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## Playmaker Capital Obtains Heritage Approval and Final Order for Arrangement with Better Collective

Reference is made to Better Collective's Regulatory release no. 46/2023

Today, Playmaker Capital Inc. (TSX-V: PMKR) ("**Playmaker Capital**") announced that it has received approval from the Minister of Canadian Heritage under the Investment Canada Act (the "**Heritage Approval**") with respect to its previously announced plan of arrangement (the "**Arrangement**"), pursuant to which Better Collective has agreed to acquire all of the issued and outstanding common shares of Playmaker Capital.

Playmaker Capital also announced that the Ontario Superior Court (Commercial List) issued a final order approving the Arrangement on January 24, 2024 (the "**Final Order**").

Following receipt of Heritage Approval and the Final Order, all conditions to closing of the Arrangement, as contained in the arrangement agreement between Playmaker Capital and Better Collective dated November 6, 2023, as amended on December 8, 2023 (the "**Arrangement Agreement**") have been satisfied or waived, save for those conditions to be satisfied as part of the closing process. The Arrangement is expected to close on February 6, 2024.

The full press release issued by Playmaker Capital is available below and on <https://www.playmaker.fans/investors/>.

Contact

### Investor Relations

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**Playmaker Capital Inc. Obtains Heritage Approval and Final Order for Arrangement with Better Collective**

TORONTO, Canada (January 31, 2024) - **Playmaker Capital Inc.** (TSX-V: PMKR) (“**Playmaker**” or the “**Company**”), the digital sports media company that delivers authentic content experiences through its portfolio of sports media brands, is pleased to announce that it has received approval from the Minister of Canadian Heritage under the *Investment Canada Act* (the “**Heritage Approval**”) with respect to its previously announced plan of arrangement under the *Business Corporations Act* (Ontario) (the “**Arrangement**”), pursuant to which Better Collective A/S (“**Better Collective**”) has agreed to acquire all of Playmaker’s issued and outstanding common shares.

Playmaker is also pleased to announce that the Ontario Superior Court (Commercial List) issued a final order approving the Arrangement on January 24, 2024 (the “**Final Order**”).

Following receipt of Heritage Approval and the Final Order, all conditions to closing of the Arrangement, as contained in the arrangement agreement between Playmaker and Better Collective dated November 6, 2023, as amended on December 8, 2023 (the “**Arrangement Agreement**”) have been satisfied or waived, save for those conditions to be satisfied as part of the closing process. The Arrangement is expected to close on February 6, 2024.

#### **ABOUT PLAYMAKER CAPITAL INC.**

**Playmaker Capital Inc.** (TSX-V: PMKR) is a digital sports media company that acquires and integrates premier fan-centric media brands, curated to deliver highly engaged audiences of sports fans to tier one advertisers, online sports betting operators, and sports federations and leagues. Leveraging its in-house technology stack, Bench, and with a 360-degree view of sports fans, Playmaker delivers authentic digital content experiences for sports fans and best-in-class results for its partners across the Americas. Playmaker reports in U.S. dollars, except where noted otherwise, and in accordance with International Financial Reporting Standards. For more information, visit: <http://www.playmaker.fans> or contact Playmaker Chief Executive Officer Jordan Gnat via email [jgnat@playmaker.fans](mailto:jgnat@playmaker.fans) | T: (416) 815-4993 To sign up for Playmaker’s Investor Alerts, visit: [playmaker.fans/investors](http://playmaker.fans/investors).

#### **Forward-Looking Information**

This press release contains “forward-looking statements” within the meaning of the applicable Canadian securities laws. These statements can be identified by the use of forward-looking terminology such as “expects,” “believes,” “estimates,” “projects,” “intends,” “plans,” “goal,” “seeks,” “may,” “will,” “should,” or “anticipates” or the negative or other variations of these or similar words, or by discussions of future events, strategies or risks and uncertainties. Specifically, forward-looking statements include, but are not limited to, statements regarding the Arrangement and the expected closing thereof. Such statements are all subject to risks, uncertainties and changes in circumstances that could significantly affect the Company’s future financial results and business as well as the expected completion of the Arrangement and the timing thereof.

Accordingly, the Company cautions that the forward-looking statements contained herein are qualified by important factors that could cause actual results to differ materially from those reflected by such statements. Such factors include, but are not limited to: (a) the closing of the Arrangement may be delayed or may not occur at all, for reasons beyond the Company’s control; (b) the occurrence of any event, change or other circumstances that could give rise to the right of one or both of Playmaker and Better Collective to terminate the Arrangement Agreement; and (c) other factors as discussed in Playmaker’s annual information form dated March 31, 2023 as filed with applicable securities regulatory authorities in Canada and elsewhere in documents that Playmaker files from time to time with such securities regulatory authorities, including the

management information circular dated December 15, 2023 filed in connection with the Arrangement. The Company does not intend to update publicly any forward-looking statements except as required by law. In light of these risks, uncertainties and assumptions, the forward-looking events discussed in this press release may not occur.

## About Better Collective

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With a vision to become the leading digital sports media group, Better Collective owns global and national sport media. We are on a mission to excite sports fans through engaging content and foster passionate communities worldwide. Headquartered in Copenhagen, Denmark, and dual listed on Nasdaq Stockholm (BETCO) and Nasdaq Copenhagen (BETCO DKK), Better Collective's portfolio includes; HLTV.org, Action Network, VegasInsider.com, Playmaker HQ, and FUTBIN.com. To learn more about Better Collective please visit [bettercollective.com](https://bettercollective.com)

## Contact

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## Attachments

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[Playmaker Capital Obtains Heritage Approval and Final Order for Arrangement with Better Collective](#)