



BETTER  
COLLECTIVE

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## Better Collective to launch in Missouri as online sports betting goes live

Missouri's launch of online sports betting on December 1, 2025, marks another milestone in the expansion of regulated markets in the United States. Better Collective is fully prepared, bringing its data-driven sports media brands and innovative betting tools to sports fans across the state. Throughout the pre-registration phase and the lead-up to the official market opening, Better Collective has coordinated closely with the licensed sportsbooks to ensure it is ready for the launch.

### *Press release*

Better Collective operates a House of Brands across digital sports media, sports betting media, and esports media, reaching more than 450 million monthly visits. With leading North American brands such as [Action Network](#) and [VegasInsider](#), the company offers expert analysis, real-time data, and in-depth insights designed to elevate the fan experience. Missouri sports fans will gain access to localized coverage, team-focused analysis, and AI-powered tools through Playbook, Better Collective's new betting solution that helps users make more informed and seamless betting decisions.

Licensed sportsbooks in Missouri will also benefit from Mindway AI's award-winning suite of AI and neuroscience-based solutions that help identify at-risk gambling patterns and support safer gambling practices. As a part of Better Collective, Mindway AI underlines the company's commitment to driving a safer and more transparent betting environment in newly regulated markets.

### **Karl Pugh, SVP of Revenue at Better Collective, said:**

"We are excited to be part of the launch of Missouri's regulated sports betting market. This is an important step toward a safer and more transparent betting landscape, and we look forward to bringing sports fans in Missouri the insights, data, and innovative tools they need to engage with sports in a more informed way. Through trusted brands like Action Network and our AI powered betting solution, Playbook, we aim to deliver a great experience from the very first day."

Missouri has six million residents, accounts for approximately 1.2% of US GDP, and, according to Missouri Independent, is expected to generate approximately 22 billion dollars in total sports betting wagers during the first five years after legalization. The state is home to iconic sports franchises, including the Kansas City Chiefs, St. Louis Cardinals, Kansas City Royals, and St. Louis Blues, providing a strong foundation for fan engagement.

Missouri will operate under a CPA-based commercial model, in line with the regulatory framework set for affiliates in the state. With its entry into Missouri, Better Collective is now active in 25 regulated states as well as Washington, D.C. Since the repeal of PASPA in 2018, the company has grown its North American business from zero to more than 100 mEUR in 2024. This growth has been enabled by strong brands, scalable technology, and a consistent expansion strategy that allows Better Collective to rapidly enter newly regulated states.

## About Better Collective

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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](https://bettercollective.com).

## Contacts

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