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Better Collective signs its first global media partnership with the digital soccer platform Goal

Better Collective has signed a partnership with the global digital soccer media, Goal. The partnership will run on all domains and in three languages. Goal attract 64 million monthly visitors, to whom Better Collective will provide engaging and commercial sports betting content, innovative technology, and data insights.

The newly signed global partnership with Goal will launch today on March 1, and agrees for Better Collective to run the sports betting section of Goal. Goal is a global digital soccer media brand owned by Footballco, which serves 64 million fans every month with English, Spanish and Portuguese content. Goal is one of the world's most popular digital soccer destinations, and going forward will also include a betting section with high quality sports content, data insights, betting odds and analysis, run by Better Collective.

The partnership with Goal is Better Collective's first agreement with a major news source that solely operates digitally. The last couple of years, Better Collective has been fine tuning its media partnership business, which has come to play an important role in the Group's strategy and performance. Among others, Better Collective is currently partnering with well-established and authoritative news media outlets like The Telegraph and New York Post.

Jesper Søgaard, Co-Founder & CEO of Better Collective: "Partnering with such a well-recognized and renowned media like Goal perfectly aligns with our media partnership strategy and our overall strategy of becoming the Leading Digital Sports Media Group. There is no doubt in my mind that we will be able to benefit from each other's expertise."

James Lamon, EVP of Content & Operations for Footballco: "We understand football fans have a diverse range of interests that collectively form their passion for football. For many, betting is a part of that passion. We're excited to work with Better Collective to offer our fans higher quality stats, analysis, and tips to enhance their betting experience".

About Footballco

Footballco, the world's leading football content and media business, operates five publishers Voetbalzone, Calciomercato, Kooora Spox, and GOAL — the world's largest football publisher — as well as community brands Mundial, INDIVISA, and NXGN, and web-video player FC player. Through this portfolio, Footballco reaches more than 640 m football fans a month publishing across web, apps, email, social media, podcasts, video, and more. Footballco is majority-owned

by Integrated Media Company (IMC), an affiliate of US private equity giant TPG. DAZN Group retains a minority stake.

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About Better Collective

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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