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Better Collective is ready to launch in the state of Massachusetts

Better Collective is ready to launch its award-winning sports media brands in the state of Massachusetts, as the state regulates online sports betting on March 10. With a population of seven million and a strong sports legacy, Massachusetts holds the potential to become one of the biggest sports betting markets in the US.

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As of March 10, legal online sport betting will be available for sport fans in the state of Massachusetts.

Better Collective is excited to enter Massachusetts and acknowledges the mutual commitment it shares with the Massachusetts Gaming Committee (“MGC”) to safer gaming, player education and consumer protection. Better Collective welcomes the decision by the MGC to waive its prior prohibition and provisionally allow for third parties to be compensated on a CPA or revenue sharing basis. Further, Better Collective applauds MGC for its recognition of the important role that performance based marketing media plays in the regulated sports wagering ecosystem.

Ten sportsbooks are approved to accept and process mobile sports betting. Having this many sportsbooks is a great opportunity for Better Collective, because Massachusetts holds the potential to become one of the biggest sports betting markets in the US, as the state has a strong sports legacy with its local teams; Boston Bruins, New England Patriots and Boston Red Socks.

Even though Better Collective’s sports media, especially www.ActionNetwork.com and www.VegasInsider.com, already have thousands of visitors every month from Massachusetts, it has not been possible for the visitors to use the information for betting. This changes now.

Marc Pedersen, CEO of Better Collective US, says: “We are pleased to learn about the decision of the MGC to provisionally allow CPA and revenue share in Massachusetts. For us as a group, we are excited to be able to help guide and educate the large sports fan base in Massachusetts into their first online sports betting experiences. The state has a very successful sports history, and we are confident the future with sports betting will be equally as successful”.

Contacts

Investor Relations

Mikkel Munch-Jacobsgaard
Investor@bettercollective.com

Press & Public Relations

Amalie Juel Maglehøj
Press@bettercollective.com

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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