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## Better Collective partners with well-established Polish news portal Wirtualna Polska

With a vision to become the Leading Digital Sports Media Group, Better Collective has signed a media partnership with the top-ranked Polish news portal, Wirtualna Polska or [www.WP.pl](http://www.WP.pl), with more than 22 million monthly visitors. The partnership is co-branded with Better Collective's Polish flagship sports media, [Zagranie.com](http://Zagranie.com) which will be delivering sports betting content, data and statistics to the Polish media's new sports and sports betting section.

Better Collective has established a new media partnership with one of Poland's top-ranking horizontal portals, Wirtualna Polska with more than 22 million monthly visitors. Wirtualna Polska operates various specialized websites and e-commerce websites, and is also the largest Polish sports media provider with approximately 11.5 million monthly visitors. The agreement is for Better Collective to provide [WP.pl](http://WP.pl)'s users with high quality sports content, betting odds, and analyses via its new sports and sports betting section.

The content will be delivered by Better Collective's flagship sports media, [www.Zagranie.com](http://www.Zagranie.com), which is a popular Polish sports media, providing professional sports analysis and data while allowing fans to share, reviews and tips. The partnership is expected to launch by the end of March, and sport fans will be able to access the new content directly on [www.WP.pl](http://www.WP.pl).

The last couple of years, Better Collective has been fine tuning its media partnership business, which has come to play a significant part in the Group's performance. Among others, Better Collective is currently partnering with well-established and authoritative news media outlets like the Telegraph and New York Post.

**Michael Kopec, Director Better Collective Northeast Europe:** "Better Collective has extensive experience in producing data, betting tips and sports content of high quality to inform sports fans at all levels of experience. We are excited to partner with Wirtualna Polska, so we together can provide the continuous depth and breadth of content that sports fans appreciate."

**Łukasz Gołębowski, Regional Manager Wirtualna Polska:** "Wirtualna Polska was Poland's first internet portal, and we have a large and loyal following. Daily, we prepare new content so our readers can access the latest information and stay up-to-date on trivia from the world of entertainment. Partnering with Better Collective means that we also will be able to provide timely and professional sports and sports betting content so Polish fans can always get the latest information about their favorite sport, team, or athlete".

## About Wirtualna Polska

Wirtualna Polska is a group operating in the media and e-commerce sectors. The group owns the Wirtualna Polska horizontal portal which was founded in 1995 and is known to be the first internet portal in Poland. Currently, it is the second largest online news source and one of the most quoted news media in the country, with around 22 million Poles using the product every month.

## Contacts

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## About Better Collective

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With a vision to become the Leading Digital Sports Media Group, **Better Collective** own and operate international, as well as local, sports communities and media that aim to make sports entertainment sustainably engaging and fun. Via its online media, the Group provides prime quality content, data insights, betting tips and educational tools for enthusiastic sports fans of the world. Headquartered in Copenhagen, Denmark, and listed on Nasdaq Stockholm (BETCO), Better Collective's portfolio includes; **Action Network**, **VegasInsider.com**, **HLTV.org**, **FUTBIN.com**, and **bettingexpert.com**. To learn more about Better Collective please visit **bettercollective.com**

## Attachments

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