About Better Collective**

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Better Collective owns leading digital sport media, sports betting media and esports communities, 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 House of Brands includes; **HLTV**, **FUTBIN**, **AceOdds**, **Action Network**, **Playmaker HQ**, **The Nation Network**, and **Bolavip**. 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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**Attachments**

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