

BETTER
COLLECTIVE

BC



Q2 webcast
August 23, 2022

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: Better Collective's Q2 webcast

01 Business highlights

02 Financial performance

03 Business review

04 Q&A

Presented by



Jesper Søgaard
Co-founder & CEO



Flemming Pedersen
CFO



**BETTER
COLLECTIVE**

Q2 Business highlights

BC



Very strong growth in low season despite strong Q2 2021

All time high revenue share income and NDC intake

Continued heavy investments in the US

Sports win margin went up but remains below historical levels

Acquisition of world leading esports brand: FUTBIN

New acquisitions comes with increased seasonality

4 new media partnerships signed

Strong financials during low season

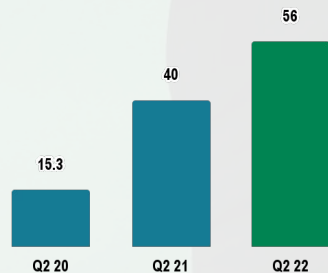
BC

Revenue

+40%

YoY

56 mEUR

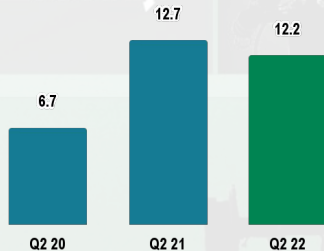


EBITDA

-3%

YoY

12 mEUR

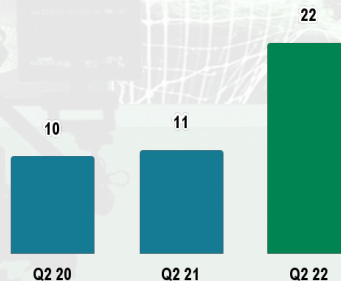


Cash flow

102%

YoY

22 mEUR

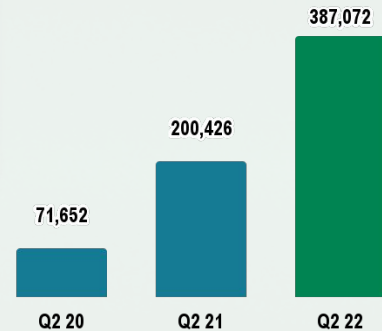


NDCs

+93%

YoY

>387,000



BETTER
COLLECTIVE

02 | Financial performance Q2 2022

Strong revenue growth across the board

BC

Revenue 56 mEUR

40% increase

22% organic growth

Business area split

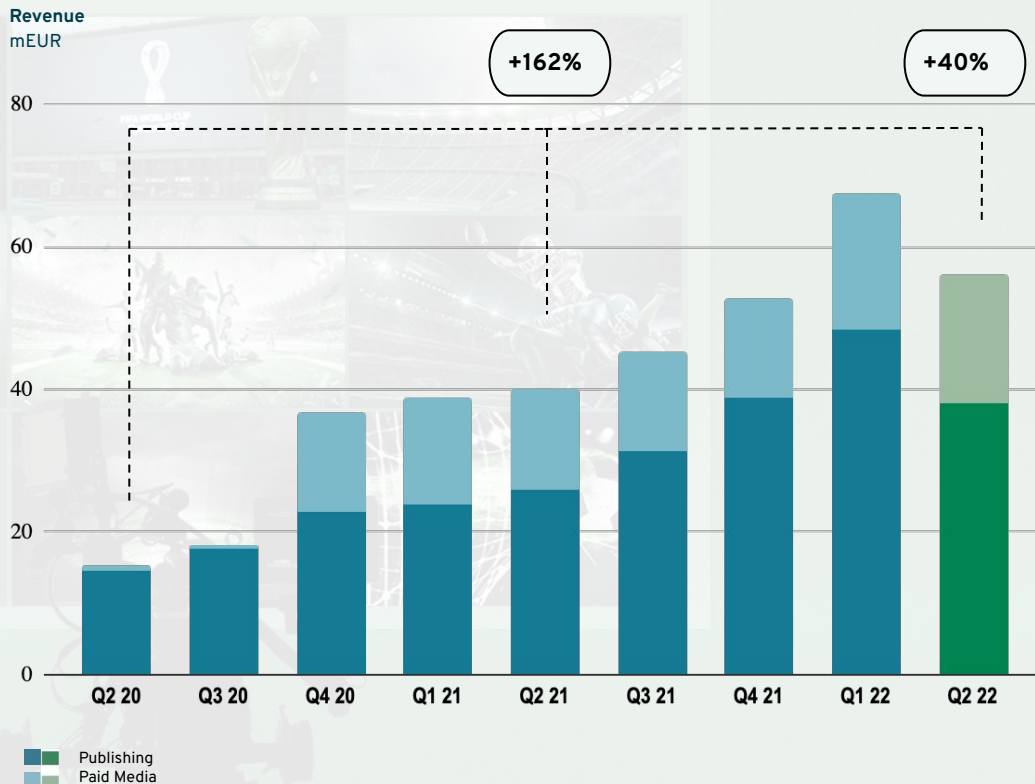
64% from Publishing

36% from Paid Media

Geography split

76% from Europe & RoW

24% from US



EBITDA impacted by low season & US investments

BC

Operational earnings (EBITDA before special items)

- ◇ 12.2 mEUR decline of 3%
- ◇ Group EBITDA-margin 22%
- ◇ Low-season and investments in US business weigh down the quarter

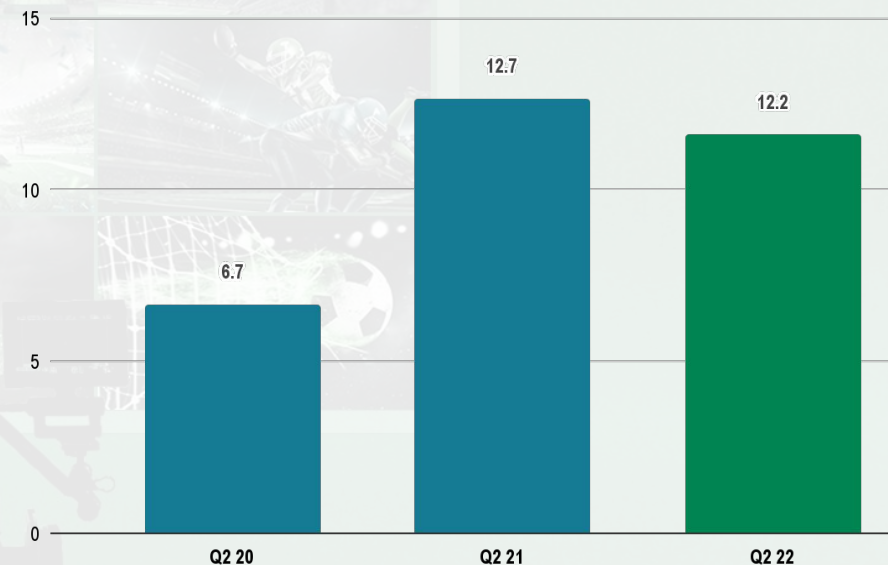
Cost

- ◇ Total cost 44 mEUR
- ◇ Added cost base in Action Network and continued US investments
- ◇ FUTBIN acquisition increased costs

Earnings per share

- ◇ EPS 0.13 EUR/share (Q2 2021: 0.03 EUR/share)

EBITDA before special items
mEUR



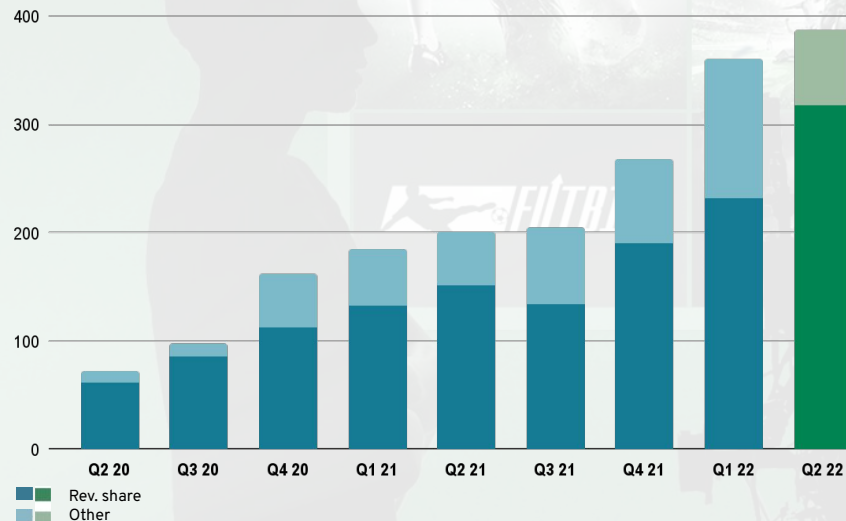
NDC growth of 93% will continue to build on revshare revenue

BC

New Depositing Customers

- ◇ >387,000 NDCs with a growth of 93%
- ◇ >317,000 NDCs sent on revenue share contracts

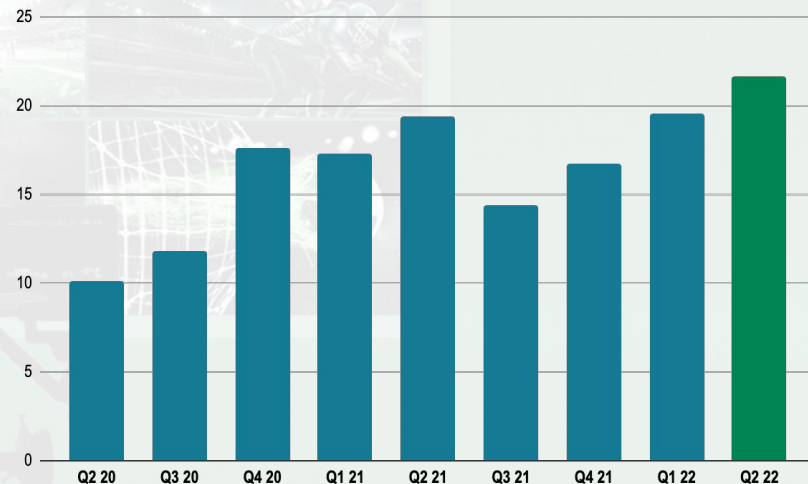
New depositing customers
Thousands



Revenue share

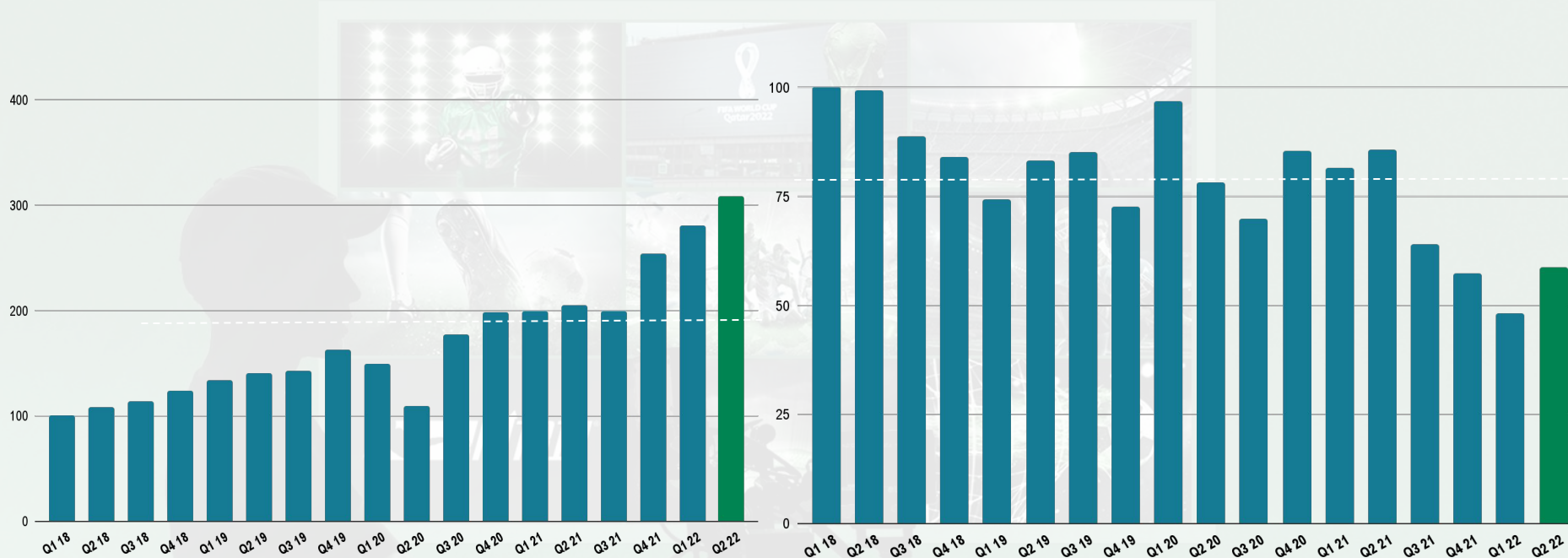
- ◇ Revenue share 39%, CPA share 44%, Subscription 7%, other (primarily ad sales) 11%

Total revenue share
mEUR



Sports win margin increased QoQ but still below historical

BC



Sports wagering = The value of bets placed by the players

Q2 2022 index: 308

Average index in period shown: 172

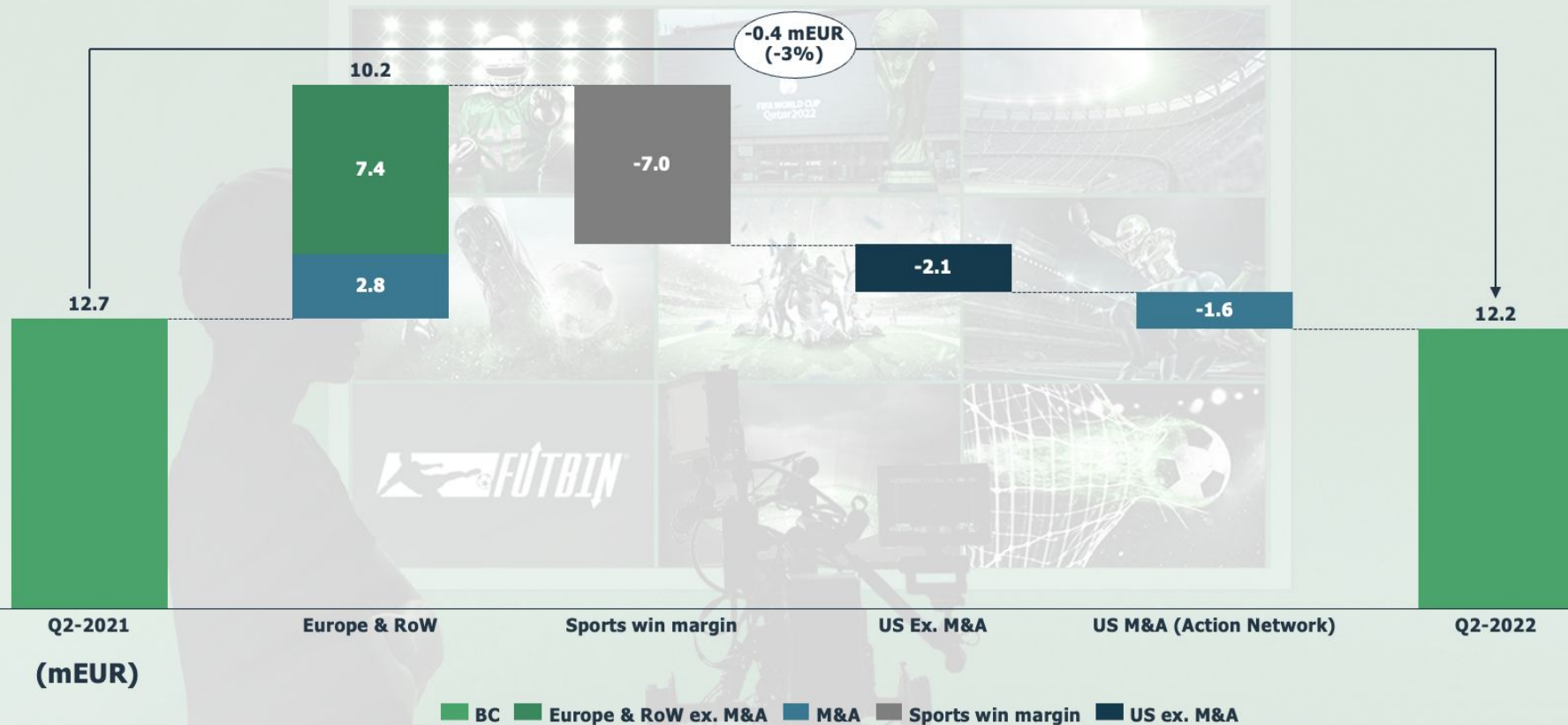
Sports win margin = Sports net player winnings/sports wagering

Q2 2022 index: 58.8

Average index in period shown: 78.5

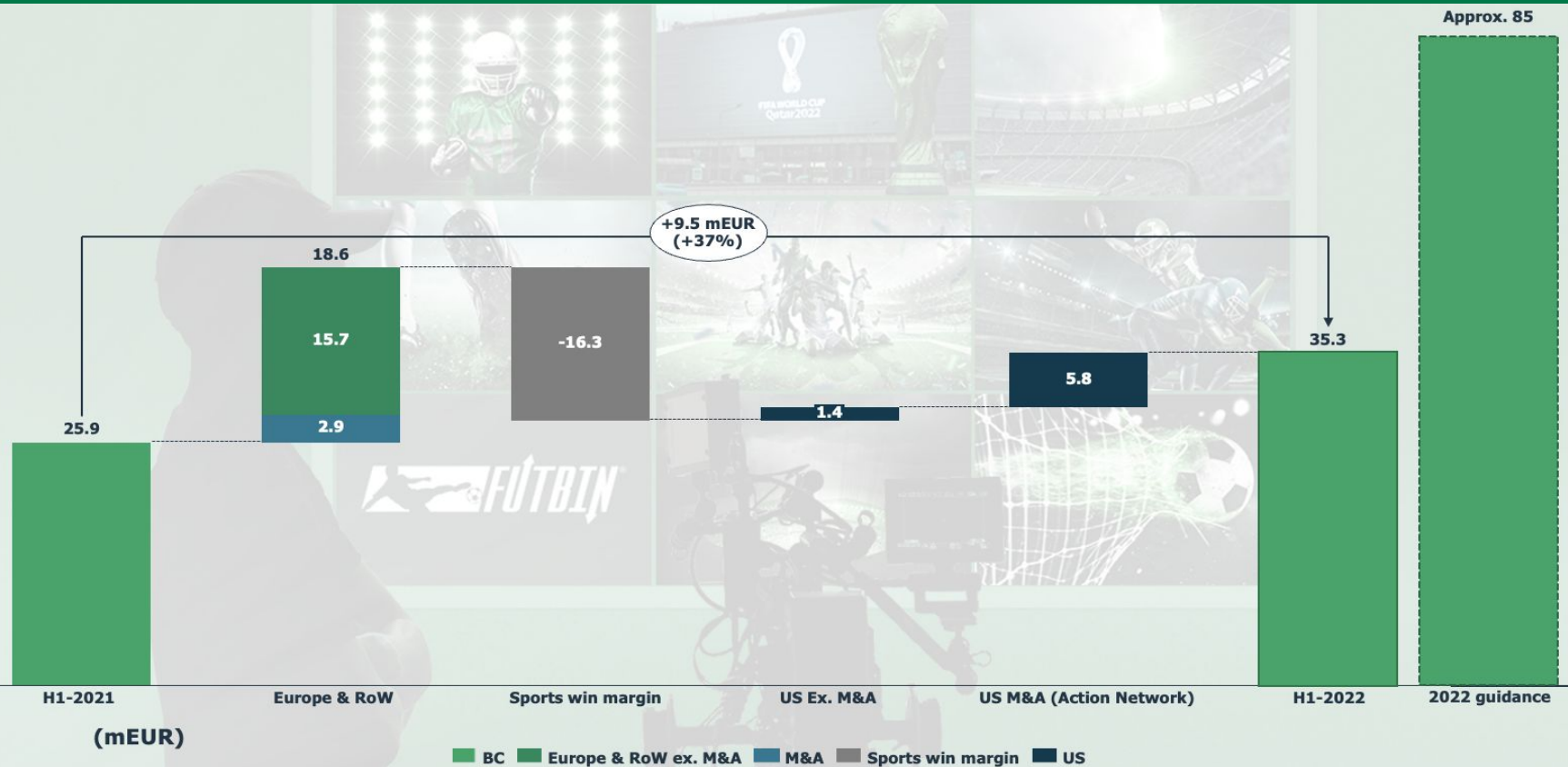
Sports win margin & US impacts EBITDA

BC



Sports win margin was the main impact during H1

BC



Strong diversified growth in all areas

BC

Publishing

Revenue	EBITDA	Share of group EBITDA
+46%	-10%	+82%
38 mEUR	10 mEUR	

The US

Revenue	EBITDA	Share of group EBITDA
+90%	-198%	-15%
13 mEUR	-1.8 mEUR	

Paid Media

Revenue	EBITDA	Share of group EBITDA
+28%	+43%	+18%
18 mEUR	2 mEUR	

Europe & RoW

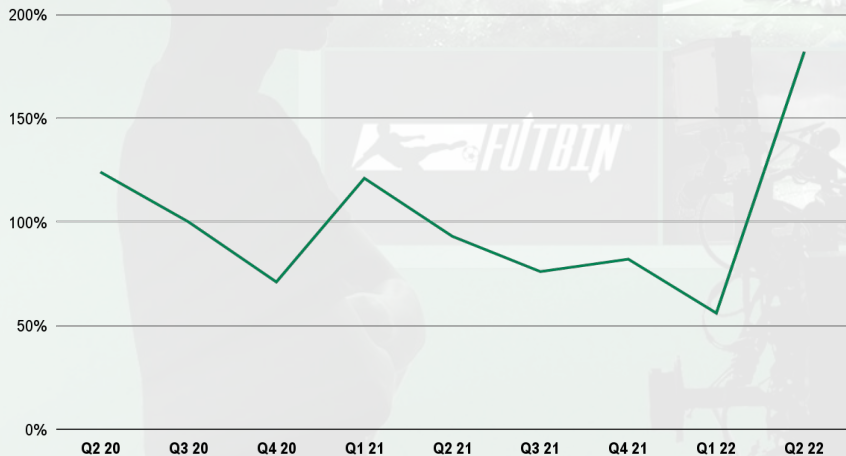
Revenue	EBITDA	Share of group EBITDA
+30%	+30%	+115%
42 mEUR	14 mEUR	

Capital allocation remains a key focus

Cash flow

- ◇ Operating cash flow Q2 2022: 22.5 mEUR (103% increase y-o-y)
- ◇ Q2 cash conversion rate 182% (Q1 2021: 121%)

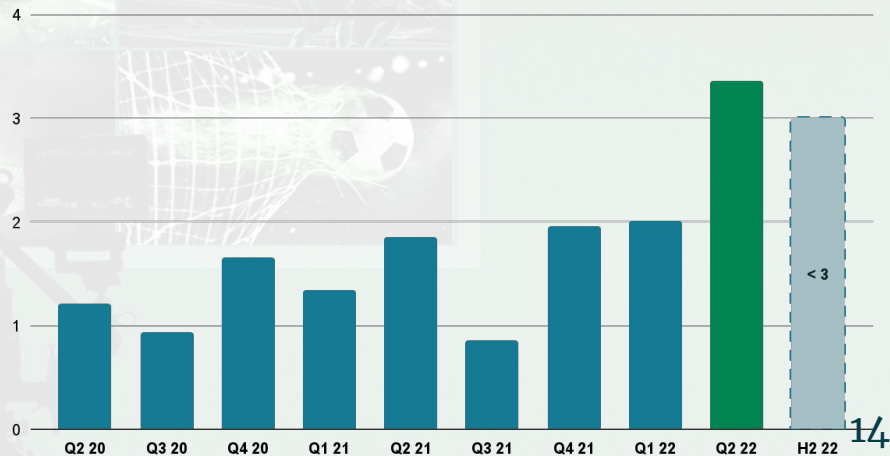
Cash conversion rate



Balance sheet

- ◇ 41 mEUR capital reserves of which cash 33 mEUR and unused bank credit facilities of 8 mEUR
- ◇ Net debt/EBITDA: 3.36 (Q2 2021: 1.85)
- ◇ Capital allocation remains a key focus

Net interest bearing debt / EBITDA



Business review

Ready for future growth in the US

BC

Top Games

Scores & Odds Picks Articles Props

SAT NOV 4

LIVE LINE

LAR 19-1 24 -6.5 -110

Under 12.5
Rush Yds

66%

Matthew St

LAR 19-7

CLEM +3.5

BAMA 18

LV Raiders +2.5 -110

Future Odds
Quarter 2022



Built organic
brands



Acquired existing
brands



Ramped up US
organization



Innovated our
product portfolio



Landed new media
partnerships

RotoGrinders

SCORES AND ODDS

SPORTSHANDLE



THE ACTION
NETWORK

Vegas INSIDER

FANTASY LABS
Tools for Smart Players

MICH 5-0 -3.5 +110
IND 2-3 u48 +110
12:00 PM on FOX 19.5k

My Action

Over 46.5 -110
CIN @ LAR

\$20
6:38 PM

MICH -3.5 -120
MICH @ IND

\$30
5:02 PM

BetSync Successful!



FUTBIN fits perfectly into our esports business

BC

Our short-term strategy

- ❖ Create a community around the brand similar to HLTV
- ❖ Derive synergies from existing tech competencies
- ❖ Optimize SEO

Our long-term strategy

- ❖ Increase visitors in esports business to reach critical mass
- ❖ Partner with large global corporations in big branded deals

FUTBIN is a world leading esports brand that runs a community for players of FIFA Ultimate Team (FUT)

+60M
MONTHLY VISITORS
(WEB)

3M
DAILY ACTIVE
USERS (APP)

+25M
Y-o-Y VISITOR
GROWTH

+100M
MONTHLY VISITORS
ESPORTS BUSINESS
(WEB)

Media partnerships have become strategically important

BC

Three legs to drive traffic and NDCs

- ❖ Publishing with core organic traffic
- ❖ Paid Media with acquired traffic
- ❖ Media partnerships where we operate and monetize partner's traffic

Traffic synergies

- ❖ Organic traffic is core because of user-stickiness
- ❖ Acquired traffic allows flexibility and provides insights into keywords with Google
- ❖ Media partnerships adds another layer to customer offerings and allow us to using in-house capabilities

4 new media partnerships

The Philadelphia Inquirer
Chicago Tribune
sport1
boston.com

July numbers slightly above expectations ahead of action packed H2

BC

We keep our guidance

- ◇ 20-30% organic revenue growth
- ◇ Group EBITDA of approx 85 mEUR without new M&A
- ◇ Debt leverage <3.0

H2 will be Q4 heavy with an action pack sports calendar

- ◇ NFL kick-off in September
- ◇ FIFA-game launch in September
- ◇ Most major sports leagues being live
- ◇ FIFA World Cup in November and December

July revenue
slightly above
expectations
of 17 mEUR
implying 36%
growth vs. 2021
or 26% organic

We stay busy and are ready for the future



Strong growth
despite low season

Continued
investments in
the US make us ready
for the future

Acquisition of
world leading esports
brand FUTBIN

4 new
media partnerships

Thank you for your attention!

Upcoming events

17/11/2022
Interim financial report
Q3, 2022

Contact

Mikkel
Munch-Jacobsgaard
Director, Investor Relations

investor@bettercollective.com
www.bettercollective.com

Follow us on



[Instagram](#)



[Facebook](#)



[Twitter](#)



[LinkedIn](#)

