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BetMGM Doubles Down on Entertainment with New Casino Series ‘No Limit’ and “Roommates Show” Sponsorship with Better Collective

JERSEY CITY, NJ (September 16, 2025) - BetMGM, a leading iGaming and sports betting operator, and Better Collective, a leading digital sports media group, today announced a new content partnership making BetMGM the presenting sponsor of Playmaker HQ’s “Roommates Show” with Jalen Brunson and Josh Hart. Playmaker HQ, part of Better Collective’s global House of Brands, is also debuting “No Limit” under its dedicated casino content arm, All In - a new show featuring former NBA star Iman Shumpert. BetMGM will serve as the presenting sponsor.

“This content partnership with Playmaker HQ reflects BetMGM’s focus on talent-led-media. ‘Roommates Show’ blends sports, entertainment and culture in an authentic way that connects with a wide range of sports fans,” said Casey Hurbis, Chief Marketing Officer, BetMGM. “Blackjack is a forever favorite of players and ‘No Limit’ brings athletes to the table with a side of storytelling. The collaboration between BetMGM and Better Collective resulted in content that showcases the multifaceted relationship between an operator and a sports media group.”

“Roommates Show” is a weekly video podcast hosted by Josh Hart and Jalen Brunson, two of the NBA’s top rising stars and backcourt dynamic duo of the New York Knicks. Joining Josh and Jalen is their best friend and college roommate, Matt Hillman, serving as the show’s third co-host. The latest season began September 6 with BetMGM as the presenting sponsor. The newest season kicked off with the second annual Roommates Show Block Party live in Central Park, attended by thousands of fans as well as Ben Stiller and Eli Manning, amongst others. “Roommates Show” is one of Playmaker’s most popular shows with over 2.5 million hours viewed. BetMGM branding will be featured throughout the season with integrated ad reads and promotional segments.

“No Limit” is a strong example of the talent-led media that has become a core strategic focus for Better Collective, creating new ways to engage fans and deliver value to partners. The continued growth of the All In brand reflects Better Collective’s increasing commitment to casino content, while its focus on talent-driven storytelling has further strengthened the company’s position in key growth markets. Since the start of 2024, this strategy has helped generate more than one billion views and downloads from fans across North America.

There are 12 scheduled episodes of “No Limit” starring Shumpert and special guests. BetMGM is the presenting sponsor and the shows are filmed at Borgata Hotel Casino & Spa. The first

episode of “No Limit” is available on the [All In YouTube channel](#) with new episodes airing every Friday. It includes the following two segments:

Double Down

- A fun mix of blackjack and conversation that opens the door for bold opinions, backpedals and unexpected insights. When the guest is dealt a blackjack hand that would typically call for a “double down” (for example an 11 versus a 6), the game is paused and they are presented with an old tweet, interview clip or “hot take.” The guest is then asked if they are doubling down or walking it back.

Aces Only

- When a guest draws a BetMGM-branded ace, the “Aces Only” moment is activated. Aces Only spotlights legendary career moments, highlight reel plays, unforgettable collaborations and all-star accolades.

“Our shows have always thrived because they’re hosted by dynamic athletes who bring authenticity and energy to every episode,” said Matt Schwimmer, CEO of Playmaker HQ. “‘No Limit’ is the next step in our evolution as we expand into casino content with the All In brand. It combines entertainment, personality, and unfiltered conversation in a way that truly connects with fans. We’re excited for everyone to experience it and grateful to BetMGM for being such a strong partner in making it happen.”

Show star and NBA legend, Shumpert was drafted by the New York Knicks in 2011 and played 10 seasons in the NBA. He won an NBA title in 2015 with the Cleveland Cavaliers. In 2021, Shumpert won Season 30 of “Dancing with the Stars,” making him the first NBA player to earn the honor.

As BetMGM continues to expand into new markets and introduce new features, responsible gaming remains a key focus. Additionally, BetMGM is proud to provide resources to help customers play responsibly including GameSense, an industry leading program, developed and licensed to MGM Resorts by the British Columbia Lottery Corporation. Through the integration within BetMGM's mobile and desktop platforms, customers can receive the same GameSense experience they have grown to rely on at MGM Resorts properties nationwide. This complements BetMGM's already existing responsible gambling tools which serve to provide customers with an entertaining and safe digital experience.

For more information on BetMGM, follow [@BetMGM](#) on X.

Click [here](#) for creative assets.

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About Better Collective

Better Collective owns leading digital sport media, sports betting media and esports communities, with a vision to become the leading digital sports media group. We are on a mission to excite sports fans through engaging content and foster passionate communities worldwide. Better Collective's House of Brands includes; [HLTV](#), [FUTBIN](#), [Betarades](#), [AceOdds](#), [Wettbasis](#), [Action Network](#), [Playmaker HQ](#), [VegasInsider](#), [The Nation Network](#), and [Bolavip](#). The company is headquartered in Copenhagen, Denmark, and dual listed on Nasdaq Stockholm (BETCO) and Nasdaq Copenhagen (BETCO DKK). To learn more about Better Collective please visit bettercollective.com.

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