



Press release  
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## Better Collective acquires the assets [zagranie.com](https://zagranie.com) and [irishracing.com](https://irishracing.com)

Global sports betting media group, Better Collective, acquires the platforms [zagranie.com](https://zagranie.com) and [irishracing.com](https://irishracing.com) in two separate transactions.

In connection with two separate transactions, Better Collective has firstly acquired [zagranie.com](https://zagranie.com), a leading Polish sports betting media brand with a strong footprint in the Polish market.

[Zagranie.com](https://zagranie.com) was founded in 2017 in Poland. Adding the site to Better Collective's portfolio further cements its position as a leading sports betting media group in Poland.

In a separate transaction, Better Collective has also acquired the leading horse racing platform in Ireland [irishracing.com](https://irishracing.com).

Founded in 1997 by the Irish Times, [irishracing.com](https://irishracing.com) is one of the most established horse racing publishers in Ireland and has been an integral part of the Irish horse racing landscape for more than two decades. The platform provides comprehensive coverage and content of Irish, British and major International horse racing throughout the year with over twenty years of historical content and supporting data.

### Jesper Søgaard, CEO of Better Collective, says:

"We are pleased to finalise the acquisitions of [zagranie.com](https://zagranie.com) and [irishracing.com](https://irishracing.com). The two platforms are strongly positioned within their individual niche and are established as go-to destinations for sports and racing fans in core markets. Due to their dedicated focus on great quality content, we saw a natural fit between the two brands and our Group and strategic ambitions and look forward to growing our global footprint with the two new platforms on board."

The transactions are immaterial from a financial perspective and are not expected to impact Better Collective's financial forecast.

Recently, Better Collective acquired Atemi Group that specialises within lead generation for iGaming through paid media (PPC) and social media advertising and with a strong foothold in the UK market. Alongside this acquisition, the UK and Ireland remain as some of the key strategic markets for Better Collective.

### Contacts

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## About Better Collective

[Better Collective](#) is a global sports betting media group that develops digital platforms for betting tips, bookmaker information and iGaming communities. Better Collective's vision is to empower iGamers through innovative products and technologies and by creating transparency in the online betting market. Its portfolio of platforms and products include [bettingexpert.com](#), the trusted home of tips from expert tipsters and in depth betting theory, [HLTV.org](#), the world's leading esports media and community focusing on competitive Counter Strike: Global Offensive (CS:GO), and [vegasinsider.com](#), a leading source for sports betting information in the US. Better Collective is headquartered in Copenhagen, Denmark, and listed on Nasdaq Stockholm (BETCO).