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CVR. 27652913



10 August 2023 07:05:00 CEST

## Better Collective bolsters European sports media expansion with the appointment of experienced Editor in Chief for Europe

Better Collective takes a significant step towards expanding its sports media presence in Europe by appointing a highly experienced Editor in Chief in René Schrøder dedicated to overseeing its European sports media brands. This appointment aims to enhance the company's leading position in the European market and deliver high-quality sports content to a broader audience through multiple media channels across the continent.

Press release

Starting from August 8 2023, René Schrøder has assumed the role of Editor in Chief, Europe at Better Collective's headquarters in Copenhagen. René Schrøder brings with him an impressive resume, having successfully led sports media editorial teams at companies such as Ekstra Bladet, Viaplay, and most recently at bold.dk, a Danish sports media outlet. In his previous role, René played a pivotal role in elevating bold.dk's presence across various media platforms, including video, audio, and social media. His extensive experience makes him a valuable addition to Better Collective's team as the group aims to strengthen its European sports media presence.

With René Schrøder's extensive expertise in video and podcast production, as well as his strong social media skills, his objective will be to grow our leading European sports media on all platforms. He will develop overall editorial guidelines and content strategies for Better Collective's local media brands in close cooperation with the local teams. René Schrøder will e.g. have the overall responsibility to develop the editorial roadmaps for all the larger sports news sites in Europe and ensure that we have strong local teams to deliver on these. This will allow the company to effectively engage with a broader European audience.

**Esben Skou Vinther, VP of Europe, Better Collective, says:** "We are thrilled to announce the appointment of René Schrøder as Editor in Chief, Europe at Better Collective. In order to realize our vision of becoming the leading digital sports media group we have a big task ahead of us in building out our exposure on more channels than just web. René's experience in leading sports media editorial teams positions him perfectly to oversee our European sports media brands, as well as working closely together with our teams across regions in the Americas. The

appointment reinforces our commitment to maintaining a leading position in the European market and delivering high-quality sports content to a broader audience. We look forward to witnessing the positive impact of his leadership as we continue to strengthen our European presence."

**René Schrøder, Editor in Chief, Europe, Better Collective, says:** "I am truly excited to join Better Collective as Editor in Chief, Europe. It's an incredible opportunity to be part of an organization with such an intriguing vision. I am eager to employ my experience from leading sports media editorial teams to drive Better Collective's European sports media brands to new heights. Working closely with the talented team at Better Collective, I am confident that together we will strengthen the group's position in the European market and create an even more engaging and enriching sports media experience for our audience. I can't wait to embark on this journey and make a significant impact in the world of sports media."

## Contact

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### Media Relations

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### About Better Collective

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With a vision to become the leading digital sports media group, **Better Collective** owns and operates international and local sport communities and media that aim to make sports entertainment sustainably engaging and fun. Through its online media, the Group provides prime quality content, data insights, betting tips and educational tools for enthusiastic sports fans all over 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**, Betarades.gr and **bettingexpert.com**. To learn more about Better Collective please visit [bettercollective.com](https://bettercollective.com)

### Image Attachments

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**René Schrøder**

### Attachments

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