



Sustainability Policy

Better Collective

Approved by Board of Directors 2023.02.21



1. Purpose and background

Better Collective is a global digital sports media group providing entertaining and engaging platforms for fans of sports and esports. We offer a wide range of sports news, editorial content, bookmaker information, data insights, betting tips, communities, and educational tools. Our Mission is to make sports entertainment more engaging and fun, while we also want to make sure that our users are better suited to navigate the iGaming world by visiting a Better Collective website before registering an account with a sports betting or a gambling operator. Better Collective has an ambitious approach to safer gambling: For sports betting and gambling to stay entertaining, it also needs to be safe.

Better Collective's role in society is to provide entertainment and create transparency while running a profitable business and generating economic value for all its stakeholders, including tax contributions in the countries we operate in.

As a responsible and sustainable organization, we have the commitment to help create a sustainable future and make our world a better place. We are continually growing our business, and we dedicate our attention to initiatives that allow us to grow sustainably.

The purpose of the policy is to define the framework for sustainability at Better Collective and to provide a governing platform for our sustainability work and business decisions. Environmental, Social, and Governance (ESG) form the basic elements of sustainability and are thus our framework in this policy and our communication in general.

2. Scope of the policy

This Policy applies to the Better Collective Group and shall be implemented in all parts of the Group taking local rules into account where relevant. Newly acquired businesses in the Better Collective group also need to adhere to the provisions of this policy. Whenever Better Collective is a minority shareholder, we will seek to promote the standards set out in this policy.

This policy is viewed as a guiding principle for our people and culture together with a range of policies and procedures, including our Code of Conduct, Safer Gambling Code, and our Diversity, Equity, and Inclusion Manifesto.

3. How we do it

Responsibility and sustainability are ingrained elements of Better Collective's business model and have been the cornerstone of our organization since its inception in 2004. To Better Collective, focusing on sustainability means securing the ability to continue our economic, social, and environmental practices indefinitely.



3.1 Environmental

It is our long-term commitment to implement a precautionary approach to environmental challenges and minimise our carbon emissions. As we are an online business, our environmental impact is relatively small. Climate changes generally pose little risk to our current and future operations as we have no physical supply chain, and as such, we can operate almost anywhere. Still, we aim to minimise our carbon footprint and we are working towards setting a reduction target.

Business travel is one of BCs principal sources of carbon emissions and has a significant impact on our ambition to lower our carbon footprint. When making travel decisions, the environmental and economic impacts must be taken into account, and weighed against the expected benefits of meeting in person. The booking principles, including low-carbon options, are included in the Better Collective Travel Policy.

Besides travel, server hosting, IT and office equipment, and food supplies make up most of our carbon intense procurement. When choosing suppliers, considerations of environmental factors must be taken into account. Suppliers and products with environmentally friendly profiles should be favoured.

Garbage with a significant negative environmental effect (such as batteries, IT equipment, etc.) should be reused when possible or disposed of according to governmental recommendations. Food waste should be kept to a minimum. We do so by working with our caterers and regulating our consumption on a daily basis.

3.2. Social

It is our long-term commitment to foster and uphold an inclusive and diverse workplace by implementing socially responsible conducts and eliminating all discriminatory practices. Our business is based on specialised expertise and innovation, this is why we see people as a core element in everything that we do. We believe it is crucial to consistently cultivate an inclusive and diverse employment environment that promotes the rights of the individual.

For our users, our long-term commitment is to promote safer gambling through education. Ultimately, the focus on safer gambling and being a responsible business is what grants us our social license to operate. Better Collective views sports betting and gambling purely as a form of entertainment, and wants to make sure that users' and employees' iGaming experiences remain as a form of fun and entertainment. See also our Safer Gambling Code.

For the communities in which we are active, our long-term commitment is to contribute to a positive development through encouraging and educating the local youth in tech. To engage



and contribute to the local societies, a key contribution is paying our taxes and partnering with stakeholders on communal efforts.

3.3. Governance

It is our long-term commitment to comply with applicable legislation in the countries in which we are active, and comply with UNGC's human rights principles and work against corruption in all its forms. At Better Collective, conducting sustainable business across all business verticals and contributing to a sustainable world takes precedence. We believe that corporate sustainability starts with our value system and a principles-based approach to doing business. This is reflected in our business ethics where we conduct business in compliance with applicable laws, regulations, and standards. We are subject to a variety of national compliance regulations in the countries where we operate, and to aid in developing a sustainable iGaming environment we solely operate in regulated markets or markets where gambling is accepted by the authorities.

4. Principles, framework, and reporting

Our commitment is founded on respect for the core principles of human rights (including labor rights), the environment (including climate), and anti-corruption as reflected in the UN Guiding Principles for Business and Human Rights and the OECD Guidelines for Multinational Enterprises. This commitment is embedded in our strategy and business operations.

We will manage adverse impacts that we may cause or contribute to, or to which we are directly linked through our business relations. If we become aware of an adverse impact that we cause or contribute to, we will seek to ensure access to remedy for the affected persons or stakeholders or notify the appropriate authorities.

Better Collective has been a signatory to the UN Global Compact since 2020 as a step to transform our world through principled business. Corporate sustainability starts with our value system and a principles-based approach to doing business. This means operating in ways that, at a minimum, meet fundamental responsibilities in the areas of human rights, labour, environment, and anti-corruption. In addition, we are committed to working towards the fulfilment of the UN Sustainability Goals (SDGs).

The ESG key figures presented in our reporting take their departure in the ESG key figure overview as published by The Danish Finance Society / CFA Society Denmark, FSR – Danish Auditors, and Nasdaq Copenhagen. The reported data is uploaded to Nasdaq Nordic's ESG Data Portal certifying Better Collective as a Nasdaq ESG Transparency partner.



5. Sustainability ownership

Our sustainability governance model provides a foundation for developing and anchoring sustainability strategy and targets. A Sustainability Board acts as a cross-functional committee and prepares sustainability issues and reporting including proposals on policies and strategy. The Management Team decides on strategic sustainability and focus areas including KPIs and targets. The Board of Directors has oversight and approves the sustainability strategy incl. KPIs and targets as well as sustainability reporting.