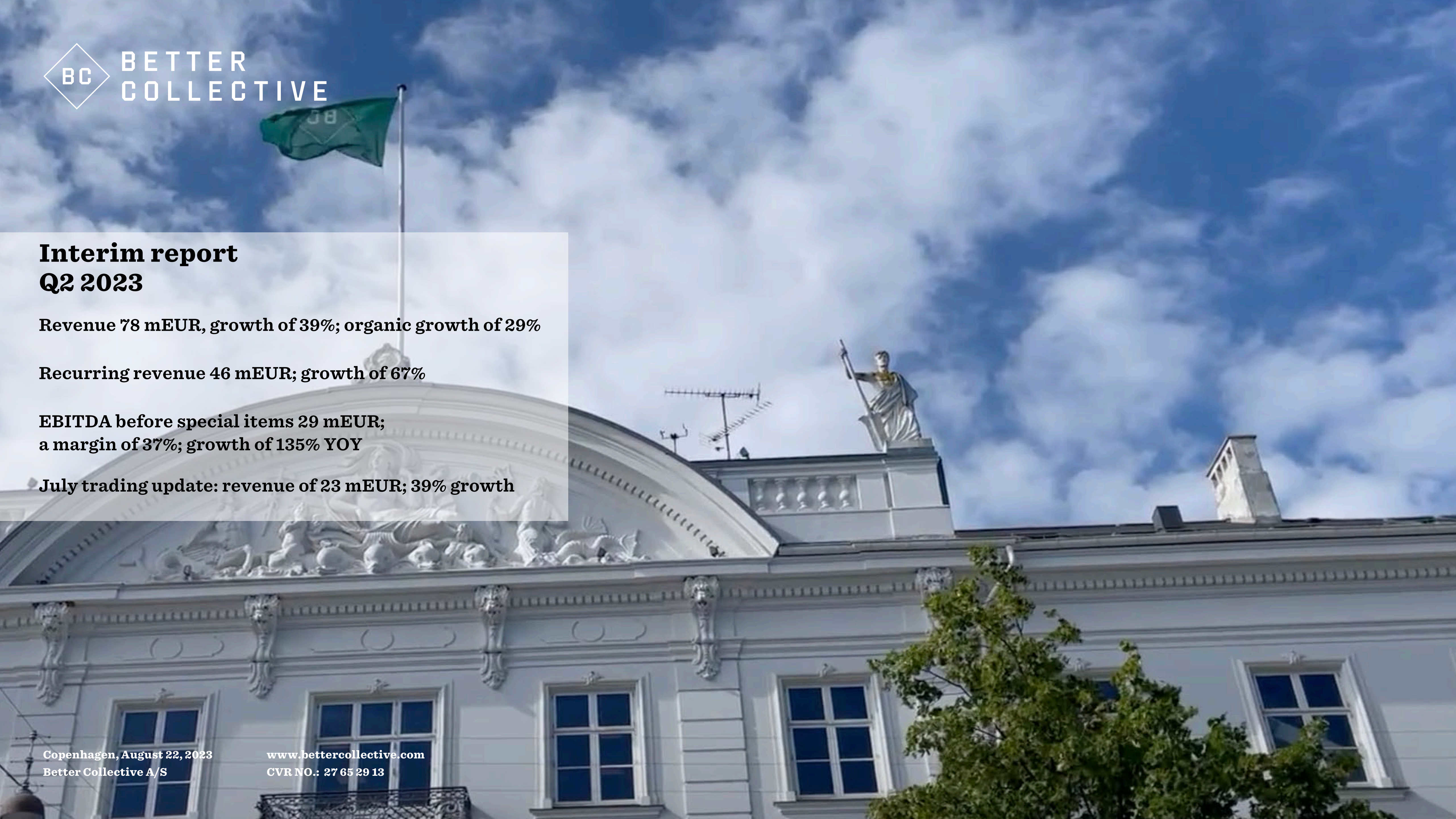


BETTER COLLECTIVE

Interim report
Q2 2023

Revenue 78 mEUR, growth of 39%; organic growth of 29%

Recurring revenue 46 mEUR; growth of 67%

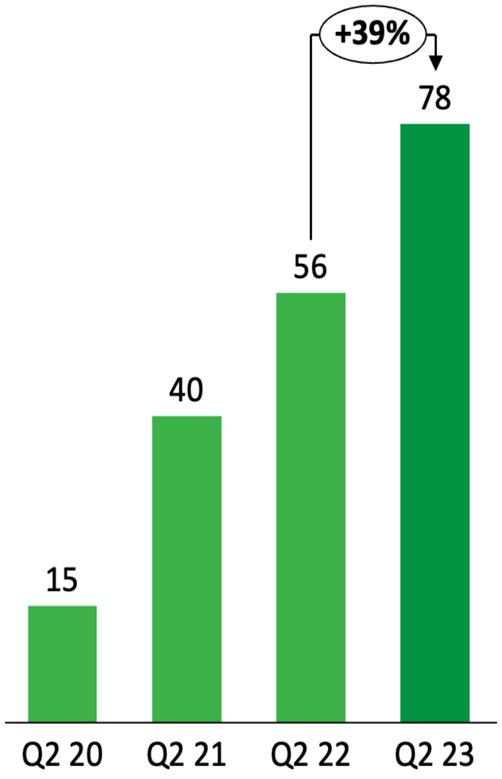
EBITDA before special items 29 mEUR;
a margin of 37%; growth of 135% YOY

July trading update: revenue of 23 mEUR; 39% growth

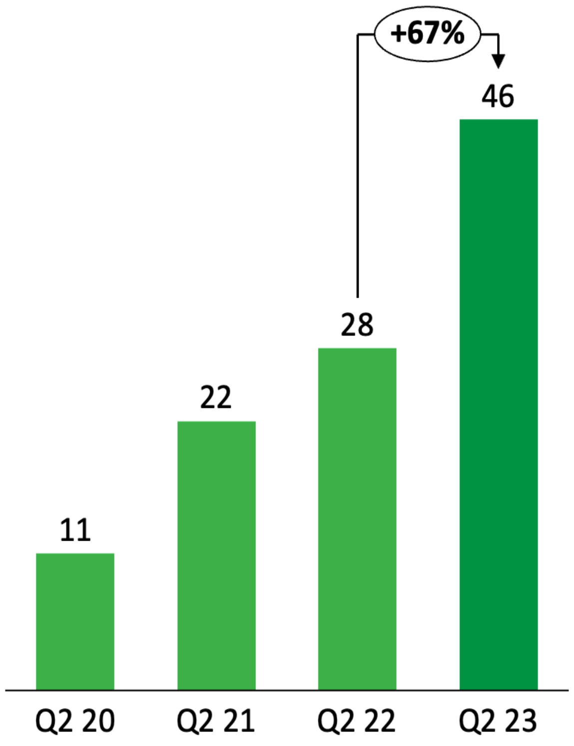
Copenhagen, August 22, 2023
Better Collective A/S

www.bettercollective.com
CVR NO.: 27 65 29 13

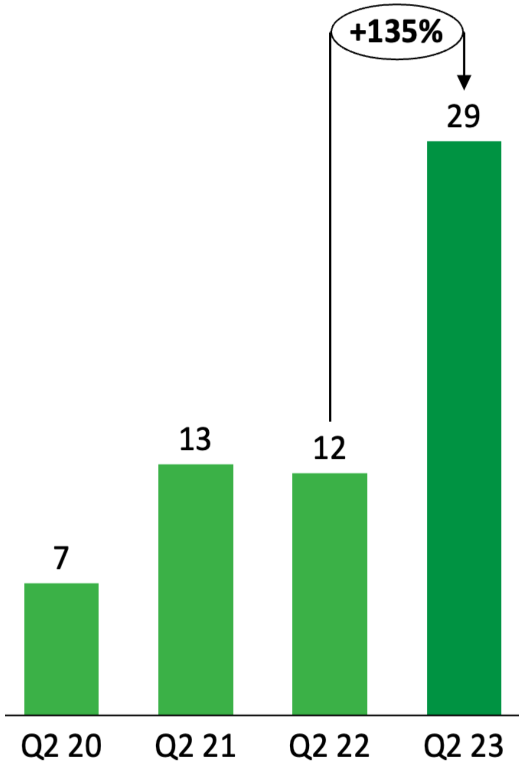
Revenue
mEUR



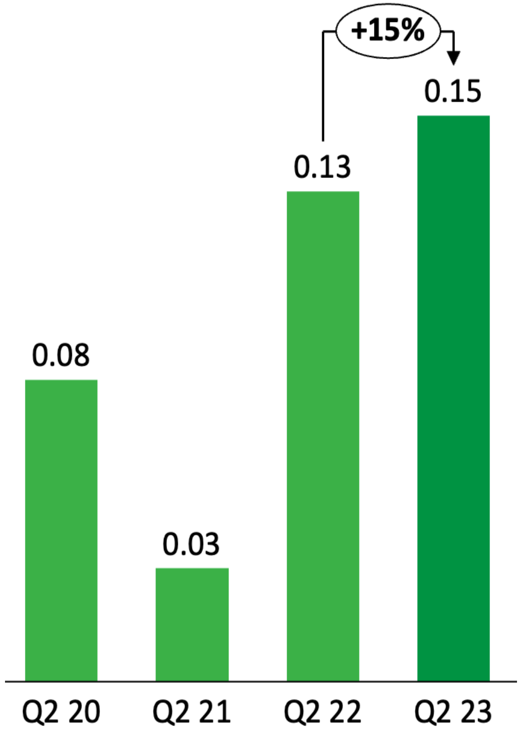
Recurring revenue
mEUR



EBITDA*
mEUR



Earnings per share



*Before special items

BETTER COLLECTIVE

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Upcoming events

- November 15, 2023, Q3 release
- February 21, 2024, Q4 release
- May 16, 2024, annual report release

Q2 webcast August 23, 2023

A conference call for Better Collective's stakeholders will be held on August 23, at 10:00 a.m. CET and can be joined online here.

The presentation material for the webcast will be available after market close on August 22 via: www.Bettercollective.com

To participate telephonically follow this link. Once signed up you will receive an e-mail with a phone number and a personal dial-in code for the call.

Highlights Q2, 2023

Q2 group revenue grew by 39% to 78 mEUR, which is a record Q2 quarter (Q2 2022: 56 mEUR). Organic revenue growth was 29%.

Recurring revenue was 46 mEUR, implying 67% growth. Equal to 59% of group revenue versus 49% Q2 last year.

Q2 group EBITDA before special items was 29 mEUR, a growth of 135% (Q2 2022: 12 mEUR). The group EBITDA-margin before special items was 37%.

Cash flow from operations before special items was 34 mEUR (Q2 2022: 22 mEUR). The cash conversion was 112%. By the end of Q2, capital reserves stood at 78 mEUR of which cash of 65 mEUR, other current financial assets of 13 mEUR.

New depositing customers (NDC) numbered more than 500.000 in the quarter implying growth of 32%. 87% of NDCs were sent on revenue share contracts.

Skycon Limited was acquired and in doing so expanded Better Collective's efforts within digital display advertising. Skycon has already delivered strong performance after a swift onboarding.

During the quarter the financial targets for 2023 were upgraded due to a very strong performance during the first months of the quarter. The group now guides for:

- Revenues of 315-325 mEUR (305-315 mEUR)
- EBITDA before special items of 105-115 mEUR (95-105 mEUR)
- Net debt to EBITDA before special items <2.0 (unchanged)

A share buyback program was initiated on February 21 and completed on April 25. Better Collective acquired 416,959 shares at an average price of 196.6 SEK. Following the purchases, Better Collective held 2.17% of the outstanding share capital.

The UK Government published a "White Paper" as part of a Gambling Act review. Better Collective welcomes the long-awaited proposed initiatives with a stronger focus on safer gambling. Given the proactive compliance measures already taken, the proposed measures are estimated to have zero to limited financial impact on the Better Collective.

Terence Gargantini joined as Country Director for Brazil to bolster Better Collective's South American expansion.

The Annual General Meeting 2023 was held electronically on April 25, 2023.

Better Collective hosted its annual Greek Bookmaker Awards with its Greek flagship sports media, Betarades.

Significant events after closure of the period

July trading update showed revenue of 23 mEUR implying 39% growth.

Better Collective acquired Playmaker HQ to expand competitiveness within social media and sports content production. The total consideration of the acquisition was 54 mUSD with an upfront payment of 15 mUSD. Playmaker HQ has already shown promising trends.

Better Collective expanded its Swedish position towards the generalist sport fans by acquiring four of the strongest sports media brands in the market. The media acquired from Everysport Group are SvenskaFans.com, Hockeysverige.se, FotballDirect and Innebandy Magazinet.

Better Collective extended the club-financing from October 2022 with Nordea, Nykredit and Citibank by three years to October 2026 as well as executing the accordion option and thereby increasing the available facilities with 72 mEUR, leaving the group with a total financing of 319 mEUR where 247 mEUR has been utilized.

A share buyback program of up to 10 mEUR was initiated on July 7 and completed on August 21. Better Collective acquired 187,991 shares at an average price of 237.2 SEK. Following the purchases, Better Collective held 2.51% of the outstanding share capital. The market value of Better Collective's own shares amounts to 26 mEUR. The purpose of the buyback is to cover future payments relating to acquisitions and LTI programs.

Better Collective hosted an EGM where Britt Boeskov and René Rechtman were elected to the board of directors. Following six years of dedicated work for Better Collective, Klaus Holse decided to step down.

Better Collective bolstered its European sports media expansion with the appointment of René Schrøder as Editor in Chief Europe.

By the end of July, Better Collective's new HQ in Copenhagen opened. The leasing agreement runs for five years and has rent obligation of approximately 12 mEUR during that period.

Financial highlights and key figures

tEUR	Q2 2023	Q2 2022	YTD 2023	YTD 2022	2022
Income statements					
Revenue	78,115	56,043	166,060	123,437	269,297
Recurring revenue	45,795	27,574	86,677	50,977	123,365
Revenue Growth (%)	39%	40%	35%	57%	52%
Organic Revenue Growth (%)	29%	22%	27%	33%	34%
Operating profit before depreciation, amortization, and special items (EBITDA before special items)	28,696	12,226	61,971	35,337	85,075
Operating profit before depreciation and amortization (EBITDA)	27,478	12,863	60,146	34,293	85,021
Depreciation	698	483	1,412	970	2,321
Operating profit before amortization and special items (EBITA before special items)	27,998	11,743	60,560	34,367	82,754
Special items, net	- 1,218	638	- 1,826	- 1,044	- 54
Operating profit before amortization (EBITA)	26,780	12,380	58,734	33,323	82,700
Amortization and impairment	6,068	2,751	9,939	5,040	12,347
Operating profit before special items (EBIT before special items)	21,930	8,991	50,621	29,327	70,407
Operating profit (EBIT)	20,712	9,629	48,795	28,283	70,353
Result of financial items	- 8,872	- 728	- 9,607	- 1,349	- 5,389
Profit before tax	11,840	8,901	39,188	26,935	64,964
Profit after tax	8,302	7,105	29,237	20,847	48,075
Earnings per share (in EUR)	0.15	0.13	0.53	0.38	0.88
Diluted earnings per share (in EUR)	0.14	0.12	0.51	0.36	0.85

tEUR	Q2 2023	Q2 2022	YTD 2023	YTD 2022	2022
Balance sheet					
Balance Sheet Total	875,320	761,597	875,320	761,597	785,229
Equity	430,220	400,317	430,220	400,317	412,917
Current assets	126,100	70,680	126,100	70,680	95,025
Current liabilities	78,329	93,721	78,329	93,721	65,068
Net interest bearing debt	257,392	219,061	257,392	219,061	227,151
Cashflow					
Cash flow from operations before special items	34,253	22,503	67,613	35,648	69,816
Cash flow from operations	32,980	22,313	65,946	35,358	68,423
Investments in tangible assets	- 2,369	- 291	- 2,182	- 561	- 1,804
Cash flow from investment activities	- 29,483	- 87,014	- 50,761	- 106,161	- 112,632
Cash flow from financing activities	37,736	68,882	30,006	77,890	65,737
Financial ratios					
Operating profit before depreciation, amortization (EBITDA) and special items margin (%)	37%	22%	37%	29%	32%
Operating profit before amortization margin (EBITDA) (%)	35%	23%	36%	28%	32%
Operating profit margin (%)	27%	17%	29%	23%	26%
Publishing segment - EBITDA before special items margin (%)	40%	26%	41%	35%	38%
Paid media segment - EBITDA before special items margin (%)	31%	12%	29%	14%	16%
Net interest bearing debt / EBITDA before special items	2.30	3.36	2.30	3.36	2.67
Liquidity ratio	1.61	0.75	1.61	0.75	1.46
Equity to assets ratio (%)	49%	53%	49%	53%	53%
Cash conversion rate before special items (%)	112%	182%	106%	99%	80%
Average number of full-time employees	966	853	942	842	878
NDCs (thousand)	500	387	988	737	1,683

CEO Letter

Impressive operational leverage, successful M&A, and embracing AI opportunities

Operational leverage paves the way for a record-breaking Q2

As a leading digital sports media group, Better Collective has continued its global expansion throughout the quarter, and it is with great pride I can share our recent performance. Q2 was another exceptional quarter, building on the momentum generated in recent quarters. We grew revenues 39% to 78 mEUR, of which 29% was organic growth. This comes on top of us growing 40% last year during Q2. This was driven by strong performance across the group, while highlighting the Americas, our media partnerships, and a sports win margin above our expectations. The FIFA Women's World Cup only generated subtle activity likely due to the inconvenient kick-off times for our key markets. An impressive +10 million Brazilian fans watched the matches played by their national team, which underlines the great opportunities we see in this enthusiastic market.

We continue to focus on our recurring revenue, which grew 67% year-over-year to 46 mEUR and accounted for 59% of group revenue. We showed impressive operational leverage as our EBITDA grew 135% to 29 mEUR. This implies a margin of 37%. The uptick in margin was driven by operational leverage in our Publishing business combined with - what seems to be - a structurally higher Paid Media margin following the transition to recurring revenue share income as well as the incorporation of Skycon Limited.

North American expansion

I am proud to see how our commercial team in North America has demonstrated strategic vision and execution in working closely with our partners. We constantly seek to become even more relevant to our partners through brand awareness, customer acquisition, re-activation, and retention, which is an exercise we are fine-tuning in North America. In Q2 last year, we continued our investments despite tougher market conditions in North America and posted a negative EBITDA during that quarter. I am proud to see that we are now reaping the benefits as operational earnings have moved from negative to a 33% margin during this low season quarter. This exercise is best fulfilled through a constant user focus ensuring the best innovative content for our many returning sport fans, and close strategic partnerships. This is why I am happy to see the further diversification of revenue streams in this region through sponsorship sales on products like our podcasts and YouTube shows.

As part of our journey, we acquired Playmaker HQ, after the closing of Q2. The acquisition provides our group with social media and content production capabilities needed for long-term success in the sports media industry, and further accelerates our journey towards becoming the leading digital sports media group. By acquiring Playmaker HQ, we also broadened our user base towards more generalist sports fans and secured another marketing channel. I will dive more into all these acquisitional benefits in my Q3 letter.

Skycon is off to a great start

The acquisition of Skycon Limited is off to a great start and has already demonstrated good performance. By incorporating Skycon into our Paid Media division, we have unlocked new avenues for growth and expanded our offering to advertising partners. The integration of Skycon was swift and seamless, with our teams working closely together to ensure a smooth transition. Undoubtedly, Skycon will continue to deliver further growth opportunities, and I am very excited about the prospects that lie ahead.

Leveraging the 'BC Growth Formula' in South America

We continue to be excited about the vast potential and opportunities in South America. We plan to leverage our 'BC Growth Formula' throughout the region. We have spent more than a decade developing and implementing this formula in Europe and executed it successfully in North America. During the first half of 2023, focus was on establishing a strong local presence in the South American region by leveraging our global expertise and resources. We are now working to put together a local team that can excite sports fans through premium content and engaging communities. I had the pleasure of visiting Rio de Janeiro as we opened our South American headquarters, and I was impressed to experience the region's strong sports culture. I am certain that Better Collective will have a long growth trajectory in this region as we continue to expand our efforts.

Embracing the power of AI: Unleashing opportunities & navigating challenges

Artificial intelligence (AI) has revolutionized the way we create, distribute, and consume content. Through advanced algorithms and machine learning capabilities, AI empowers us to scale content production efficiently, maintaining a consistent flow of high-quality material across our sports brands. As such we can reach a wider audience, engage them more effectively, and enhance their overall experience. AI is also a crucial tool for process optimization. By automating repetitive and time-consuming tasks, the technology frees up valuable resources and enables our teams to focus on more strategic and creative tasks.

Further by combining neuroscience, AI and human expert assessment, our company Mindway AI's safer gambling software helps sportsbooks meet and exceed user protection requirements.

AI also brings forth potential difficulties, particularly within the realm of search engines. As AI becomes more sophisticated, search engines adapt to deliver more accurate and personalized search results. Such developments may lead to changes in algorithms and ranking criteria, which could impact the future search landscape. Staying on top of these changes while ensuring that our content remains optimized and aligned with search engine guidelines are crucial elements in upholding Better Collective's online presence and competitive edge.

At Better Collective we have long recognized AI's impact and that is why our teams are busy exploring AI-driven solutions, potential M&As, as well as ways to leverage its potential and mitigate risks. By utilizing AI technology alongside the integration of human finesse, I trust that we can deliver the best service to our audiences.

Five years ago, we started diversifying our traffic to lower potential risks. Today, less than 35% of sport fans come from search engines, however, in 2018 it was more than 60%. I foresee that exposure will decline further as Better Collective grows and acquires strong brands with a direct, loyal, and returning user base.

Upgraded financial targets as strong momentum continues

In June, we upgraded our 2023 financial targets to:

- Revenue to 315-325 mEUR (previously 305-315 mEUR)
- EBITDA to 105-115 mEUR (previously 95-105 mEUR).

The upgrade was prompted by a strong Q2. The main drivers for the good start to Q2 were a solid momentum across all the Americas, media partnerships' continued success, and a sports win margin above expectations. Considering this upgrade, I am happy with the operational leverage we have seen in our business as we continuously invest in the future.

Our commitment to delivering long-term success over here-and-now gratification has resulted in solid Q2 performance. Being able to fuel an already strong momentum while delivering good performances reflects all of my colleagues' dedication, laser focus and hard work.

Jesper Søgaard
Co-founder & CEO

Business review and financial performance

Group

Q2 was another strong quarter for the Better Collective group with revenues of 78 mEUR equaling growth of 39%, of which 29% was organic.

Recurring revenue came in at 46 mEUR, implying growth of 67%, and made up 59% of group revenues.

Of the recurring revenues 85% came from revenue share income, 9% from subscription, and 6% from advertisement sales.

The group delivered more than 500.000 new depositing customers (NDC) to partnering sportsbooks and thereby continued its strong growth path. Q2 grew by 32%, of which 87% were revenue share contracts.

Operational earnings (EBITDA before special items) were 29 mEUR, implying a margin of 37%. The group showed strong operational leverage, growing its operational earnings by 135%.

Better Collective Group

Key figures for Group

tEUR	Q2 2023	Q2 2022	Growth	YTD 2023	YTD 2022	Growth
Revenue	78,115	56,043	39%	166,060	123,437	35%
Cost	49,418	43,818	13%	104,089	88,101	18%
Operating profit before depreciation, amortization, and special items	28,696	12,226	135%	61,971	35,337	75%
EBITDA-Margin before special items	37%	22%		37%	29%	
Operating profit before depreciation and amortization	27,478	12,863	114%	60,146	34,293	75%
EBITDA-Margin	35%	23%		36%	28%	
Organic growth	29%	22%		27%	33%	

Publishing

The Publishing business includes revenue from Better Collective's proprietary owned and operated sports media as well as media partnerships. The traffic to these brands is mostly direct or through organic search results.

Revenues from this segment came in at 54 mEUR implying growth of 41% of which 35% was organic. Operational earnings came in at 21 mEUR, implying a margin of 40% and growth of 111%. The publishing segment accounted for 69% of group revenues and 74% of operational earnings.

The topline growth in the segment came from strong performance from most brands in all geographies, where all the Americas is worth highlighting as well as media partnerships continued to deliver.

The exceptional operational earnings growth during the quarter is a result of the operational leverage in the business combined with an above-expected sports win margin.

Paid Media

The Paid Media business includes revenues efforts in paid advertising on search platforms like Google and Bing, as well as advertising on third party sports media. Given the upfront payment to advertise on third party platforms the gross margin is lower than in the Publishing business.

Paid Media revenue was 25 mEUR, implying growth of 37%, of which 15% was organic. During Q2 45% of revenues was recurring. Over the past quarters, the transition in revenue agreements has paid off as margins have improved and made it possible to further fuel growth. Operational earnings came in at 8 mEUR, implying a margin of 31%, which is the highest margin ever recorded for the Paid Media segment during any quarter (former record was Q1 2023 at 27%). This implies growth of 240% versus last year.

The strong growth in the top line comes from another broadly based performance with solid growth, especially from the Americas. The massive margin growth comes because of the investments in moving revenues to recurring revenue share income, as well as the acquisition of Skycon, focusing on display advertising, being higher margin than search based paid advertisement.

Key figures for the Publishing segment

tEUR	Q2 2023	Q2 2022	Growth	YTD 2023	YTD 2022	Growth
Revenue	**53,547**	**38,126**	**41%**	**112,751**	**86,506**	**30%**
Share of Group	69%	68%		68%	70%	
Cost	32,392	28,116	15%	66,187	56,260	18%
Share of Group	66%	64%		64%	64%	
Operating profit before depreciation, amortization, and special items	**21,155**	**10,010**	**111%**	**46,564**	**30,246**	**54%**
Share of Group	74%	82%		75%	86%	
EBITDA-Margin before special items	40%	26%		41%	35%	
Operating profit before depreciation and amortization	**19,937**	**10,647**	**87%**	**44,739**	**29,203**	**53%**
EBITDA-margin	37%	28%		40%	34%	
Organic growth	35%	18%		37%	35%	

Key figures for the Paid Media segment

tEUR	Q2 2023	Q2 2022	Growth	YTD 2023	YTD 2022	Growth
Revenue	**24,567**	**17,917**	**37%**	**53,309**	**36,931**	**44%**
Share of Group	31%	32%		32%	30%	
Cost	17,026	15,701	8%	37,902	31,841	19%
Share of Group	34%	36%		36%	36%	
Operating profit before depreciation, amortization, and special items	**7,541**	**2,216**	**240%**	**15,407**	**5,090**	**203%**
Share of Group	26%	18%		25%	14%	
EBITDA-Margin before special items	31%	12%		29%	14%	
Operating profit before depreciation and amortization	**7,541**	**2,216**	**240%**	**15,407**	**5,090**	**203%**
EBITDA-margin	31%	12%		29%	14%	
Organic growth	15%	30%		22%	29%	

Europe & Rest of World

The Europe & Rest of the world (ROW) business includes all markets outside of North America. The European markets consist of more mature markets and are the legacy markets of Better Collective. South America is a strong growth market for Better Collective and makes up an increasingly bigger part of the business. Examples of sports brands include Soccernews in the Netherlands, Betarades in Greece, Wettbasis in Germany, Goal.pl in Poland, Les Transferts in France, and many others. Further it includes our esport communities HLTV and Futbin. The strategy is to own the strongest local sports media in all relevant regions.

Given the strong legacy in the European markets where Better Collective has been sending revenue share customers the past decade, there is a lot of recurring revenue in this business. It also means that this business is the most impacted by fluctuations in the sports win margin.

Europe & ROW posted revenues of 55 mEUR, which is a record for this region - implying growth of 32%. Operational earnings came in at 21 mEUR, giving a margin of 38% and growing 63% YOY. Europe & ROW revenue accounted for 71% and operational earnings accounted for 74%. The growth came from a strong deliverance across all countries, where South America especially is seeing high growth. As mentioned, these markets are heavily tilted towards recurring revenue share income, meaning fluctuations in the sports win margin has a bigger impact than in North America. During Q2 the sports win margin was above expectations, meaning the result was boosted by this.

North America

Both the US and the Canadian markets are somewhat recently regulated. The first states in the US started regulating in 2018 with the PASPA repeal. As both markets are young, revenues have to a large extent been generated from one-time payments (CPA). Last year, Better Collective started to transition towards recuring revenues in the US.

North American sports brands include amongst other Action Network, PlaymakerHQ VegasInsider, Scores&Odds, RotoGrinders, Sportshandler, and Canada Sports Betting. The North American revenue came in at 23 mEUR, implying growth of 60%. Operational earnings came in at 8 mEUR equaling a margin of 33% up from being negative last year. North America revenues made up 29% of Group revenues and 26% of operational earnings. The group continues its transition towards recurring revenue share and is seeing positive trends from some of the earliest cohorts sent to partners. The solid growth came from a mix of recurring revenue share starting to pick up, paid media delivering in this region, as well as revenue diversification now including sponsorship sales and more.

Key figures for North America and Europe & RoW segments

	Europe & ROW						North America					
tEUR	Q2 2023	Q2 2022	Growth	YTD 2023	YTD 2022	Growth	Q2 2023	Q2 2022	Growth	YTD 2023	YTD 2022	Growth
Revenue	**55,188**	**41,719**	**32%**	**105,990**	**78,004**	**36%**	**22,926**	**14,324**	**60%**	**60,070**	**45,433**	**32%**
Share of Group	71%	74%		64%	63%		29%	26%		36%	37%	
Cost	34,061	28,806	18%	66,131	55.067	20%	15,357	15,012	2%	37,957	33,034	15%
Share of Group	69%	66%		64%	63%		31%	34%		36%	37%	
Operating profit before depreciation, amortization, and special items	**21,127**	**12,913**	**64%**	**39,859**	**22,938**	**74%**	**7,569**	**- 687**	**1.202%**	**22,112**	**12,399**	**78%**
Share of Group	74%	106%		64%	65%		26%	-6%		36%	35%	
EBITDA-Margin before special items	38%	31%		38%	29%		33%	-5%		37%	27%	
Operating profit before depreciation and amortization	**20,246**	**12,723**	**59%**	**38,534**	**22,648**	**70%**	**6,689**	**- 876**	**863%**	**20,788**	**12,109**	**72%**
EBITDA-Margin	37%	30%		36%	29%		29%	-6%		35%	27%	

Financial performance H1 2023

Revenue growth of 35% to 166 mEUR and organic growth of 27%

Revenue YTD showed strong growth vs. 2022 of 35% and amounted to 166.1 mEUR (YTD 2022: 123.4 mEUR). Revenue share accounted for 44% of the revenue with 40% coming from CPA, 5% from subscription sales, and 5% from other income.

Cost of 104 mEUR - up from 88 mEUR

The increased costs are driven by Paid Media where increased cost is mainly to drive additional traffic and revenue, whereas media partnerships increased, primarily direct cost. The cost base excluding depreciation and amortization grew 16 mEUR, up to 104.1 mEUR YTD 2023 (YTD 2022: 88.1 mEUR). A significant part of the increase in cost base relates to an increase in personnel cost given the increase in number of employees from 853 at YTD 2022 to 966 YTD 2023.

Total direct cost relating to revenue increased by 5.4 mEUR to 49.2 mEUR (YTD 2022: 43.8 mEUR) with the growth coming from increased cost in Paid Media (driving additional revenue), and direct costs related to media partnerships. Beyond the cost of paid traffic, this includes hosting fees of websites, content generation, and external development.

Personnel cost YTD increased 28% from YTD 2022 to 42.6 mEUR YTD 2023 (YTD 2022: 33.4 mEUR). The average number of employees increased 13% to 966 (YTD 2022: 853). Personnel costs include costs related to warrants of 1,6 mEUR (YTD 2022: 0.8 mEUR).

Other external costs increased 1.4 mEUR or 13% to 12.3 mEUR (YTD 2022: 10.9 mEUR). Depreciation and amortization amounted to 11.4 mEUR (YTD 2022: 6 mEUR). The increase is primarily due to amortization related to the acquisition of FUTBIN and Skycon as well as new media partnerships.

Special items

YTD special items amounted to a cost of 1.8 mEUR (YTD 2022: 1.0 mEUR). The net cost of 1.8 mEUR is primarily related to M&A expenses of 1.0 mEUR and restructuring of 0.8 mEUR.

Earnings

Operational earnings (EBITDA) before special items grew 75% to 61.9 mEUR (YTD 2022: 35.3 mEUR). The EBITDA-margin before special items was 37% (YTD 2022: 29%).

Including special items, the reported EBITDA was 60.1 mEUR. (YTD 2022: 34.3 mEUR).

EBIT before special items increased 73% to 50.6 mEUR (YTD 2022: 29.3 mEUR). Including special items, the reported EBIT was 48.9 mEUR (YTD 2022: 28.3 mEUR).

Net financial items

Net financial costs amounted to 9.6 mEUR (YTD 2022: 1.3 mEUR) and included net interest, fees relating to bank credit lines and exchange rate adjustments. Net financial costs are impacted by an unrealized loss of 2.4 mEUR on Catena Media shares.

Interest expenses amounted to 5 mEUR and included non-payable, calculated interest expenses on certain balance sheet items, whereas financial fees and net exchange rate loss amounted to 0.4 mEUR and 1.9 mEUR respectively.

Income tax

Better Collective has a tax presence in the places where the company is incorporated. These places count Denmark (where the parent company is incorporated), Austria, France, Greece, Malta, Netherlands, Poland, Portugal, Romania, Serbia, Sweden, UK, and US.

Income tax YTD 2023 amounted to 10 mEUR (YTD 2022: 6.1 mEUR). The Effective Tax Rate (ETR) was 25.4% (YTD 2022: 22.6%).

Net profit

Net profit after tax was 29.2 mEUR (YTD 2022: 20.8 mEUR). Earnings per share (EPS) increased by nearly 40% to 0.53 EUR/share vs. 0.38 EUR/share YTD 2022.

Equity

The equity increased to 430.2 mEUR as per June 30, 2023, from 412.9 mEUR on December 31, 2022. Besides the YTD profit of 29.2 mEUR, the equity has been impacted by acquisition of treasury shares of 9.6 mEUR and share based payments of 1.6 mEUR. The decrease in USD vs. EUR has impacted the equity by 3.9 mEUR.

Balance sheet

Total assets amounted to 875.3 mEUR (2022: 785.2 mEUR), with an equity of 430.2 mEUR (2022: 412.9 mEUR). This corresponds to an equity to assets ratio of 49% (2022: 53%). The liquidity ratio was 1.61 resulting from current assets of 126.1 mEUR and current liabilities of 78.3.2 mEUR. The ratio of net interest-bearing debt to EBITDA before special items was 2.3 at the end of June.

Investments

On 14 April, Better Collective acquired Skycon for a purchase price of up to 51 mEUR on a cash and debt free basis. The net cash flow impact of the transaction was 30 mEUR considering deferred payments and acquired net assets. During the period investments in accounts and other intangibles amounted to 13.9 mEUR.

Cash flow and financing

Cash flow from operations before special items YTD 2023 was 67.6 mEUR (YTD 2022: 35.6 mEUR) with a cash conversion of 106%.

At 30 June, Better Collective has bank credit facilities of a total 247 mEUR. By the end of June 2023, capital reserves stood at 78 mEUR consisting of cash of 65 mEUR, other current financial assets of 13 mEUR in form of listed shares. In August Better Collective extended the club-financing by three years to October 2026 as well as executing the accordion option and thereby increasing the available facilities with 72 mEUR, leaving the group with a total financing of 319 mEUR where 247 mEUR has been utilized.

The parent company

Better Collective A/S, Denmark, is the parent company of the group.

Revenue grew by 74% to 48.2 mEUR (YTD 2022: 27.8 mEUR).

Total costs including depreciation and amortization was 42.1 mEUR (YTD 2022: 27.6 mEUR).

Profit after tax was 8.4 mEUR (YTD 2022: 36.9 mEUR). The change in profit after tax is primarily due to YOY differences in dividend payments from subsidiaries, exchange rate adjustments, and corporate tax.

Total equity ended at 413.2 mEUR by June 30, 2023 (2022: 411.1 mEUR). The equity in the parent company was impacted by treasury share transactions (9.6 mEUR), cost of warrants of 1.6 mEUR and merger with HLTV (3.2 mEUR)

Disclaimer

This report contains forward-looking statements which are based on the current expectations of the management of Better Collective. All statements regarding the future are subject to inherent risks and uncertainties, and many factors can lead to actual profits and developments deviating substantially from what has been expressed or implied in such statements.

Financial targets 2023

The board of directors has decided on targets for the financial year 2023 as announced in the 2022 full year report. Following the acquisition of Skycon Limited and the record breaking Q1, the financial targets were upgraded:

- Revenue of 315-325 mEUR (previously 305-315 mEUR)
- EBITDA before special items of 105-115 mEUR (previously 95-105 mEUR)
- Net debt to EBITDA before special items <2.0 (unchanged)

Financial targets 2023

	Updated targets 2023	Targets 2023	Actual 2022
Revenue	315-325 mEUR	290-300 mEUR	269.3 mEUR
EBITDA (before special items)	105-115 mEUR	90-100 mEUR	85.1 mEUR
Net interest bearing debt/EBITDA	<2.0	<2.0	2.67

Financial targets 2023-2027

The new financial targets for the Better Collective group for 2023-2027 (include M&A):

- Revenue CAGR of +20%
- EBITDA margin before special items of 30-40%
- Net debt to EBITDA before special items of <3

The long-term target assumes that M&A are solely financed by own cash flow and debt.

Other

Shares and share capital

Better Collective A/S is listed on Nasdaq Stockholm main market. The shares are traded under the ticker "BETCO". As per June 30, 2023, the share capital amounted to 551,768.36 EUR, and the total number of issued shares was 55,176,836. The company has one (1) class of shares. Each share entitles the holder to one vote at the general meetings. On June 9, 2023, the board of directors resolved to issue 22,167 new ordinary shares in Better Collective A/S, related to the exercise of warrants.

Shareholder structure

As of June 30, 2023, the total number of shareholders was 4,116. A list of top ten shareholders in Better Collective A/S can be found on the group's website.

Annual General Meeting 2023

The Annual General Meeting 2023 was held on April 25, 2023. All items on the agenda were carried, including the CXO incentive program. An Extraordinary General Meeting was held August 8, 2023. All items on the agenda were carried out including the election of Britt Boeskov and René Rechtman as new members of the board of directors.

Incentive programs

To attract and retain key competences, the company has established warrant programs for certain key employees. All warrants with the right to subscribe for one ordinary share. If all outstanding warrants are subscribed, then the maximum shareholders dilution will be approximately 4.9%.

On January 3, 2023, the board of directors implemented a Long-Term Incentive Plan (LTI) for key employees in the Better Collective group. In total the grants under the LTI in 2023 cover 134.953 performance share units and 239,350 share options to 63 key employees in total, vesting over a 3-year period. The total value of the 2023 LTI grant program is 2.9 mEUR (calculated Black-Scholes value) measured at the target level, which is to say 100% achievement of the financial goals.

On April 25, 2023, a new LTI program was approved for executive management. The total grant of 300,000 share options will vest over a 3-year period given certain vesting conditions set by the Board of Directors. The total value of the 2023 LTI grant program is 2.6 mEUR (calculated Black-Scholes value) measured at the target level, which is to say 100% achievement of the financial goals.

Risk management

Through an Enterprise Risk Management process, various gross risks in Better Collective are identified. Each risk is described, including current risk mitigation in place, or planned mitigating actions. The subsequent analysis of the identified risks includes an inherent risk evaluation based on two main parameters: probability of occurrence and impact on future earnings and cash flow. Better Collective's management continuously monitors risk development in the Better Collective group. The risk evaluation is presented to the Board of Directors annually, for discussion and any further mitigating actions required. The board evaluates risk dynamically to account for this variation in risk impact. The policies and guidelines in place stipulate how management must work with risk management. Better Collective's compliance with these policies and guidelines is also monitored by the management on an ongoing basis. Better Collective seeks to identify and understand risks and mitigate them accordingly. Also, the group's close and longstanding relationships with customers allow Better Collective to anticipate and respond to market movements and new regulations including compliance requirements from authorities and sportsbooks. With the US division, the overall risk profile of Better Collective has changed, and compliance as well as financial risk have increased.

Better Collective has mitigated the additional risks in US in several ways, compliance risk through involvement of regulatory bodies in our licensing process for newly

Program	Warrants outstanding June 30, 2023	Vesting Period	Exercise Period	Exercise Price DKK	Exercise Price EUR (rounded)
2019*	969,097	2020-2023	2022-2024	64.78	8.70
2020**	25,000	2021-2023	2023-2025	61.49	8.26
2020*	260,000	2021-2023	2023-2025	106.35	14.28
2021*	388,281	2022-2024	2024-2026	150.41	20.20
2021 US MIP Options	117,198	2021-2024	2024-2026	138.90	18.65
2021 US MIP PSU	132,786	2021-2024	2024-2026		
2022 US MIP Options	14,610	2022-2023	2023-2026	107.25	14.40
2022 US MIP PSU	26,177	2022-2023	2023-2026		
2022 Options	22,138	2022-2024	2025-2027	130.98	17.59
2022 PSU	67,276	2022-2024	2025-2027		
2023 CXO Options	300,000	2023-2025	2026-2028	142.08	19.08
2023 Options	240,524	2023-2025	2026-2028	77.50	10.41
2023 PSU	136,162	2023-2025	2026-2028		

* Key employees and members of executive management

** Following the AGM on April 22, 2020, 25,000 warrants were issued to the new board member, Todd Dunlap.

established entities, financial risk through a performance-based valuation of the acquired entities, and organizational risk through establishment of local governance, and finance, HR, and legal organization dedicated to the US operations. During 2022 and 2023 the macroeconomic environment has impacted the global economy with rising interest rates. Better Collective has mitigated and addressed the credit and interest rate risk by entering a new long-term committed facility with three banking partners in August, securing attractive terms and a long-term 3-year commitment. Other key risk factors are described in the Annual report 2022.

Contacts

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Mikkel Munch-Jacobsgaard
investor@bettercollective.com

This information is such information as Better Collective A/S is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact person set out above on August 22, 2023, after market close (CET).

About

With a vision to become the leading digital sports media group, Better Collective owns and operates international and local sports communities and media that aim to make sports entertainment more engaging and fun.

Via its online media, the group provides prime quality content, data insights, betting tips and educational tools for enthusiastic sports fans. Better Collective's portfolio includes Action Network, VegasInsider.com, HLTV.org, FUTBIN.com, and bettingexpert.com.

To learn more about Better Collective please visit www.Bettercollective.com

Statement by the board of directors and the executive management

Statement by the board of directors and the executive management on the condensed consolidated interim financial statements and the parent company condensed interim financial statements for the period January 1 – June 30, 2023.

Today, the board of directors and the executive management have discussed and approved the condensed consolidated interim financial statements and the parent company condensed interim financial statements of Better Collective A/S for the period January 1 – June 30, 2023.

The condensed consolidated interim financial statements for the period January 1 – June 30, 2023, are prepared in accordance with IAS 34 Interim Financial Reporting as adopted by the EU, and additional requirements of the Danish Financial Statements Act. The parent company condensed interim financial statements have been included according to the Danish Executive Order on the Preparation of Interim Financial Reports.

In our opinion, the condensed consolidated interim financial statements and the parent company condensed interim financial statements give a true and fair view of the group's and parent company's assets, liabilities and financial position on June 30, 2023, and of the results of the group's and parent company's operations and the group's cash flows for the period January 1 – June 30, 2023.

Further, in our opinion, the management's review gives a fair review of the development in the group's and the parent company's operations and financial matters and the results of the group's and the parent company's operations and financial position, as well as a description of the major risks and uncertainties, the group and the parent company are facing. The interim report has not been audited nor reviewed by the company's auditor.

Copenhagen, August 22, 2023

Executive management

Jesper Søgaard
Co-founder & CEO

Christian Kirk Rasmussen
Co-founder & COO
Executive Vice President

Flemming Pedersen
CFO
Executive Vice President

Board of directors

Jens Bager
Chair

Therese Hillman
Vice Chair

Britt Boeskov

Todd Dunlap

Leif Nørgaard

René Rechtman

Petra von Rohr

Financial statements for the period January 1 – June 30

Condensed interim consolidated income statement

Note	tEUR	Q2 2023	Q2 2022	YTD 2023	YTD 2022	2022
3	Revenue	78,115	56,043	166,060	123,437	269,297
	Direct costs related to revenue	22,045	20,679	49,194	43,756	92,227
4	Staff costs	21,383	17,690	42,610	33,402	68,639
	Other external expenses	5,990	5,448	12,285	10,943	23,356
	Operating profit before depreciation and amortization (EBITDA) and special items	28,696	12,226	61,971	35,337	85,075
	Depreciation	698	483	1,412	970	2,321
	Operating profit before amortization (EBITA) and special items	27,998	11,743	60,560	34,367	82,754
7	Amortization and impairment	6,068	2,751	9,939	5,040	12,347
	Operating profit (EBIT) before special items	21,930	8,991	50,621	29,327	70,407
5	Special items, net	- 1,218	638	- 1,826	- 1,044	- 54
	Operating profit	20,712	9,629	48,795	28,283	70,353
	Financial income	707	1,028	3,379	3,345	4,198
	Financial expenses	9,579	1,756	12,986	4,694	9,587
	Profit before tax	11,840	8,901	39,188	26,935	64,964
6	Tax on profit for the period	3,538	1,796	9,952	6,088	16,888
	Profit for the period	8,302	7,105	29,237	20,847	48,075
	Earnings per share attributable to equity holders of the company					
	Average number of shares	55,159,297	54,683,432	55,154,814	54,596,952	54,363,312
	Average number of warrants - converted to number of shares	2,609,804	2,350,149	2,527,978	2,576,250	2,495,614
	Earnings per share (in EUR)	0.15	0.13	0.53	0.38	0.88
	Diluted earnings per share (in EUR)	0.14	0.12	0.51	0.36	0.85

Condensed interim consolidated statement of other comprehensive income

Note	tEUR	Q2 2023	Q2 2022	YTD 2023	YTD 2022	2022
	Profit for the period	8,302	7,105	29,237	20,847	48,075
	Other comprehensive income					
	Other comprehensive income to be reclassified to profit or loss in subsequent periods:					
	Currency translation to presentation currency	393	- 320	- 284	- 494	- 905
	Currency translation of non-current intercompany loans	100	19,182	- 5,007	24,640	17,030
	Income tax	- 22	- 4,220	1,101	- 5,421	- 3,747
	Net other comprehensive income/loss	471	14,642	- 4,190	18,725	12,379
	Total comprehensive income/(loss) for the period, net of tax	**8,774**	**21,747**	**25,047**	**39,572**	**60,454**
	Attributable to:					
	Shareholders of the parent	8,774	21,747	25,047	39,572	60,454

Condensed interim consolidated balance sheet

Note	tEUR	Q2 2023	Q2 2022	2022
	Assets			
	Non-current assets			
7	**Intangible assets**			
	Goodwill	214,946	186,565	183,942
	Domains and websites	460,114	466,360	460,513
	Accounts and other intangible assets	51,726	23,553	27,016
	Total intangible assets	**726,786**	**676,478**	**671,471**
	Property, plant and equipment			
	Land and buildings			
	Right of use assets	6,878	2,218	6,269
	Leasehold improvements, Fixtures and fittings, other plant and equipment	3,920	1,973	2,574
	Total property, plant and equipment	**10,797**	**4,191**	**8,843**
	Other non-current assets			
	Other non-current financial assets	0	0	0
	Deposits	1,649	669	726
	Deferred tax asset	9,989	9,578	9,165
	Total other non-current assets	**11,637**	**10,247**	**9,891**
	Total non-current assets	**749,221**	**690,917**	**690,204**
	Current assets			
	Trade and other receivables	38,433	33,969	53,179
	Corporation tax receivable	6,781	561	6,423
	Prepayments	3,842	3,179	3,926
	Other current financial assets	12,508	0	0
	Cash	64,536	32,971	31,497
	Total current assets	**126,100**	**70,680**	**95,025**
	Total assets	**875,320**	**761,597**	**785,229**

Note	tEUR	Q2 2023	Q2 2022	2022
	Equity and liabilities			
	Equity			
	Share Capital	552	550	551
	Share Premium	272,786	272,252	272,550
	Currency Translation Reserve	18,987	29,523	23,177
	Treasury Shares	- 17,249	- 13	- 7,669
	Retained Earnings	155,144	98,005	124,307
	Proposed Dividends	0	0	0
	Total equity	**430,220**	**400,317**	**412,917**
	Non-current Liabilities			
8	Debt to credit institutions	246,932	185,722	201,708
8	Lease liabilities	5,980	1,147	4,962
8	Deferred tax liabilities	86,159	75,048	78,167
8	Other long-term financial liabilities	27,700	5,642	22,407
8	Contingent Consideration	0	0	0
	Total non-current liabilities	**366,771**	**267,560**	**307,244**
	Current Liabilities			
	Prepayments received from customers and deferred revenue	4,282	5,675	8,023
	Trade and other payables	16,360	20,348	22,252
	Corporation tax payable	3,864	8,178	5,221
8	Other financial liabilities	52,553	38,125	26,865
8	Contingent Consideration	0	0	0
	Debt to credit institutions	0	20,163	1,055
8	Lease liabilities	1,270	1,232	1,653
	Total current liabilities	**78,329**	**93,721**	**65,068**
	Total liabilities	**445,100**	**361,281**	**372,312**
	Total Equity and liabilities	**875,320**	**761,597**	**785,229**

Condensed interim consolidated statement of changes in equity

tEUR	Share capital	Share premium	Currency translation reserve	Treasury shares	Retained earnings	Proposed dividend	Total equity
As of January 1, 2023	**551**	**272,550**	**23,177**	**- 7,669**	**124,307**	**0**	**412,917**
Result for the period	0	0	0	0	29,237	0	29,237
Other comprehensive income							
Currency translation to presentation currency	0	0	- 5,291	0	0	0	- 5,291
Tax on other comprehensive income	0	0	1,101	0	0	0	1,101
Total other comprehensive income	0	0	- 4,190	0	0	0	- 4,190
Total comprehensive income for the year	**0**	**0**	**- 4,190**	**0**	**29,237**	**0**	**25,047**
Transactions with owners							
Capital Increase	1	236	0	0	0	0	236
Acquisition of treasury shares	0	0	0	- 9,571	0	0	- 9,571
Disposal of treasury shares	0	0	0	0	0	0	0
Share based payments	0	0	0	0	1,604	0	1,604
Transaction cost	0	0	0	- 10	- 4	0	- 14
Total transactions with owners	**1**	**236**	**0**	**- 9,580**	**1,600**	**0**	**- 7,744**
At June 30, 2023	**552**	**272,786**	**18,987**	**- 17,249**	**155,144**	**0**	**430,220**

During the period no dividend was paid.

tEUR	Share capital	Share premium	Currency translation reserve	Treasury shares	Retained earnings	Proposed dividend	Total equity
As of January 1, 2022	**546**	**267,873**	**10,798**	**- 8,074**	**73,705**	**0**	**344,848**
Result for the period	0	0	0	0	20,847	0	20,847
Other comprehensive income							
Currency translation to presentation currency	0	0	24,146	0	0	0	24,146
Tax on other comprehensive income	0	0	- 5,421	0	0	0	- 5,421
Total other comprehensive income	0	0	18,725	0	0	0	18,725
Total comprehensive income for the year	**0**	**0**	**18,725**	**0**	**20,847**	**0**	**39,572**
Transactions with owners							
Capital Increase	4	4,379	0	0	0	0	4,382
Acquisition of treasury shares	0	0	0	- 6,595	0	0	- 6,595
Disposal of treasury shares	0	0	0	14,656	842	0	15,498
Share based payments	0	0	0	0	2,626	0	2,626
Transaction cost	0	0	0	0	- 15	0	- 15
Total transactions with owners	**4**	**4,379**	**0**	**8,061**	**3,453**	**0**	**15,896**
At June 30, 2022	**550**	**272,252**	**29,523**	**- 13**	**98,005**	**0**	**400,317**

During the period no dividend was paid.

Condensed interim consolidated statement of changes in equity – continued

tEUR	Share capital	Share premium	Currency translation reserve	Treasury shares	Retained earnings	Proposed dividend	Total equity
As of January 1, 2022	**546**	**267,873**	**10,798**	**- 8,074**	**73,705**	**0**	**344,848**
Result for the period	0	0	0	0	48,075	0	48,075
Other comprehensive income							
Currency translation to presentation currency	0	0	16,125	0	0	0	16,125
Tax on other comprehensive income	0	0	- 3,747	0	0	0	- 3,747
Total other comprehensive income	0	0	12,379	0	0	0	12,379
Total comprehensive income for the year	**0**	**0**	**12,379**	**0**	**48,075**	**0**	**60,454**
Transactions with owners							
Capital Increase	5	4,677	0	0	0	0	4,683
Acquisition of treasury shares	0	0	0	- 14,250	0	0	- 14,250
Disposal of treasury shares	0	0	0	14,656	842	0	15,498
Share based payments	0	0	0	0	1,713	0	1,713
Transaction cost	0	0	0	0	- 28	0	- 28
Total transactions with owners	**5**	**4,677**	**0**	**406**	**2,526**	**0**	**7,615**
At December 31, 2022	**551**	**272,550**	**23,177**	**- 7,669**	**124,307**	**0**	**412,917**

During the period no dividend was paid.

BETTER COLLECTIVE

Condensed interim consolidated statement of cash flows

Note	tEUR	Q2 2023	Q2 2022	YTD 2023	YTD 2022	2022
	Profit before tax	11,840	8,901	39,188	26,935	64,964
	Adjustment for finance items	8,872	728	9,607	1,349	5,389
	Adjustment for special items	1,218	- 638	1,826	1,044	54
	Operating Profit for the period before special items	21,930	8,991	50,621	29,327	70,407
	Depreciation and amortization	6,766	3,234	11,350	6,009	14,668
	Other adjustments of non-cash operating items	1,509	51	1,609	446	1,690
	Cash flow from operations before changes in working capital and special items	30,205	12,276	63,581	35,783	86,765
	Change in working capital	4,048	10,227	4,033	- 135	- 16,949
	Cash flow from operations before special items	34,253	22,503	67,613	35,648	69,816
	Special items, cash flow	- 1,273	- 189	- 1,668	- 290	- 1,393
	Cash flow from operations	32,980	22,313	65,946	35,358	68,423
	Financial income, received	178	654	642	1,299	1,682
	Financial expenses, paid	- 883	- 1,453	- 4,051	- 3,072	- 5,666
	Cash flow from activities before tax	32,275	21,515	62,536	33,586	64,439
	Income tax paid	- 5,169	- 1,530	- 8,967	- 2,980	- 16,239
	Cash flow from operating activities	27,107	19,984	53,569	30,606	48,200
9	Acquisition of businesses	- 29,767	- 10,604	- 29,767	- 13,181	- 14,337
7	Acquisition of intangible assets	- 420	- 76,067	-3,624	-92,430	- 96,452
	Acquisition of property, plant and equipment	- 2,369	- 291	- 2,182	- 561	- 1,804
	Sale of property, plant and equipment	241	- 0	3	- 0	16
	Acquisition of other financial assets	- 0	0	- 14,930	0	0
	Change in other non-current assets	2,833	- 52	- 261	10	- 55
	Cash flow from investing activities	- 29,483	- 87,014	- 50,761	- 106,161	- 112,632

Note	tEUR	Q2 2023	Q2 2022	YTD 2023	YTD 2022	2022
	Repayment of borrowings	0	- 5,069	- 1,486	- 10,109	- 215,993
	Proceeds from borrowings	45,490	73,983	45,490	94,982	296,665
	Lease liabilities	- 145	- 348	- 518	- 690	- 1,274
	Other non-current liabilities	- 4,124	0	- 4,124	0	0
	Capital increase	193	316	236	316	618
	Treasury shares	- 3,674	0	- 9,583	- 6,595	- 14,250
	Transaction cost	- 4	0	- 10	- 15	- 28
	Warrant settlement, sale of warrants	0	0	0	0	0
	Cash flow from financing activities	37,736	68,882	30,006	77,890	65,737
	Cash flows for the period	35,360	1,853	32,814	2,334	1,306
	Cash and cash equivalents at beginning	28,847	30,680	31,497	30,093	30,093
	Foreign currency translation of cash and cash equivalents	329	438	224	544	99
	Cash and cash equivalents period end*	64,536	32,971	64,536	32,971	31,497
	Cash and cash equivalents period end					
	Cash	64,536	32,971	64,536	32,971	31,497
	Cash and cash equivalents period end	64,536	32,971	64,536	32,971	31,497

Notes

1. General information

Better Collective A/S is a limited liability company and is incorporated in Denmark. The parent company and its subsidiaries (referred to as the "Group" or "Better Collective") engage in online affiliate marketing. Better Collective's vision is to empower iGamers by leading the way in transparency and technology.

Basis of preparation

The Interim Report (condensed consolidated interim financial statements) for the period January 1 - June 30, 2023, has been prepared in accordance with IAS 34 "Interim financial statements" as adopted by the EU and additional requirements in the Danish Financial Statements Act. The parent company condensed interim financial statements has been included according to the Danish Executive Order on the Preparation of Interim Financial Reports.

These condensed consolidated interim financial statements incorporate the results of Better Collective A/S and its subsidiaries.

The condensed consolidated interim financial statements refer to certain key performance indicators, which Better Collective and others use when evaluating the performance of Better Collective. These are referred to as alternative performance measures (APMs) and are not defined under IFRS. The figures and related subtotals give management and investors important information to enable them to fully analyze the Better Collective business and trends. The APMs are not meant to replace but to complement the performance measures defined under IFRS.

New financial reporting standards

All new or amended standards (IFRS) and interpretations (IFRIC) as adopted by the EU and which are effective for the financial year beginning on January 1, 2023, have been adopted. The implementation of these new or amended standards and interpretations had no material impact on the condensed consolidated interim financial statements.

Accounting policies

The condensed consolidated interim financial statements have been prepared using the same accounting policies as set out in note 1 of the 2022 annual report which contains a full description of the accounting policies for the Group and the parent company, except for the scope of operating segments.

The scope of operating segments has been modified following changes in management responsibilities as from January 1, 2023. US has been renamed to North America (NA) and will now cover both USA and Canada. Canada was previously included in the operating segment "Europe and RoW". 2022 comparative information has been restated.

The annual report for 2022 including full description of the accounting policies can be found on Better Collective's website: https://storage.mfn.se/0e9df7fa-f018-42b8-9189-6ee99458c094/bc-2022-annual-report-final.pdf

Significant accounting judgements, estimates and assumptions

The preparation of condensed consolidated interim financial statements requires management to make judgements, estimates and assumptions that affect the reported amounts of revenue, expenses, assets, and liabilities.

Beyond the risks mentioned above, the significant accounting judgements, estimates and assumptions applied in these consolidated interim financial statements are the same as disclosed in note 2 in the annual report for 2022 which contains a full description of significant accounting judgements, estimates and assumptions.

2. Segments

Publishing and Paid Media

Better Collective operates two different business models regarding customer acquisition with different earnings-profiles. The segments Publishing and Paid Media have been measured and disclosed separately for Revenue, Cost and Earnings. The Publishing business includes revenue from Better Collective's proprietary online sports media and media partnerships where the online traffic is coming either directly or through organic search results, whereas Paid Media generates revenue through paid ad-traffic to our websites, thereby running on a lower earnings margin.

The performance for each segment is presented in the below tables:

	Publishing		Paid		Group	
tEUR	**Q2 2023**	**Q2 2022**	**Q2 2023**	**Q2 2022**	**Q2 2023**	**Q2 2022**
Revenue	53,547	38,126	24,567	17,917	78,115	56,043
Cost	32,392	28,116	17,026	15,701	49,418	43,818
Operating profit before depreciation, amortization and special items	21,155	10,010	7,541	2,216	28,696	12,226
EBITDA-Margin before special items	40%	26%	31%	12%	37%	22%
Special items, net	- 1,218	638	0	0	- 1,218	638
Operating profit before depreciation and amortization	19,937	10,647	7,541	2,216	27,478	12,863
EBITDA-Margin	37%	28%	31%	12%	35%	23%
Depreciation	695	479	3	4	698	483
Operating profit before amortization	19,242	10,168	7,538	2,212	26,780	12,380
EBITA-Margin	36%	27%	31%	12%	34%	22%

	Publishing		Paid		Group	
tEUR	**YTD 2023**	**YTD 2022**	**YTD 2023**	**YTD 2022**	**YTD 2023**	**YTD 2022**
Revenue	112,751	86,506	53,309	36,931	166,060	123,437
Cost	66,187	56,260	37,902	31,841	104,089	88,101
Operating profit before depreciation, amortization and special items	46,564	30,246	15,407	5,090	61,971	35,337
EBITDA-Margin before special items	41%	35%	29%	14%	37%	29%
Special items, net	- 1,826	- 1,044	0	0	- 1,826	- 1,044
Operating profit before depreciation and amortization	44,739	29,203	15,407	5,090	60,146	34,293
EBITDA-Margin	40%	34%	29%	14%	36%	28%
Depreciation	1,405	961	6	9	1,412	970
Operating profit before amortization	43,333	28,242	15,400	5,081	58,734	33,323
EBITA-Margin	38%	33%	29%	14%	35%	27%

	Publishing	Paid	Group
tEUR	**2022**	**2022**	**2022**
Revenue	187,057	82,241	269,297
Cost	115,376	68,846	184,222
Operating profit before depreciation, amortization and special items	71,681	13,394	85,075
EBITDA-Margin before special items	38%	16%	32%
Special items, net	- 54	0	- 54
Operating profit before depreciation and amortization	71,627	13,394	85,021
EBITDA-Margin	38%	16%	32%
Depreciation	2,306	15	2,321
Operating profit before amortization	69,321	13,379	82,700
EBITA-Margin	37%	16%	31%

2. Segments, continued

Europe & Rest of World and North America

Better Collective's products cover more than 30 languages and attract millions of users worldwide - with international brands with a global reach as well as regional brands with a local reach. Better Collective's regional brands are tailored according to the specific regions or countries and their respective regulations, sports, betting behaviors, user needs, and languages. From Q2 2021 and following the acquisition of Action Network (included in Group accounts from time of closing on May 28, 2021) the US market constitutes >20% of Group Revenue and >30% of revenue in Publishing on an annualized basis. Hence, Better Collective reports on the geographical segments US and Europe & ROW (Rest of World), measuring and disclosing separately for Revenue, Cost and Earnings. Historical financial figures are reported accordingly.

The performance for each segment is presented in the below tables:

	Europe & RoW		North America		Group	
tEUR	Q2 2023	Q2 2022	Q2 2023	Q2 2022	Q2 2023	Q2 2022
Revenue	55,188	41,719	22,926	14,324	78,115	56,043
Cost	34,061	28,806	15,357	15,012	49,418	43,818
Operating profit before depreciation, amortization and special items	21,127	12,913	7,569	- 687	28,696	12,226
EBITDA-Margin before special items	38%	31%	33%	-5%	37%	22%
Special items, net	- 881	- 189	- 338	827	- 1,218	638
Operating profit before depreciation and amortization	20,246	12,723	7,232	140	27,478	12,863
EBITDA-Margin	37%	30%	32%	1%	35%	23%
Depreciation	480	381	219	102	698	483
Operating profit before amortization	19,767	12,343	7,013	38	26,780	12,380
EBITA-Margin	36%	30%	31%	0%	34%	22%

* 2022 figures have been restated because of the transfer of Canada and renaming USA to North America (NA), which now covers both USA and Canada from January 1, 2023.

	Europe & RoW		North America		Group	
tEUR	YTD 2023	YTD 2022	YTD 2023	YTD 2022	YTD 2023	YTD 2022
Revenue	105,990	78,004	60,070	45,433	166,060	123,437
Cost	66,131	55,067	37,957	33,034	104,089	88,101
Operating profit before depreciation, amortization and special items	39,859	22,938	22,112	12,399	61,971	35,337
EBITDA-Margin before special items	38%	29%	37%	27%	37%	29%
Special items, net	- 1,325	- 290	- 501	- 754	- 1,826	- 1,044
Operating profit before depreciation and amortization	38,534	22,648	21,611	11,645	60,146	34,293
EBITDA-Margin	36%	29%	36%	26%	36%	28%
Depreciation	941	773	470	197	1,412	970
Operating profit before amortization	37,593	21,875	21,141	11,448	58,734	33,323
EBITA-Margin	35%	28%	35%	25%	35%	27%

	Europe & Row	North America	Group
tEUR	2022	2022	2022
Revenue	173,664	95,633	269,297
Cost	115,620	68,602	184,222
Operating profit before depreciation, amortization and special items	58,044	27,031	85,075
EBITDA-Margin before special items	33%	28%	32%
Special items, net	- 1,360	1,306	- 54
Operating profit before depreciation and amortization	56,684	28,336	85,021
EBITDA-Margin	33%	30%	32%
Depreciation	1,671	650	2,321
Operating profit before amortization	55,013	27,687	82,700
EBITA-Margin	32%	29%	31%

3. Revenue specification

In accordance with IFRS 15 disclosure requirements, total revenue is split on Revenue Share, Cost per Acquisition (CPA), Subscription, and Other as follows:

tEUR	Q2 2023	Q2 2022	YTD 2023	YTD 2022	2022
Revenue category					
Recurring revenue (Revenue share, Subscription, CPM)	45,795	27,574	86,677	50,977	123,365
CPA, Fixed Fees	32,296	27,992	79,359	71,824	145,605
Other	24	477	24	637	327
Total revenue	**78,115**	**56,043**	**166,060**	**123,437**	**269,297**
%-split					
Recurring revenue	59	49	52	41	46
CPA, Fixed Fees	41	50	48	58	54
Other	0	1	0	1	0
Total	100	100	100	100	100

tEUR	Q2 2023	Q2 2022	YTD 2023	YTD 2022	2022
Revenue type					
Revenue Share	39,058	21,658	72,674	41,217	96,449
CPA	25,640	24,422	65,886	64,323	124,324
Subscription	4,080	3,872	8,563	7,648	18,003
Other	9,338	6,092	18,936	10,249	30,521
Total revenue	**78,115**	**56,043**	**166,060**	**123,437**	**269,297**
%-split					
Revenue Share	50	39	44	33	36
CPA	33	44	40	52	46
Subscription	5	7	5	6	7
Other	12	11	11	8	11
Total	100	100	100	100	100

4. Share-based payment plans

2019 Warrant programs:

During the second quarter of 2023 the company did not grant any new warrants and 22,167 warrants were exercised under this program.

2022 Incentive Program:

During the second quarter of 2023 no performance share units or share options were granted under this program. A new Long-term Incentive (LTI) program was established for key employees in Q1 2022, and 73,894 performance share units and 24,564 share options were granted to a total of 36 employees.

2023 Incentive Program:

During the first quarter of 2023 a new Long-term Incentive (LTI) program was established for key employees. Under the program 134,953 performance share units and 239,350 share options were granted to a total of 63 employees.

2023 CXO Options Program:

During the second quarter of 2023 a new options program was established for the executive management. Under the program 300,000 share options were granted to a total of 3 employees.

The total share-based compensation expense for the above programs recognized for Q2 2023 is 1,407 tEUR (Q2 2022: 812 tEUR).

Management Incentive Program - Action Network:

During the quarter no performance share units or share options were granted under this program.

The cost related to the MIP program is recognized as special items and amounts to 60 tEUR in Q2 2023 (Q2 2022: 3,162 tEUR).

5. Special items

Significant income and expenses, which Better Collective consider non-recurring are presented in the Income statement in a separate line item labelled 'Special items'. The impact of special items is specified as follows:

tEUR	Q2 2023	Q2 2022	YTD 2023	YTD 2022	2022
Operating profit	20,712	9,629	48,795	28,283	70,353
Special Items related to:					
Special items related to IPO	0	0	0	0	0
Special items related to M&A	- 605	- 189	- 956	- 290	- 1,263
Variable payments regarding acquisitions - cost	- 49	2,408	- 142	2,408	2,275
Variable payments regarding acquisitions - income				0	
Special items related to Restructuring	- 504	0	- 668	- 0	- 130
Special items related to Divestiture of Assets	0	0	0	0	0
Special items related to Management Incentive Program	- 60	- 1,581	- 60	- 3,162	- 936
Special items, total	- 1,218	638	- 1,826	- 1,044	- 54
Operating profit (EBIT) before special items	21,930	8,991	50,621	29,327	70,407
Amortization and impairment	6,068	2,751	9,939	5,040	12,347
Operating profit before amortization and special items (EBITA before special items)	27,998	11,743	60,560	34,367	82,754
Depreciation	698	483	1,412	970	2,321
Operating profit before depreciation, amortization, and special items (EBITDA before special items)	28,696	12,226	61,971	35,337	85,075

6. Income tax

Total tax for the period is specified as follows:

tEUR	Q2 2023	Q2 2022	YTD 2023	YTD 2022	2022
Tax for the period	3.538	1.796	9.952	6.088	16.888
Tax on other comprehensive income	22	4.220	- 1.101	5.421	3.747
Total	**3.560**	**6.016**	**8.850**	**11.509**	**20.635**

Income tax on profit for the period is specified as follows:

tEUR	Q2 2023	Q2 2022	YTD 2023	YTD 2022	2022
Deferred tax	- 671	- 2	1.891	2.147	6.785
Current tax	4.226	1.776	8.077	3.919	10.153
Adjustment from prior years	- 16	22	- 16	22	- 49
Total	**3.538**	**1.796**	**9.952**	**6.088**	**16.888**

Tax on the profit for the period can be explained as follows:

tEUR	Q2 2023	Q2 2022	YTD 2023	YTD 2022	2022
Specification for the period:					
Calculated 22% tax of the result before tax	2,605	1,958	8,621	5,926	14,292
Adjustment of the tax rates in foreign subsidiaries relative to the 22%	496	175	997	466	1,563
Tax effect of:			0	0	
Special items	387	- 142	387	260	- 83
Special items - taxable items	0	- 443	0	- 822	- 243
Other non-taxable income	- 1,634	- 0	- 1,780	- 100	- 150
Other non-deductible costs	1,701	225	1,743	337	1,558
Adjustment of tax relating to prior periods*	-16	22	-16	22	-49
Total	**3,538**	**1,796**	**9,952**	**6,088**	**16,888**
Effective tax rate	**29.9%**	**20.2%**	**25.4%**	**22.6%**	**26.0%**

7. Intangible assets

tEUR	Goodwill	Domains and websites	Accounts and other intangible assets	Total
Cost or valuation				
As of January 1, 2023	183,942	460,513	63,705	708,159
Additions	0	3,840	12,104	15,944
Acquisitions through business combinations	32,755	0	24,227	56,982
Transfer		0	0	0
Disposals	0	0	- 2,266	- 2,266
Currency Translation	- 1,751	- 4,238	- 438	- 5,205
At June 30, 2023	214,946	460,114	97,332	773,614
Amortization and impairment				
As of January 1, 2023	0	0	36,688	36,688
Amortization for the period	0	0	9,853	9,853
Impairment for the period*	0	0	0	0
Amortization on disposed assets	0	0	0	0
Currency translation	0	0	- 936	286
At June 30, 2023	0	0	45,605	46,827
Net book value at June 30, 2023	**214,946**	**460,114**	**51,726**	**726,786**

tEUR	Goodwill	Domains and websites	Accounts and other intangible assets	Total
Cost or valuation				
As of January 1, 2022	178,182	329,276	36,827	544,285
Additions	0	118,185	26,337	144,522
Acquisitions through business combinations	0	0	0	0
Transfer	0	0	0	0
Disposals	0	0	0	0
Currency Translation	5,760	13,051	540	19,351
At December 31, 2022	183,942	460,513	63,705	708,159
Amortization and impairment				
As of January 1, 2022	0	0	24,374	24,374
Amortization for the period	0	0	12,348	12,348
Impairment for the period*	0	0	0	0
Amortization on disposed assets	0	0	0	0
Currency translation	0	0	- 33	- 33
At December 31, 2022	0	0	36,688	36,688
Net book value at December 31, 2022	**183,942**	**460,513**	**27,016**	**671,471**

7. Intangible assets, continued

tEUR	Goodwill	Domains and websites	Accounts and other intangible assets	Total
Cost or valuation				
As of January 1, 2022	178,182	329,276	36,827	544,285
Additions	0	118,094	15,664	133,758
Acquisitions through business combinations	0	0	0	0
Transfer	0	0	0	0
Disposals	0	0	0	0
Currency Translation	8,383	18,989	783	28,155
At June 30, 2022	186,565	466,360	53,273	706,198
Amortization and impairment				
As of January 1, 2022	0	0	24,374	24,374
Amortization for the period	0	0	5,178	5,178
Impairment for the period*	0	0	0	0
Amortization on disposed assets	0	0	0	0
Currency translation	0	0	168	168
At June 30, 2022	0	0	29,720	29,720
Net book value at June 30, 2022	**186,565**	**466,360**	**23,553**	**676,478**

8. Non-current liabilities and other current financial liabilities

Debt to credit institutions:

As per June 30, 2023, Better Collective has drawn 246.9 mEUR (2022: 201.7) out of the total committed club facility of 247 mEUR established with Nordea, Nykredit, and Citibank. In August Better Collective extended the club-financing from October 2022 with Nordea, Nykredit and Citibank by 3 years to October 2026 as well as executing the accordion option increasing available facilities with 72 mEUR, leaving the group with a total financing of 319 mEUR where aforementioned 246.9 mEUR has been utilized.

Lease liabilities:

Non-current and current lease liabilities, of 5.9 mEUR (Q2 2022: 1.1 mEUR) and 1.3 mEUR (Q2 2022: 1.2 mEUR) respectively.

Deferred Tax liability:

Deferred tax liability as of June 30, 2023, amounted to 86.2 mEUR (Q2 2022: 75 mEUR). The change from January 1, 2023, originates from changes in deferred tax related to acquisitions, amortization of accounts from acquisitions, and deferred tax changes in Parent Company and Better Collective US, Inc.

Deferred Tax asset:

Deferred tax asset as of June 30, 2023, amounted to 10 mEUR (Q2 2022: 9.5 mEUR), increased from January 1, 2023, due to change in Better Collective US, Inc. and exchange rate change for USD.

Contingent Consideration:

As per June 30, 2023, there was no contingent consideration after final adjustment and settlement of outstanding purchase price related to the acquisition of RiCal LLC. Better Collective paid the final part of the contingent liabilities in Q2 2022.

Other financial liabilities:

As per June 30, 2023, other financial liabilities amounted to 80.3 mEUR (Q2 2022: 43.8 mEUR) due to deferred and variable payments related to acquisitions. The increase from January 1, 2023, is related to the capitalization of media agreements and acquisition of Skycon.

Fair Value is measured based on level 3 - Valuation techniques. In all material aspects the fair value of the financial assets and liabilities is considered equal to the booked value.

9. Business combinations

Acquisition of Skycon Limited

On April 14, 2023 Better Collective completed the acquisition of Skycon Limited (Skycon) for a total consideration up to 51 mEUR (45 mGBP) with an initial consideration of 28.3 mEUR (25 mGBP) on a cash and debt-free basis. Skycon is a global display advertising company and perfectly complements Better Collective's Paid Media division. The acquisition is a strategic move for Better Collective with significant synergistic opportunities.

tEUR	
Purchase amount	56,029
Cash and cash equivalents	3,647
Deferred payment	22,614
Cash outflow	**29,767**

The transferred consideration was in cash and a deferred payment payable in cash.

Acquired net assets at the time of acquisition	tEUR
Accounts and other intangible assets	24,227
Accrued Income	2,372
Other receivables	45
Cash	3,647
Corporation Tax Liability	-6,502
Identified net assets	23,790
Goodwill	32,239
Total consideration	**56,029**

A goodwill of 32,239 tEUR emerged from the acquisition of Skycon as an effect of the difference between the transferred consideration and the fair value of acquired net assets. Goodwill is connected to the future growth expectations given the strong platform and significant synergistic opportunities. The goodwill is not tax deductible.

Transaction costs related to the acquisition of Skycon amounts to 381 tEUR in 2023. Transaction costs are accounted for in the income statements under "special items". The acquisition was completed on April 14, 2023. If the transaction had been completed on January 1, 2023 the group's revenue YTD would have amounted to 171 mEUR and result after tax would have amounted to 33 mEUR. The purchase price allocation is provisional due to uncertainties regarding measurement of acquired intangible assets.

Acquisition of Playmaker HQ

On July 3, after the end of Q2, 2023 Better Collective US, Inc. completed the acquisition of Playmaker HQ for up to 54 mUSD with an initial consideration of 15 mUSD on a cash and debt-free basis. Playmaker HQ is a leading sports and entertainment media platform headquartered in South Florida, US. The sports media group specializes in providing original entertainment and sports content with exclusive athlete collaborations and creator talent mainly targeting the US market.

Better Collective will pay up to 54 mUSD on a cash and debt free basis, including an upfront cash consideration of 15 mUSD, 1 mUSD in deferred payments, and up to 38 mUSD in performance-based earnout payments over a three-year period.

In order to reach the full earn-out payment, Playmaker HQ will have to generate >75 mUSD in accumulating revenues and >25 mUSD in accumulating operational earnings (EBITDA) during the first three years post-acquisition. The acquisition will be conducted as an asset purchase meaning that Better Collective expectedly will benefit from certain tax deductions related to the acquisition price. The transaction will be funded by cash, with optionality to pay some of the earn out in Better Collective shares. Better Collective will consolidate Playmaker HQ into its accounts effective July 3, 2023.

As per the date of publication of the interim financial statements it has not been possible to obtain sufficient financial data to fulfill reporting requirements according to IFRS3. Therefore, the opening balance, the acquired net assets at the time of the acquisition, goodwill and pro-forma impact on the revenue and profit after tax is not included in these interim financial statements.

Acquisition of four Swedish brands

On August 15, after the end of Q2, 2023 Better Collective announced the acquisition of four brands SvenskaFans.com, Hockeysverige.se, Fotbolldirekt.se and Innebandymagazinet.se from Everysport Group to further expand its position within the Swedish sports media ecosystem for a total consideration of 3.7 mEUR on a cash and debt-free basis. As per the date of publication of the interim financial statements it has not been possible to obtain sufficient financial data to fulfill reporting requirements according to IFRS3. Therefore, the opening balance, the acquired net assets at the time of the acquisition, goodwill and pro-forma impact on the revenue and profit after tax is not included in these interim financial statements.

10. Note to cash flow statement

tEUR	Q2 2023	Q2 2022	YTD 2023	YTD 2022	2023	2022
Acquisition of business combinations:						
Net Cash outflow from business combinations at acquisition	- 29,767	0	- 29,767	0		0
Business Combinations deferred payments from current period	0	0	0	0		0
Deferred payments - business combinations from prior periods	0	- 10,604	0	- 13,181		- 14,337
Total cash flow from business combinations	- 29,767	- 10,604	- 29,767	- 13,181	0	- 14,337
Acquisition of intangible assets:						
Acquisitions through asset transactions	- 2,042	- 107,284	- 15,944	- 133,758	0	- 144,522
Deferred payments related to acquisition value	0	24,048	0	29,407		29,408
Deferred payments - acquisitions from prior periods	- 63	0	- 488	- 121		- 121
Intangible assets with no cash flow effect	1,889	8,138	13,011	13,455		24,325
Other investments	- 203	- 970	- 203	- 1,414		- 5,541
Total cash flow from intangible assets	- 420	- 76,067	- 3,624	- 92,430		- 96,452

Equity movements with and without cashflow impact

tEUR	Q2 2023	Q2 2022	YTD 2023	YTD 2022	2022
Equity movements with cashflow impact - from cash flow statement:					
Capital increase	193	316	236	316	618
Treasury shares	- 3,674	0	- 9,583	- 6,595	- 14,250
Transaction cost	- 4	0	- 10	- 15	- 28
Warrant settlement, sale of warrants	0	0	0	0	0
Total equity movements with cash flow impact	- 3,485	316	- 9,356	- 6,294	- 13,661
Non-cash flow movements on equity:					
New shares for M&A payments	0	4,066	- 0	8,132	4,065
Treasury Shares used for payments	0	8,888	0	16,657	15,498
Share based payments - warrant expenses with no cash flow effect	1,470	2,626	1,604	4,639	1,713
Total equity movements with no cash flow impact	1,470	15,580	1,604	29,428	21,275
Total Transactions with owners - Consolidated statement of changes in equity	- 2,015	15,896	- 7,752	23,134	7,615

Condensed interim income statement – Parent company

tEUR	Q2 2023	Q2 2022	YTD 2023	YTD 2022	2022
Revenue	**24,506**	**15,615**	**48,204**	**27,762**	**65,282**
Other operating income	4,879	4,373	8,894	6,227	14,797
Direct costs related to revenue	6,385	3,478	11,078	6,103	14,292
Staff costs	9,757	5,083	18,616	9,177	25,061
Depreciation	134	137	312	268	540
Other external expenses	3,826	4,850	8,243	10,499	17,248
Operating profit before amortization (EBITA) and special items	**9,282**	**6,440**	**18,849**	**7,942**	**22,939**
Amortization	2,242	986	3,836	1,579	3,875
Operating profit (EBIT) before special items	**7,040**	**5,455**	**15,013**	**6,363**	**19,064**
Special items, net	- 772	- 189	- 1,167	- 290	- 1,168
Operating profit	6,268	5,265	13,846	6,074	17,896
Financial income	8,587	33,276	12,591	41,101	72,388
Financial expenses	9,367	1,565	17,363	3,104	35,057
Profit before tax	**5,488**	**36,976**	**9,074**	**44,071**	**55,227**
Tax on profit for the period	- 54	5,553	708	7,181	8,279
Profit for the period	**5,543**	**31,423**	**8,366**	**36,890**	**46,949**

Condensed interim statement of other comprehensive income

tEUR	Q2 2023	Q2 2022	YTD 2023	YTD 2022	2022
Profit for the period	5,543	31,423	8,366	36,890	46,949
Other comprehensive income					
Other comprehensive income to be reclassified to profit or loss in subsequent periods:					
Currency translation to presentation currency	- 962	- 72	- 1,603	- 134	22
Currency translation of non-current intercompany loans					
Income tax	0	0	0	0	0
Net other comprehensive income/loss	- 962	- 72	- 1,603	- 134	22
Total comprehensive income/(loss) for the period, net of tax	**4,581**	**31,351**	**6,763**	**36,756**	**46,970**

Condensed interim balance sheet – Parent company

tEUR	Q2 2023	Q2 2022	2022
Assets			
Non-current assets			
Intangible assets			
Goodwill	17,825	0	0
Domains and websites	168,606	144,274	144,374
Accounts and other intangible assets	21,533	8,817	13,287
Total intangible assets	**207,964**	**153,091**	**157,662**
Property, plant and equipment			
Land and building			
Right of use assets	189	492	334
Fixtures and fittings, other plant and equipment	1,032	455	410
Total property, plant and equipment	**1,221**	**947**	**744**
Financial assets			
Investments in subsidiaries	220,151	192,411	190,448
Receivables from subsidiaries	268,778	280,653	273,515
Other non-current financial assets	0	0	0
Deposits	1,096	174	174
Total financial assets	**490,024**	**473,238**	**464,137**
Total non-current assets	**699,209**	**627,277**	**622,542**
Current assets			
Trade and other receivables	10,599	11,850	17,163
Receivables from subsidiaries	31,761	24,945	30,229
Tax receivable	6,202	0	5,913
Prepayments	2,469	1,560	2,519
Other current financial assets	12,395	0	0
Restricted Cash	0	0	0
Cash	22,737	12,591	8,705
Total current assets	**86,163**	**50,946**	**64,529**
Total assets	**785,372**	**678,223**	**687,071**

tEUR	Q2 2023	Q2 2022	2022
Equity and liabilities			
Equity			
Share Capital	552	550	551
Share Premium	272,786	272,251	272,550
Currency Translation Reserve	18,987	418	574
Treasury shares	- 17,249	- 13	- 7,669
Retained Earnings	155,144	135,915	145,047
Proposed Dividends	0	0	0
Total equity	**413,230**	**409,121**	**411,054**
Non-current Liabilities			
Debt to credit institutions	246,932	185,722	201,708
Lease liabilities	0	196	16
Deferred tax liabilities	11,275	3,967	6,141
Other non-current financial liabilities	26,842	1,376	19,543
Contingent Consideration	0	0	0
Total non-current liabilities	**285,050**	**191,261**	**227,408**
Current Liabilities			
Prepayments received from customers and deferred revenue	- 1,172	1,339	1,583
Trade and other payables	5,529	4,270	5,719
Payables to subsidiaries	34,882	13,946	20,822
Tax payable	44	5,934	30
Other current financial liabilities	47,599	31,844	19,045
Debt to credit institutions	0	20,163	1,055
Lease liabilities	210	345	356
Contingent Consideration	0	0	0
Total current liabilities	**87,092**	**77,840**	**48,609**
Total liabilities	**372,142**	**269,102**	**276,017**
Total equity and liabilities	**785,372**	**678,223**	**687,071**

Condensed interim statement of changes in equity – Parent company

tEUR	Share capital	Share premium	Currency translation reserve	Treasury shares	Retained earnings	Proposed dividend	Total equity
As of January 1, 2023	**551**	**272,550**	**574**	**- 7,669**	**145,047**	**0**	**411,054**
Result for the period	0	0	0	0	8,366	0	8,366
Other comprehensive income							
Currency translation to presentation currency	0	0	- 1,603	0	0	0	- 1,603
Tax on other comprehensive income	0	0	0	0	0	0	0
Total other comprehensive income	0	0	- 1,603	0	0	0	- 1,603
Total comprehensive income for the year	**0**	**0**	**- 1,603**	**0**	**8,366**	**0**	**6,763**
Transactions with owners							
Capital Increase	1	236	0	0	3,156	0	3,393
Acquisition of treasury shares	0	0	0	- 9,571	0	0	- 9,571
Disposal of treasury shares	0	0	0	0	0	0	0
Share based payments	0	0	0	0	1,604	0	1,604
Transaction cost	0	0	0	- 10	- 4	0	- 14
Total transactions with owners	**1**	**236**	**0**	**- 9,580**	**4,757**	**0**	**- 4,587**
At June 30, 2023	**552**	**272,786**	**- 1,029**	**- 17,249**	**158,170**	**0**	**413,230**

tEUR	Share capital	Share premium	Currency translation reserve	Treasury shares	Retained earnings	Proposed dividend	Total equity
As of January 1, 2022	**546**	**267,873**	**552**	**- 8,074**	**94,223**	**0**	**355,121**
Result for the period	0	0	0	0	46,949	0	46,949
Other comprehensive income							
Currency translation to presentation currency	0	0	22	0	0	0	22
Tax on other comprehensive income	0	0	0	0	0	0	0
Total other comprehensive income	0	0	22	0	0	0	22
Total comprehensive income for the year	**0**	**0**	**22**	**0**	**46,949**	**0**	**46,970**
Transactions with owners							
Capital Increase	5	4,677	0	0	0	0	4,683
Acquisition of treasury shares	0	0	0	- 14,250	0	0	- 14,250
Disposal of treasury shares	0	0	0	14,656	842	0	15,498
Share based payments	0	0	0	0	3,061	0	3,061
Transaction cost	0	0	0	0	- 28	0	- 28
Total transactions with owners	**5**	**4,677**	**0**	**406**	**3,875**	**0**	**8,963**
At December 31, 2022	**551**	**272,550**	**574**	**- 7,669**	**145,047**	**0**	**411,054**

tEUR	Share capital	Share premium	Currency translation reserve	Treasury shares	Retained earnings	Proposed dividend	Total equity
As of January 1, 2022	**546**	**267,873**	**552**	**- 8,074**	**94,223**	**0**	**355,121**
Result for the period	0	0	0	0	36,890	0	36,890
Other comprehensive income							
Currency translation to presentation currency	0	0	- 134	0	0	0	- 134
Tax on other comprehensive income	0	0	0	0	0	0	0
Total other comprehensive income	0	0	- 134	0	0	0	- 134
Total comprehensive income for the year	**0**	**0**	**- 134**	**0**	**36,890**	**0**	**36,756**
Transactions with owners							
Capital Increase	4	4,379	0	0	0	0	4,382
Acquisition of treasury shares	0	0	0	- 6,595	0	0	- 6,595
Disposal of treasury shares	0	0	0	14,656	842	0	15,498
Share based payments	0	0	0	0	3,974	0	3,974
Transaction cost	0	0	0	0	- 15	0	- 15
Total transactions with owners	**4**	**4,379**	**0**	**8,061**	**4,802**	**0**	**17,245**
At June 30, 2022	**550**	**272,251**	**418**	**- 13**	**135,915**	**0**	**409,121**

Alternative Performance Measures and Definitions

The group uses Alternative Performance Measures not defined under IFRS to give management and investors important information to enable them to fully analyse the Better Collective business and trends. The APMs are not meant to replace but to complement the performance measures defined under IFRS. Note 5 contains a bridge from the APMs to performance measures defined by IFRS.

Alternative Performance Measures

Alternative Performance Measure	Description	SCOPE
Earnings per share (EPS)	Net Profit for the period / (Average number of shares - Average number of treasury shares held by the company)	The group reports this APM for users to monitor development in the net profit per share.
Diluted earnings per share	Net profit for the period / (Average number of shares + Average number o f outstanding warrants - Average number of treasury shares held by the company)	The group reports this APM for users to monitor development in the net profit per share, assuming full dilution from active warrant programs.
Operating profit before amortization (EBITA)	Operating profit plus amortizations	Better Collective reports this APM to allow monitoring and evaluation of the Group's operational profitability.
Operating profit before amortizations margin (%)	Operating profit before amortizations / revenue	This APM supports the assessment and monitoring of the Group's performance and profitability
EBITDA before special items	EBITDA adjusted for special items	This APM supports the assessment and monitoring of the Group's performance as well as profitability excluding special items that do no stem from ongoing operations, providing a more comparable measure over time.
Operating profit before amortizations and special items margin (%)	Operating profit before amortizations and special items / revenue	This APM supports the assessment and monitoring of the Group's performance as well as profitability excluding special items that do no stem from ongoing operations, providing a more comparable measure over time.
Special items	Items that are considered not part of ongoing business	Items that are not part of ongoing business, e.g. cost related to M&A and restructuring, adjustments of earn-out payments.
Net Debt / EBITDA before special items	(Interest bearing debt, including earn-outs from acquisitions, excl. contingent consideration, minus cash and cash equivalents) / -EBITDA before special items on rolling twelve months basis	This ratio is used to describe the horizon for pay back of the interest-bearing debt and measures the leverage of the funding.
Liquidity ratio	Current Assets / Current Liabilities	Measures the ability of the group to pay its current liabilities using current assets.
Equity to assets ratio	Equity / Total Assets	Reported to show how much of the assets in the company is funded by equity
Cash conversion rate before special items	(Cash flow from operations before special items + Cash from CAPEX) / EBITDA before special items	This APM is reported to illustrate the Group's ability to convert profits to cash
NDC	New depositing customers	A key figure to reflect the Group's ability to fuel long-term revenue and organic growth
Organic Growth	Revenue growth as compared to the same period previous year. Organic growth from acquired companies or assets are calculated from the date of acquisition measured against the historical baseline performance.	Reported to measure the ability to generate growth from existing business

Definitions

Term	Description
PPC	Pay-Per-Click
SEO	Search Engine Optimization
Sports win margin	Sports net player winnings (operators) / sports wagering
Sports wagering	The value of bets placed by the players
Recurring revenue	Recurring revenue is a combined set of revenues that is defined as recurring. It includes revenue share income, CPM/Advertising and subscription revenues
Board	The Board of Directors of the company
Executive management	Executives that are registered with the Danish Company register
Company	Better Collective A/S, a company registered under the laws of Denmark

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