




BETTER COLLECTIVE

Q3 WEBCAST - 17 NOVEMBER 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 Q3 webcast

Presented by

01 Q3 highlights

02 Financial performance

03 Business review

04 Q&A



Jesper Søgaard
Co-founder & CEO



Flemming Pedersen
CFO



**BETTER
COLLECTIVE**

Q3 business highlights

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Another great quarter for Better Collective

Strong growth in Europe & ROW mainly driven by LATAM and media partnerships

Good US development despite seasonally low quarter, impacted by move to revenue share and decreasing ad spend from sportsbooks

The long-term positive undertaking of moving to revenue share in the US has been fast-forwarded while revenue share income grew 73% YOY

No visible impact by macro-environment; resilient not immune

October grew >50% YOY and led the way into an action-packed Q4

Financial targets for 2022 are maintained



Q3 financial highlights

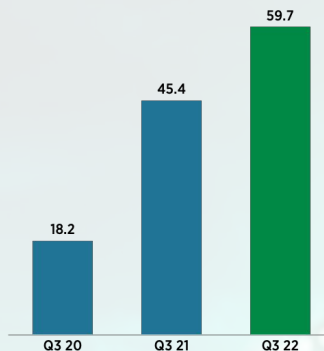
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Revenue

+32%

YoY

59.7 mEUR

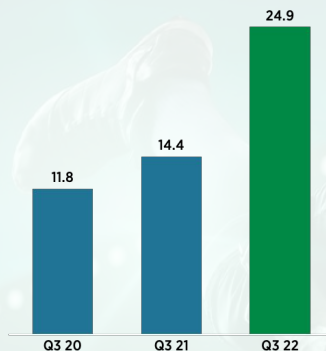


Revenue share income

+73%

YoY

24.9 mEUR

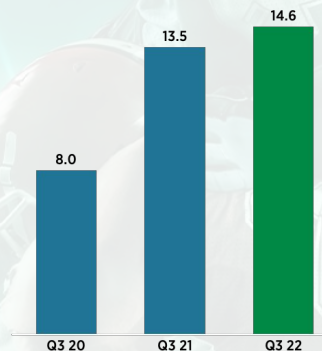


EBITDA

+7%

YoY

14.6 mEUR

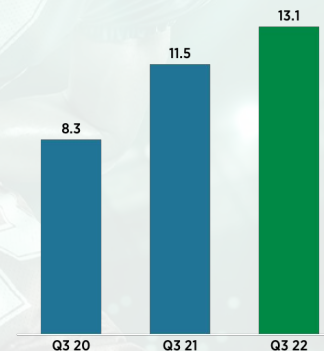


Cash flow

+25%

YoY

13.1 mEUR



Q3 Financial performance

Strong revenue growth despite macroeconomic

BC

Revenue of 59.7 mEUR

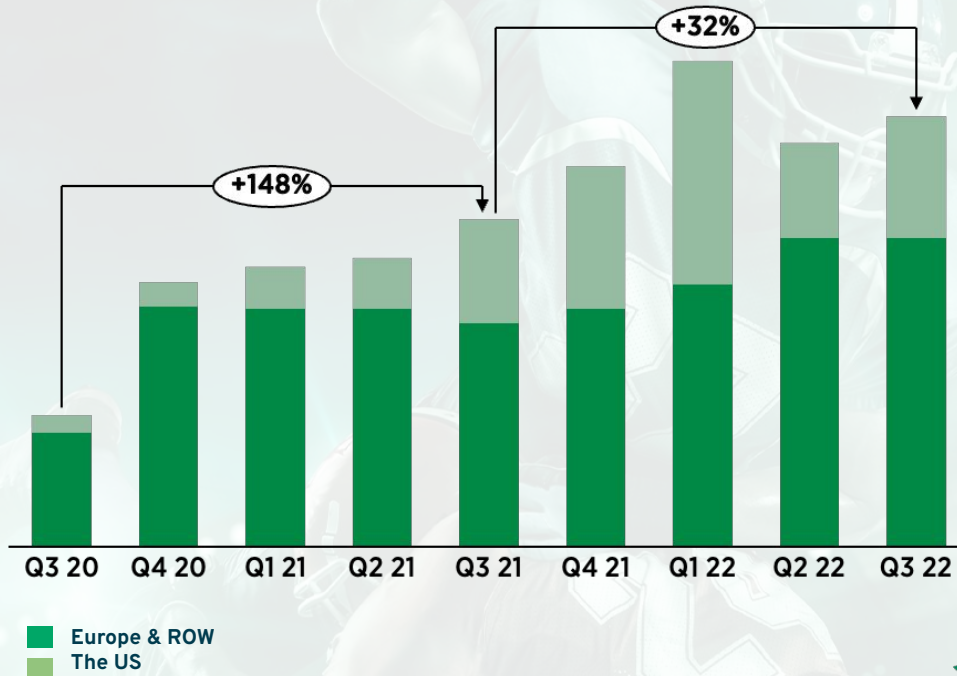
Growth 32%
Organic growth 23%

Business area split

Publishing 69%
Paid Media 31%

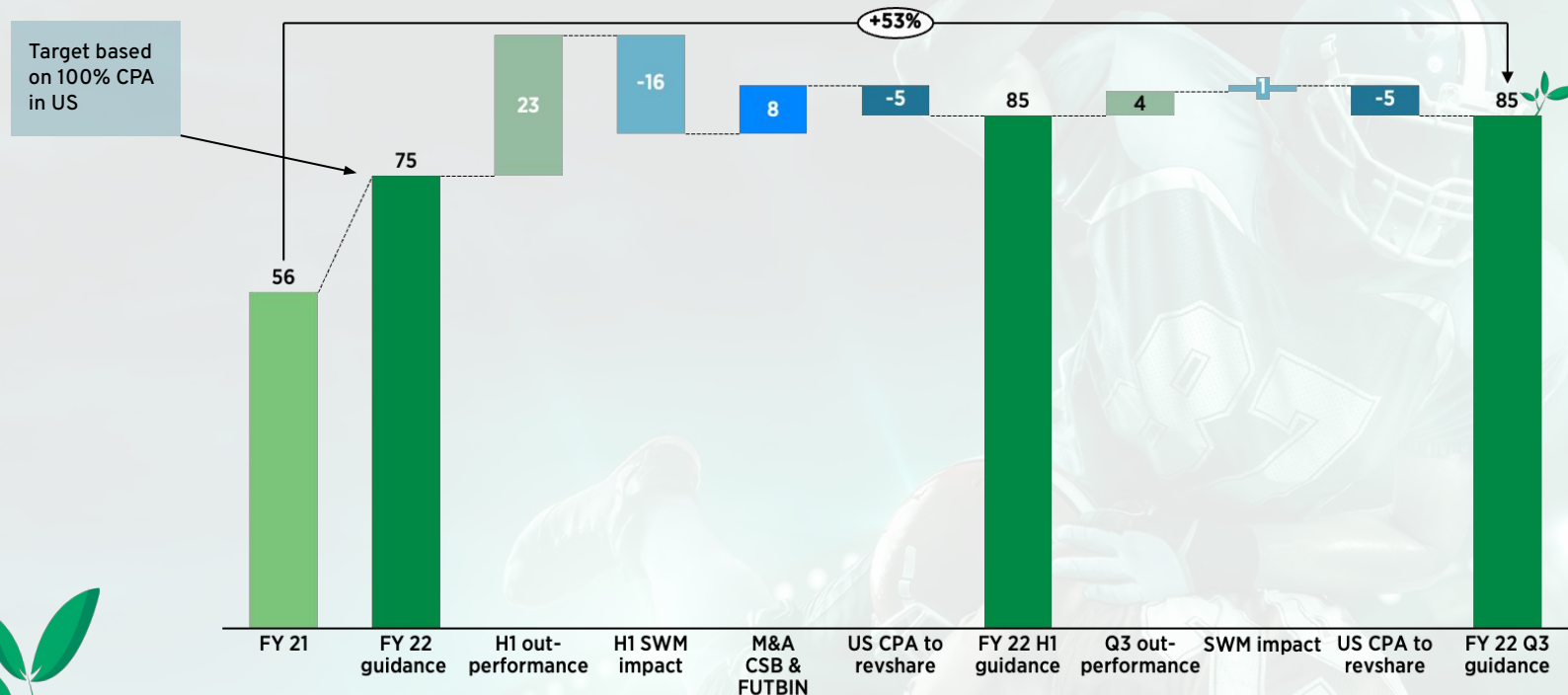
Geography split

Europe & ROW 72%
The US 28%



Strong EBITDA developments despite headwinds

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*Values in mEUR and guidance is "approximately"

The US revenue share move has been fast forwarded

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Q2

Two US
sportsbooks

FY EBITDA impact:

>5 mEUR

Q3

Four US
sportsbooks

FY EBITDA impact:

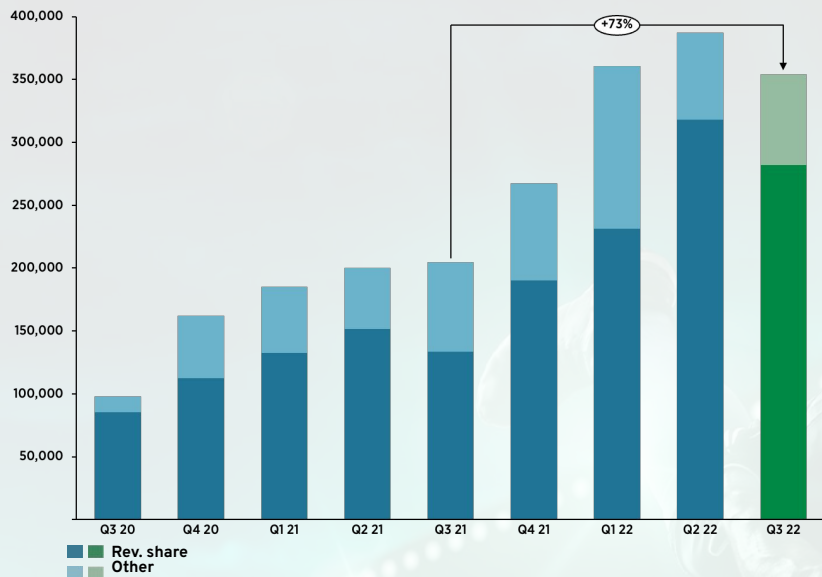
>10 mEUR

NDCs bode well for the future recurring revenue

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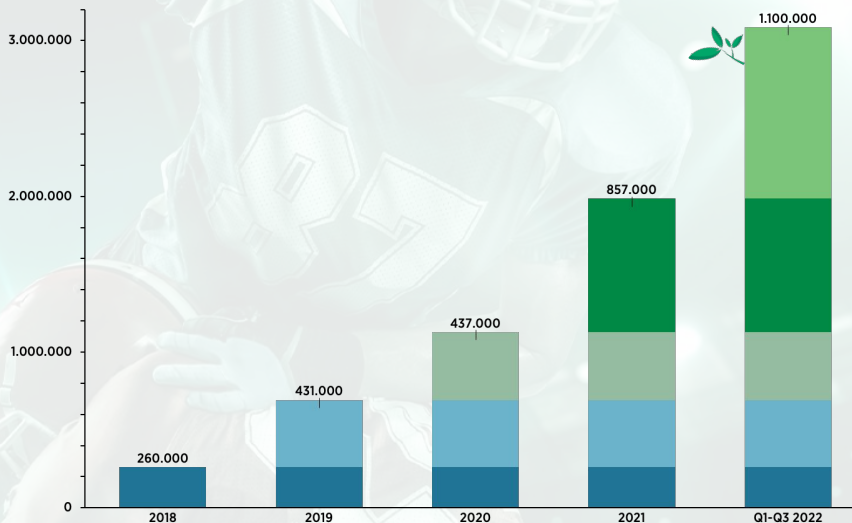
New Depositing Customers

- ◇ >354,000 NDCs with a growth of 73%
- ◇ >282,000 NDCs or 80% sent on revenue share contracts



Annually accumulated New Depositing Customers

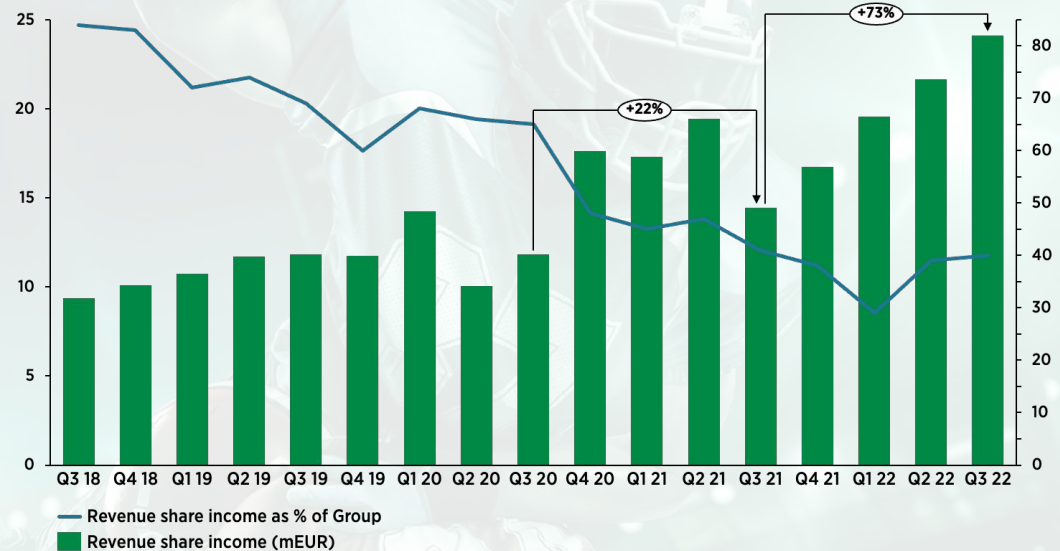
- ◇ Building a solid foundation for recurring revenue share income



Diversifying the revenue stream while increasing recurring revenue

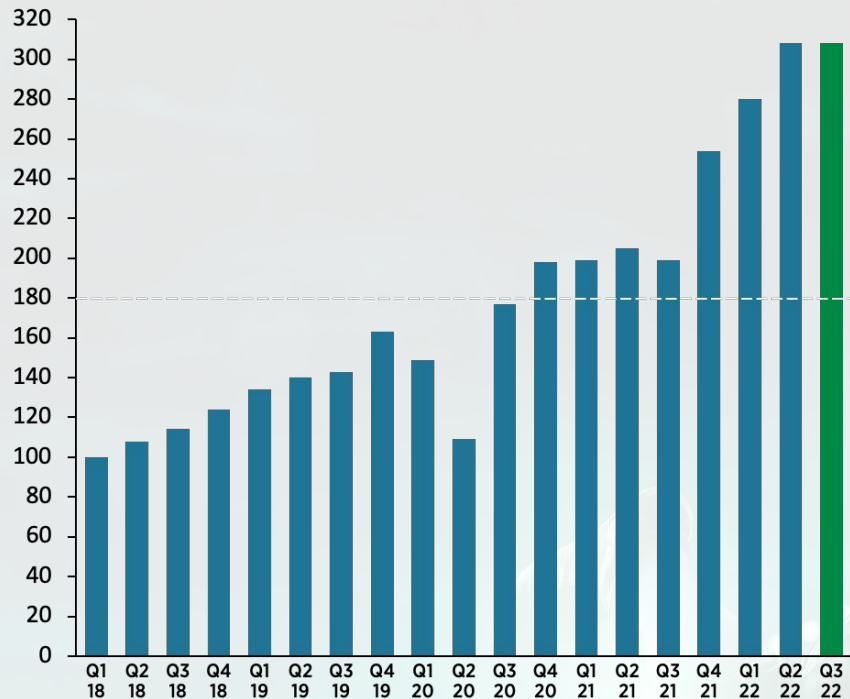


- ◇ Revenue share as a % of Group Revenue has decreased while the revenue share income has increased
- ◇ Q3 showed exceptional growth of 73% YOY
- ◇ Revenue share income expected to further increase as the US moves to revenue share
- ◇ With the increasing revenue share income we expect a continuously more stable revenue going forward



Sports wagering continuing its all-time high and Sports win margin returning towards the mean

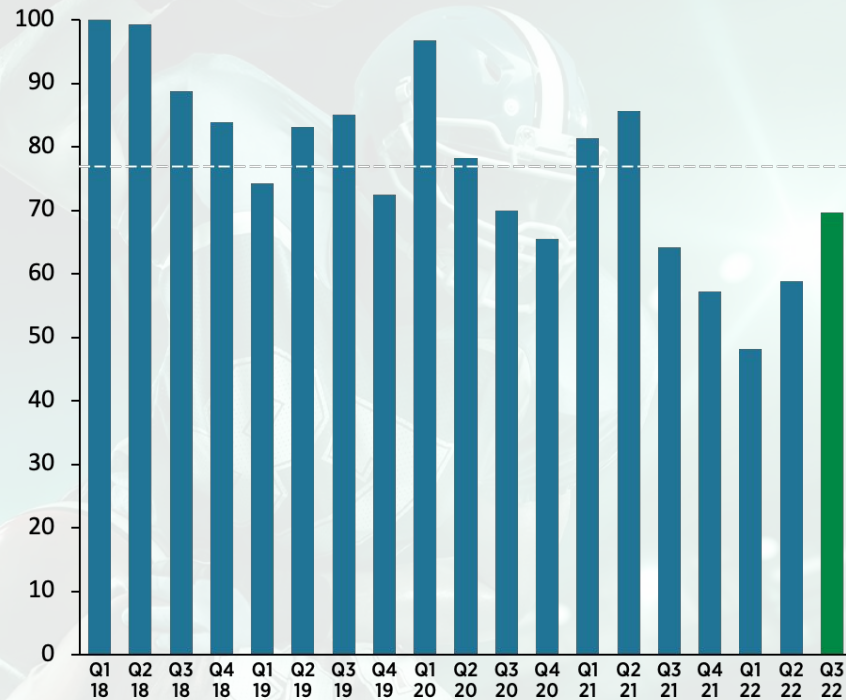
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Sports wagering; *The value of bets placed by the players*

Q3 2022 index: **308**

Average index in period: **180**



Sports win margin; *Sports net player winnings/sports wagering*

Q3 2022 index: **69.6**

Average index in period: **78**

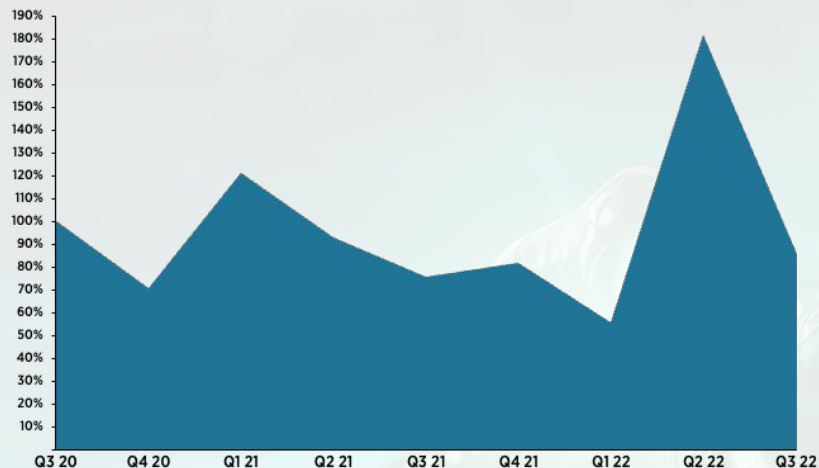
Capital allocation remains a core focus

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Cash flow

- ◇ Operating cash flow Q3 2022: 13.1 mEUR (25% increase YOY)
- ◇ Q3 cash conversion rate 86% (Q3 2021: 76%)

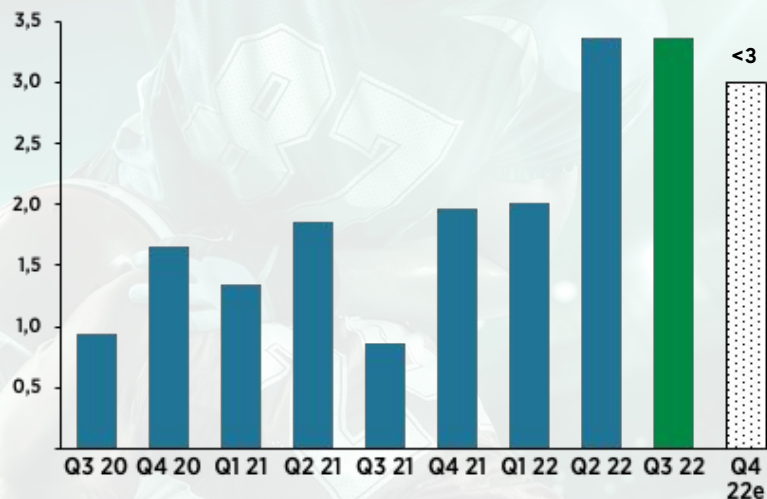
Cash conversion rate



Balance sheet

- ◇ 41 mEUR capital reserves of which cash 33 mEUR and unused bank credit facilities of 8 mEUR
- ◇ Net debt/EBITDA: 3.38 (Q3 2021: 0.94)

Net interest bearing debt / EBITDA



Business review



Many good business developments during Q

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Good momentum in uncertain environment driven by media partnerships and LATAM

First-ever Capital Market Day on March 23, 2023

Three new media partnerships with Chicago Tribune, Boston.com and Sport1

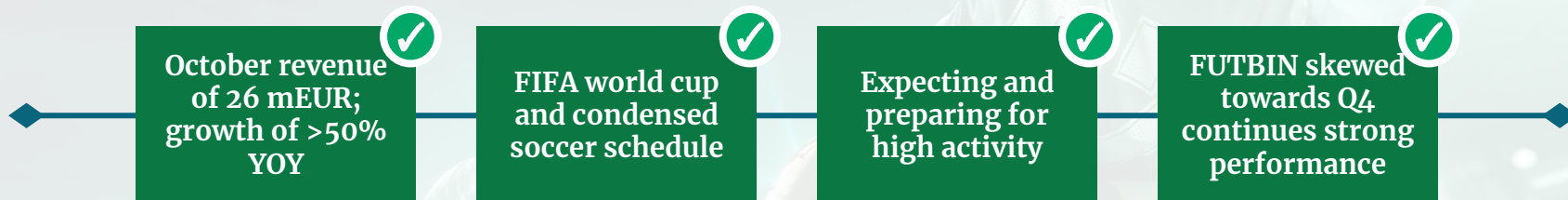
Moving US-based contracts to revenue share has been fast-forwarded



Expecting an action packed Q4



2022 reaching the finish line
through an action-packed Q4



FIFA WORLD CUP

Staying busy and preparing for the future

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Strong growth of 32%

Revenue share income
at all time high
growing 73% YOY

Not impacted by
macroeconomic
environment

October started
an action-packed Q4



Thank you for your attention

Upcoming events

22/02/2023
Interim financial report
Q4, 2022

23/03/2023
Annual report 2022

23/03/2023
Better Collective's CMD

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