



BETTER COLLECTIVE

Q1 2024

Webcast presentation



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.

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Agenda

- I Q1 highlights
- II Financial performance
- III Business review
- IV Key takeaways



Jesper Søgaard
Co-founder & CEO



Flemming Pedersen
EVP & CFO



Mikkel Munch-Jacobsgaard
VP Group Strategy,
IR & Corporate Communication

2024 got off to a good start

**Group revenue up 8%
Recurring revenue
growth of 14%**

**EBITDA down 13% as
expected due to tough
comparisons**

**Completed acquisition
of Playmaker Capital
with integration
progressing as
planned**

**Launched online
sports betting with
commercial success in
North Carolina**

**Acquired leading UK
sports betting media
AceOdds**

**Q1 was as expected
and financial target
were upgraded post
the AceOdds
acquisition**

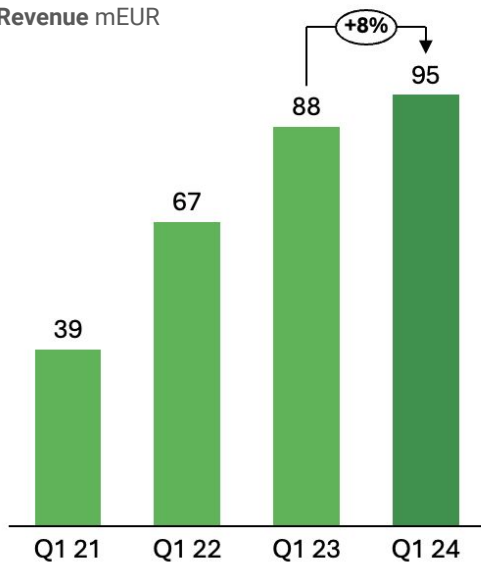


Financial performance

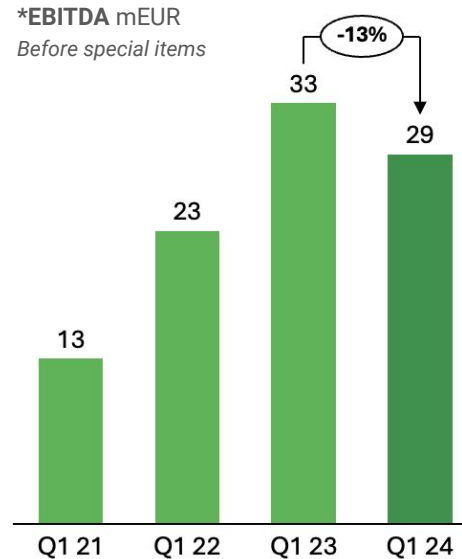
By Flemming Pedersen
EVP & CFO

Despite tough comparisons from last year Q1 got off to a good start

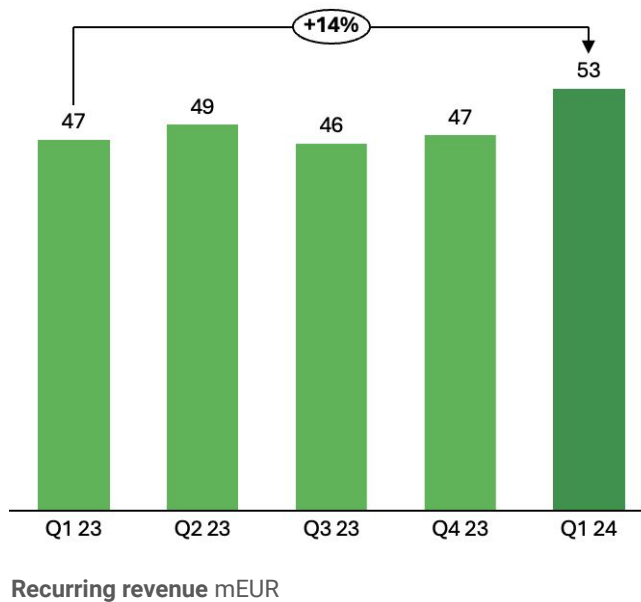
Revenue mEUR



*EBITDA mEUR
Before special items



Recurring revenue continues to compound



Financial targets were upgraded following AceOdds acquisition

2024 targets released with the 2023 fully year report

- Revenue of 390-420 mEUR implying 19-29% growth
- EBITDA of 125-135 mEUR implying 13-22% growth
- Net/debt to EBITDA stay below 3x

New 2024 targets following AceOdds acquisition

- Revenue of 395-425 mEUR implying 21-30% growth
- EBITDA of 130-140 mEUR implying 17-26% growth
- Net/debt to EBITDA stay below 3x

2023-2027 targets updated following Playmaker Capital acquisition

- Revenue CAGR of +20%
- EBITDA margin before special items of 35-40% (previously 30-40%)
- Net debt to EBITDA before special items of <3

Business review

By Jesper Søgaard
Co-founder & CEO



Great Q1 performance and continued business diversification

- Good performance across markets
- Strongest commercial position ever in North America
- Successful integration of Playmaker Capital
- Busy and exciting summer ahead



Our strategy is to own the full spectrum of sports media

From sports betting audiences

to generalist audiences

to niche audiences

**Sports betting
comparison
brands**

**Sports betting
affiliate brands**

**Sports betting
media brands**

**National and
global sports
media brands**

**International
sports media
brands**

**Esports
communities**



MyBettingSites



AceOdds

ACTION 

BOLA*VIP*




HLTV



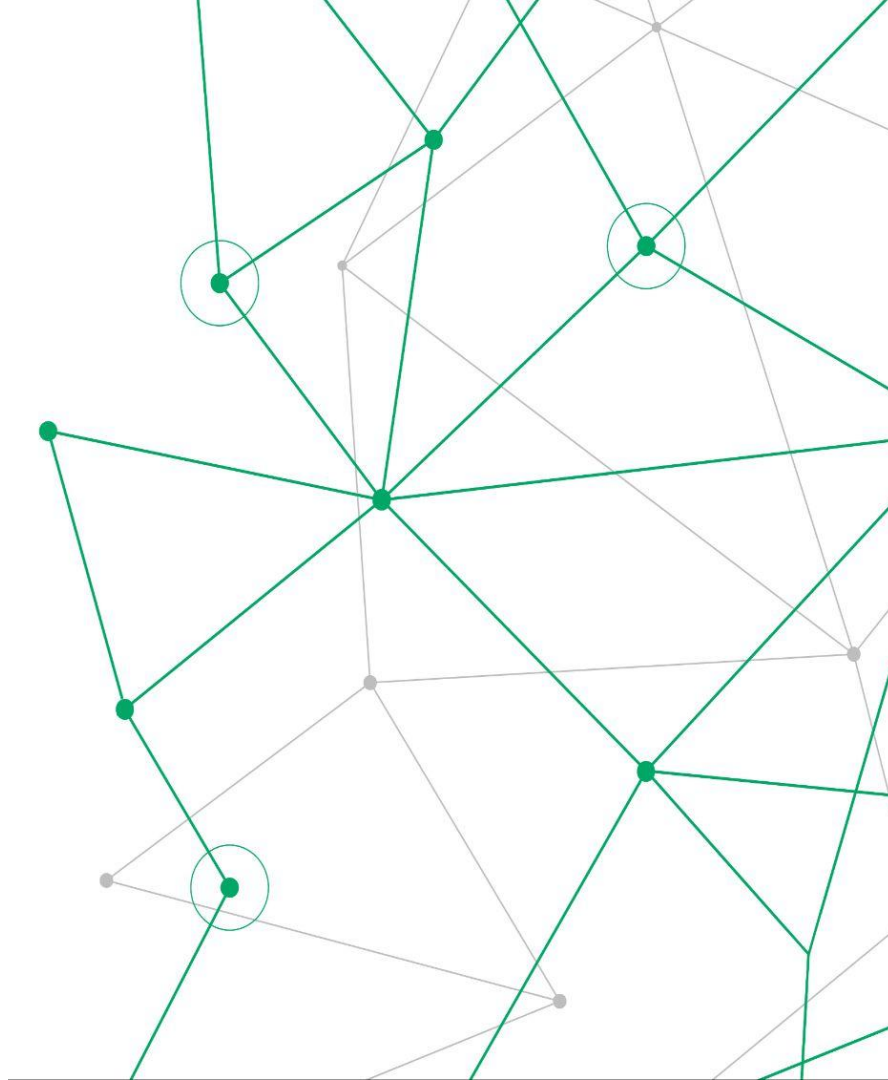
A global network of leading sports media brands entertaining a global sports audience of more than 400 million monthly visits

** not an exhaustive list*

 Partnerships

Media partnership brands impacted by recent search engine update

- Recent policy change impacted media partners negatively on search rankings
- Better Collective is working closely with all parties to mitigate impact





Group revenue
growth of 8%
Recurring revenue
growth of 14%

EBITDA of
29 mEUR
as expected

Successful
North Carolina
state launch

Playmaker Capital
integration
commencing as
planned

Closing of leading UK
sports betting brand
AceOdds

Busy summer ahead

Q&A

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