

BETTER
COLLECTIVE

BC

Investor presentation
Acquisition of Action Network
May 2021



Forward looking statement

This presentation contains certain forward-looking statements and opinions. Forward-looking statements are statements that do not relate to historical facts and events and such statements and opinions pertaining to the future that, for example, contain wording such as “believes”, “deems”, “estimates”, “anticipates”, “aims”, “expects”, “assumes”, “forecasts”, “targets”, “intends”, “could”, “will”, “should”, “would”, “according to estimates”, “is of the opinion”, “may”, “plans”, “potential”, “predicts”, “projects”, “to the knowledge of” or similar expressions, which are intended to identify a statement as forward-looking. This applies, in particular, to statements and opinions concerning the future financial returns, plans and expectations with respect to the business and management of the Company, future growth and profitability and general economic and regulatory environment and other matters affecting the Company.

Forward-looking statements are based on current estimates and assumptions made according to the best of the Company’s knowledge. Forward-looking statements are inherently associated with both known and unknown risks, uncertainties, and other factors that could cause the actual results, including the Company’s cash flow, financial condition and results of operations, to differ materially from the results, or fail to meet expectations expressly or implicitly assumed or described in those statements or to turn out to be less favourable than the results expressly or implicitly assumed or described in those statements. The Company can give no assurance regarding the future accuracy of the opinions set forth herein or as to the actual occurrence of any predicted developments.

In light of the risks, uncertainties and assumptions associated with forward-looking statements, it is possible that the future events may not occur. Moreover, the forward-looking estimates and forecasts derived from third-party studies may prove to be inaccurate. Actual results, performance or events may differ materially from those in such statements due to, without limitation: changes in general economic conditions, in particular economic conditions in the markets on which the Company operates, changes affecting interest rate levels, changes affecting currency exchange rates, changes in competition levels, changes in laws and regulations, and occurrence of accidents or environmental damages and systematic delivery failures.

Agenda

- 01** Introduction
- 02** Better Collective US
- 03** Action Network
- 04** Transaction Rationale
- 05** Q&A



Jesper Søgaard
Co-founder & CEO



Flemming Pedersen
CFO



Marc Pedersen
CEO US



Patrick Keane
CEO Action Network

BC

Welcome to Action Network!

ACTION ✓



**BETTER
COLLECTIVE**

*Better Collective acquires leading US sports betting media,
Action Network, for 240 USDm*

✓
Largest
acquisition to
date

✓
Significant
investment
into BC US

✓
Capture US
market growth

✓
Best-in-breed
technology

✓
Independency
and
transparency

Who we are

Better Collective is a leading sports betting media group within the iGaming industry

2004

Founded



600+

Employees



2018

Listed on Nasdaq
Stockholm (STO:BETCO)



>49%

Shares owned by
founders and board



Offices

EUROPE

Copenhagen, HQ
Krakow
Lodz
London
Niš

Paris
Stockholm
Stoke-on-trent
Thessaloniki
Vienna

USA

Fort Lauderdale
Nashville



BC

Responsible Gambling & Sustainable Practices



BETTER
FOR BETTORS



BETTER
COMMUNITY

Our sports betting media brands

BC

International brands



bettingexpert >

HLTV >

BETCOMPARE >

Regional brands



VegasINSIDER.com >

RotoGrinders >

SCORES AND ODDS >

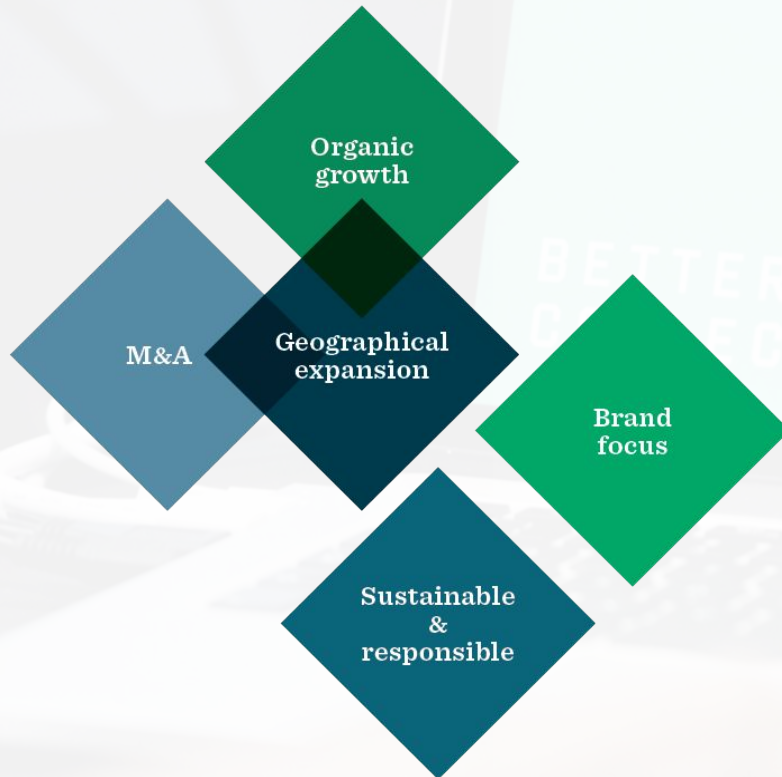


Betarades >

wettbasis >

SpilXperten.com >

Action perfectly fits group strategy



ACTION ✓

Action perfectly fits the focus areas of Better Collective's group strategy

| Transaction terms and updated financial guidance



Transaction Consideration

\$240 million for 100% of the share capital in Action Network

Financing

BC's committed debt facilities with Nordea Bank and Better Collective shares

Conditions to closing

Customary regulatory approvals. Completion expected in Q2 2021

Governance / Management

Action to operate as a separate business unit led by Action President and CEO Patrick Keane

Updated financial guidance

- Total group revenue expected >180 mEUR (previously >160 mEUR)
- Operational profit expected >55 mEUR (previously >50 mEUR)

Better Collective US



| Positioned to fully capitalise massive US growth

Positioned to
capitalise on US
growth

- YoY growth of ~50% through 2025 for online sports betting

- Three significant acquisitions

- BC US proven track record

- Numerous growth avenues in the pipeline

- Highly invested platform

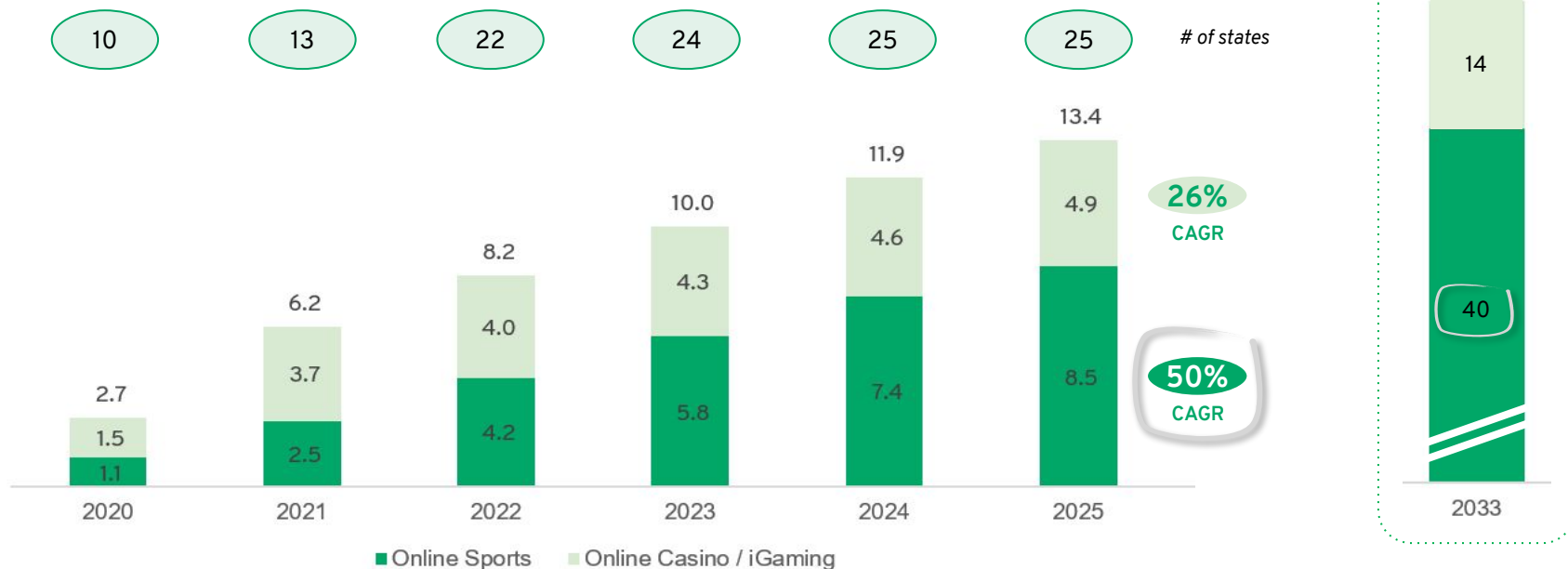
State and
national
presence with
multiple assets



Massive US market potential – especially within Sports Betting

BC

Market size forecast - Online Sports and Casino / iGaming (USDbn)



Unparalleled US foothold

Increase revenue to 100 USDm revenue by 2022 – with Action on board

BC

Vegas **INSIDER**
.com

- ◆ Market leading site for +20 years
- ◆ Subscriptions and sales of picks (tips)

 **RotoGrinders**

- ◆ US Leading Daily Fantasy Sports site
- ◆ Strong sports betting growth amongst other assets

SCORES AND **ODDS**

- ◆ Highly engaged US sports bettors
- ◆ Appeals to both sport betting and Fantasy

SPORTSHANDLE

- ◆ Rapidly growing brands
- ◆ Growing into a core BC US asset

ACTION 

| Action complements BC US' existing strategy and products

ACTION ✓

SCORES AND ODDS

Vegas **INSIDER**
.com

RotoGrinders

Product
leadership

1

Independency

2

Intensive sports
coverage

3

Increased focus
on broadcasting

4

Subscription
model

5

Audience
growth

6

Appeal to wider
US sports
universe

7

Action envisioned to be acquired as a stand-alone brand with significant strategic overlap to BC US' assets and operations

Action Network



The premier content and product destination for U.S. sports bettors

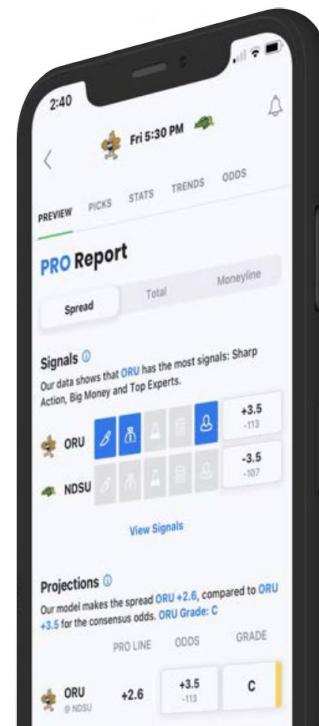
BC



CONTENT
Award-winning content



TECH
Market-leading mobile app



ACTION ✓

AUDIENCE
Most qualified and highest-intent sports bettors in the U.S.

“Reams of data and information”
The Washington Post

“A must-have subscription for sports bettors”
BUSINESS INSIDER

“Wall-to-wall betting content”
SLATE

Pioneering the quickly growing US market



~100%

Revenue Growth 19-20



**approaching 40
million**

Expected 2021 Revenues



+60%

YTD February 2021
Audience Growth



14

Operator Partnerships



130m

Picks Tracked by
400,000 Pick Trackers



3.6m*

Avg Monthly
Betting-focused Users Since
Return of Sports



35*

Avg Monthly
Sessions per App User



1.5m

CRM Database

**Since the return of sports in late July*

1 Award-winning, immersive, original media content

BC

30+ members of the content team—alumni of ESPN, CBS, CNBC, Golf Channel, MLB and NBA—covering every sport offered in legal markets



Nearly 10,000 betting-focused stories in 2020



500M impressions across social media handles



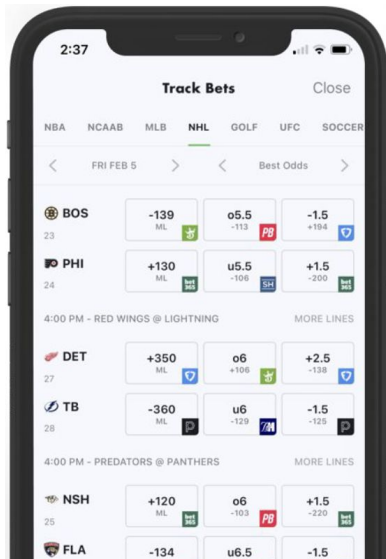
Millions of views for live, action-driven shows



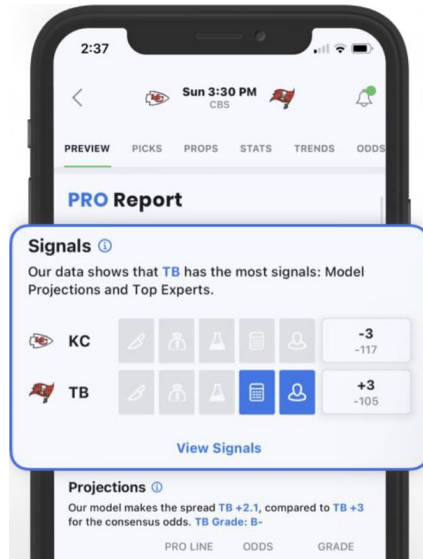
2 Leading and highly engaging betting products

BC

Real-time odds
across all sports



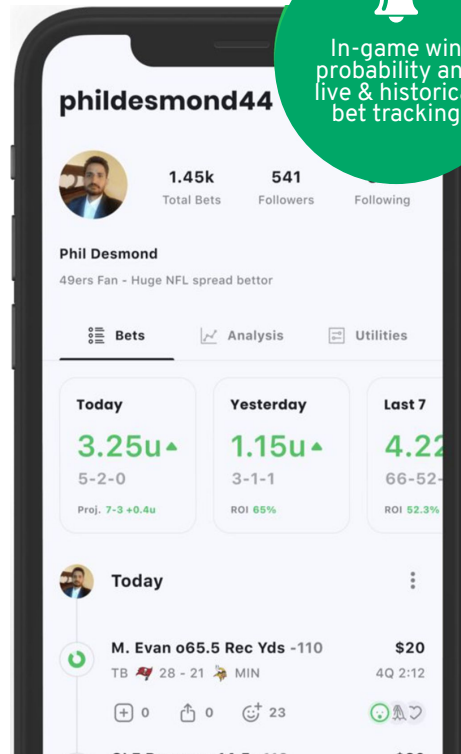
Sharp signals for
ticket % and money %



In-game win
probability and
live & historical
bet tracking

Awarded
Best Betting
Content App

Fantasy Sports & Gaming
Association Awards



Betting

Action PRO

Expert Insights
& Premium Tools

- PRO Report
- PRO Projection
- PRO Systems
- Line Predictor

Action Labs

Professional Grade
Betting Terminal

- Insider
- Markets
- Systems

DFS

Fantasy Labs

Tools for the Avid
DFS Player

- Lineup Optimizer
- Projection Models
- Player Props Tool

4 Mission critical to online gaming operators



Transaction rationale



| Action is a highly attractive acquisition for BC

- 1 US sports betting - attractive growth prospects
- 2 Action's attractive talent and influencer pool
- 3 Engaged audience
- 4 Action's affiliate business is nascent
- 5 Build on Action's commercial position
- 6 Independency and transparency



Action will become highly vital component of BC's US strategy



ACTION ✓



**BETTER
COLLECTIVE**

*Combined, Action and Better Collective will become
the US powerhouse within sports betting*

Top of
customer's mind

Users in control

'Live from...
everywhere'

Catering to all
types of bettors

Brand value via
influencers

Pioneering the rapidly growing US market

ACTION ✓



Fully capitalise attractive US market growth prospects



Strengthen BC US' leading position



Sports betting exhibits superior growth (USD 40bn market in the US in 2033)



BC US expected to reach USD 100m by 2022

The timing is now...

Leading position within affiliation in the US and strong foundation to fully capitalise the attractive US market prospects

Q&A



THANK YOU

