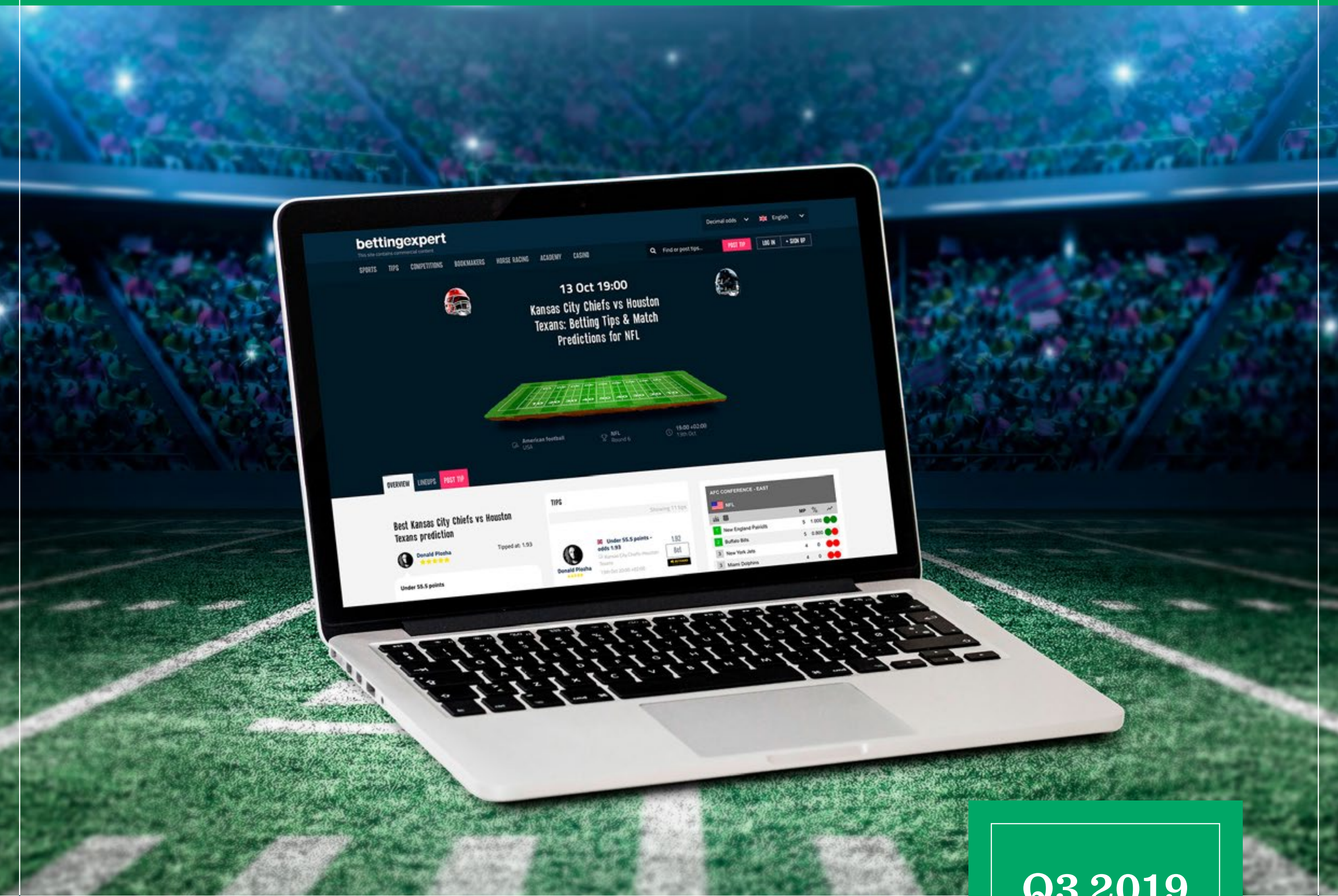
BETTER COLLECTIVE



Q3 2019

January 1 – September 30

Interim report

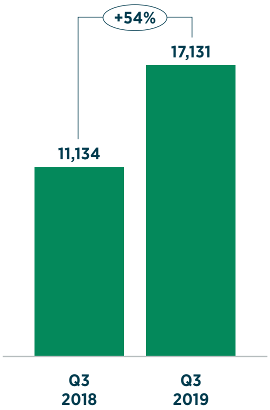
Highlights Q3 2019

- Revenue growth of 54%, organic growth 25%
- Earnings (EBITA) growth of 43% with an EBITA-margin of 40% (ex. new US-business 44%)
- NDCs >85.000 = growth of 27%
- The Daily Telegraph partnership strengthens media division

Interim Report Q3 2019

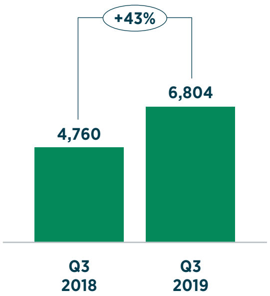
Revenue

tEUR



EBITA before special items

tEUR



Highlights third quarter 2019

- Q3 Revenue grew by 54% to 17,131 tEUR (Q3 2018: 11,134 tEUR). Organic revenue growth was 25%. The total growth in the quarter was affected upwards by the acquisitions in the US and Sweden.
- Q3 EBITA before special items increased 43% to 6,804 tEUR (Q3 2018: 4,760 tEUR). The EBITA-margin before special items was 40% including an expected downwards impact of 4 %-points from the newly acquired US-businesses that on a consolidated level reached a low, positive operating result in this first full quarter.
- Cash Flow from operations before special items was 4,892 tEUR (Q3 2018: 3,532 tEUR), an increase of 39%. The cash conversion was 65%. End of Q3, capital reserves stood at 56 mEUR including net cash of 16 mEUR and unused bank credit facilities of 40 mEUR.
- New Depositing Customers (NDCs) exceeded 85.000 in the quarter (growth of 27%, most of which organic). Recent quarters delivered higher NDC numbers due to seasonality/events.
- We continued our expansion of media partnerships by entering an agreement with The Daily Telegraph for the delivery of our innovative technology and content for sports betting and casino.
- Through a wholly-owned US subsidiary, Better Collective completed the acquisition of the assets of Florida based Vegasinsider.com and Scoresandodds.com for a total transaction price of 18 mEUR that was paid in cash.
- Better Collective completed the acquisition of all shares in the company owning and operating the site mybettingsites.co.uk for up to 2.4 mEUR.
- Better Collective acquired 19.99% (at 0.5 mEUR) of the shares in Mindway AI, which specialises in innovative and advanced software solutions for the identification of at-risk gambling and problem gambling behaviour.

Contents

Conference call

A conference call for investors, analysts and media will be held today, November 7, 2019, at 10:00 a.m. CET and can be joined online at www.bettercollective.com. Presentation material for the call will be available on the website one hour before the call.

To participate, please dial:
Confirmation code: 7979842
Denmark +45 3272 8042
The UK +44 (0) 8445718892
Sweden +46 (0) 850692180

Financial calendar

February 19, 2020
Full year report

April 22, 2020
Annual general meeting

- A new version of the flagship product bettingexpert.com was launched just after Q3. The site is now backed by Better Collective's innovative micro-service infrastructure that allows to effectively scale the product across US states.

- A new office facility was opened in Nis, Serbia with a capacity of hosting up to approximately 200 employees.

Financial highlights first nine months 2019

- In the first nine months of 2019, revenue grew by 69% to 47,870 tEUR (YTD 2018:28,348 tEUR). Organic revenue growth was 27%.

- In the first nine months of 2019, EBITA before special items grew by 88% to 20,114 tEUR (YTD 2018: 10,690 tEUR). The EBITA-margin before special items was 42% (YTD 2018: 38%). Special items (adjustments to earn-out payments and M&A costs) were -604 tEUR (YTD 2018: -3,966 tEUR), resulting in earnings (EBITA) after special items of 19,510 tEUR (YTD 2018: 6,724 tEUR).

- Cash Flow from operations before special items was 19,052 tEUR (YTD 2018: 9,747 tEUR), an increase of 95%. The cash conversion rate before special items was 90% (YTD 2018: 85%).

- New Depositing Costumers (NDCs) exceeded 313,000 in the first nine months (growth of 74%).

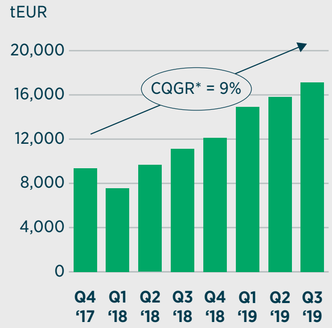
- Organisation; new offices and local organisations have been established in the US (Nashville, New York, Fort Lauderdale), UK and Poland. The average number of employees in the quarter grew to 367.

- In addition to the highlights in Q3, in May, Better Collective acquired 60% of the shares in RiCal LLC, with a commitment to acquire the remaining 40% during 2022-2024.

Other significant events after the closure of the period

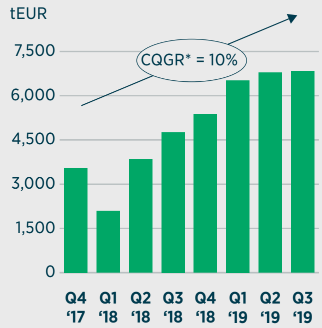
- None

Revenue



* Compounded Quarterly Growth Rate

EBITA before special items



* Compounded Quarterly Growth Rate

Financial highlights and key figures

tEUR	Q3 2019	Q3 2018	YTD 2019	YTD 2018	2018
Income Statement					
Revenue	17,131	11,134	47,870	28,348	40,483
Revenue Growth (%)	54%	68%	69%	68%	54%
Organic Revenue Growth (%)	25%	15%	27%	19%	9%
Operating profit before depreciation, amortisations, and special items (EBITDA before special items)	7,007	4,812	20,653	10,806	16,241
Depreciation	202	52	539	115	169
Operating profit before amortisations and special items (EBITA before special items)	6,804	4,760	20,114	10,690	16,072
Special items, net	-421	-113	-604	-3,966	-4,080
Operating profit before amortisations (EBITA)	6,383	4,647	19,510	6,724	11,992
Amortisations	1,285	1,034	3,773	1,879	2,924
Operating profit before special items (EBIT before special items)	5,519	3,726	16,341	8,811	13,148
Operating profit (EBIT)	5,098	3,613	15,737	4,845	9,068
Result of financial items	-614	-210	-1,410	-446	-618
Profit before tax	4,484	3,403	14,328	4,399	8,450
Profit after tax	3,258	2,464	10,626	2,341	5,446
Earnings per share (in EUR)*	0.08	0.06	0.26	0.07	0.16
Diluted earnings per share (in EUR)*	0.08	0.06	0.25	0.06	0.15
*Historic numbers updated with share-split 1:54					
Balance sheet					
Balance Sheet Total	221,808	127,397	221,808	127,397	148,636
Equity	106,053	82,199	106,053	82,199	85,858
Current assets	31,600	38,388	31,600	38,388	24,942
Current liabilities	22,294	17,757	22,294	17,757	24,263
Net interest bearing debt	46,968	-5,907	46,968	-5,907	22,270
Cashflow					
Cash flow from operations before special items	4,892	3,532	19,052	9,747	15,158
Cash flow from operations	4,478	1,806	17,986	4,305	11,078
Investments in tangible assets	310	118	498	535	669
Cash flow from investment activities	-24,024	-4,622	-48,081	-48,519	-60,629
Cash flow from financing activities	21,259	-29	35,483	73,957	67,895
Financial ratios					
Operating profit before amortisations and special items margin (%)	40%	43%	42%	38%	40%
Operating profit before amortisations margin (%)	37%	42%	41%	24%	30%
Operating profit margin (%)	30%	32%	33%	17%	22%
Net interest bearing debt / EBITDA before special items	1.80	-0.41	1.80	-0.41	1.37
Liquidity ratio	1.42	2.16	1.42	2.16	1.03
Equity to assets ratio (%)	48%	65%	48%	65%	58%
Cash conversion rate before special items (%)	65%	71%	90%	85%	89%
Average number of full-time employees	367	223	314	192	198

For definitions of financial ratios, see definitions section in the end of the report.

Comparative numbers have not been re-stated following the implementation of IFRS16.

CEO Comments

Strong performance in low season quarter

Q3 is normally a seasonally weak quarter with lower player activity and with most major sports leagues pausing in July and part of August. With that in mind, I am happy to see such strong business performance with the highest quarterly revenue in the Company's history and continued strong NDC-intake. The total revenue growth was 54% including organic growth of 25%.

Following two recent acquisitions and one new media partnership in the US, our organisation has been busy integrating the businesses, including changing the business model for some of the acquired assets as well as going live with sports betting in two additional states, Pennsylvania and Indiana, plus expansion of the organization in order to optimise for capturing this new market opportunity.

The new US-business, as a whole, performed as expected with a low, but positive operating profit in this first full quarter, affecting the group operating margin negatively by 4-%points. I am very happy to see that we were able to absorb this "investment", and still present a 40% Group EBITA-margin for the quarter. With the NFL-league starting early September, we saw an uplift in US revenue bringing the Group revenue in September to an all-time high. The US-business is expected to increase operational earning-margins from here, whilst still at a lower level than the rest of the Group for some time, until the market matures.

New bettingexpert.com including US sports

We continue to invest in our branded products. In October we launched a new and improved version of our flagship product, bettingexpert.com, that has undergone a complete technical overhaul now also featuring US sports.

We strongly believe in the future of our branded products and will continue to invest in making these the "go-to" products for the global sports betting audience.

Media partnership with The Daily Telegraph

The partnership with The Daily Telegraph in the UK provides Better Collective with an additional channel to market, operate, and manage customer contacts to the betting and casino operators. Media partnerships in Better Collective were launched in Q2 with a similar agreement with the leading online media NJ.com in New Jersey, US. Our ambition is to enter more of this type of agreements going forward. I am very proud of Better Collective being the chosen partner of such prominent media brands. I have high expectations that these partnerships will become an important part of our business in the future.

Acquisition of UK sport betting site

Adding mybettingsites.co.uk to Better Collective's portfolio is supportive of our overall mission, to educate online bettors and provide improved transparency. Also, it strengthens our position in the important UK market as well as adding local SEO knowledge that will be leveraged across products in the Group. The acquisition is not large; however, it fits all our key strategic criteria for integration into the Better Collective Group. Our pipeline of M&A targets continues to be strong as we are continuing implementing our acquisition strategy.

"We strongly believe in the future of our branded products and will continue to invest in making these the "go-to" products for the global sports betting audience"

Jesper Søgaard
CEO

bettingexpert

25%

Organic revenue growth

in Q3 2019

Investment in Mindway AI for a safer betting environment

Better Collective acquired 19.99% of the shares in Mindway AI, which specialises in innovative and advanced software solutions for the identification of at-risk gambling and problem gambling behaviour. The investment aligns with our ambition to take social responsibility by establishing a safe betting environment, while at the same time engaging in a business where we foresee a sound future growth and profitability.

Celebration of the 9th Børsen Gazelle Award and industry recognition

The Gazelle Award recognises Danish companies that show continuous growth and has doubled its turnover over a four-year period. We are extremely happy to receive the Gazelle Award for the 9th consecutive year. It is a fantastic achievement which all at Better Collective can be very proud of. As the award indicates, we have had yet another eventful year, where we again managed to grow our business and also invested in new companies and markets which will contribute to the continuous development of our business.

Each year, the EGR Operator Awards rewards the best companies for setting the standards in iGaming excellence. This year we won the headline category Affiliate of the Year and was crowned Sports affiliate of the year.

In summary, Q3 brought solid business performance, additional business in the US, a new media partnership, investment in Mindway and the 9th Gazelle award. As CEO I am very proud of the achievements made throughout the organisation.

Jesper Søgaard
CEO

Management report

Financial performance third quarter 2019

In Q3, we continued to recognise strong growth, driven by a strong NDC-performance through recent quarters. Notable events in this quarter were the integration of the newly acquired US businesses, a new media partnership agreement with The Daily Telegraph, the launch of a new version of bettingexpert.com, and going live with sports betting in Indiana and Pennsylvania.

Revenue

Q3 Revenue grew by 54% to 17,131 tEUR (Q3 2018: 11,134 tEUR). Organic revenue growth was 25%. The total growth in the quarter was affected upwards by the acquisitions in the US and Sweden.

The strong NDC-growth in recent quarters continues to generate strong revenue performance, where the main driver is the increase in underlying sports betting volume while gross-win margins remained on average levels.

Revenue share accounted for 69% of the revenue (76% of player-related revenue) with 14% coming from CPA, 8% from subscription sales in US, and 9% from other income. In absolute terms revenue share increased to 11,821 tEUR, however, the new US subscription revenue affected the revenue split for the full quarter.

New Depositing Customers (NDCs) exceeded 85.000 in the quarter (growth of 27%). Recent quarters delivered higher NDC numbers due to seasonality/events. The recently acquired US assets are currently centred around the sales of picks/tips and subscriptions and do not yet generate significant amounts of NDCs. The number of NDC delivered this quarter is in line with expectations.

As previously reported, during the transitional period in which the business model will be changed, revenue and earnings from the two recently acquired websites, VegasInsider.com and ScoresandOdds.com, will be temporarily reduced. For the remainder of 2019, it is expected that the Better Collective group will realise a slight increase in revenue from these assets, however, no profit is expected from the two websites in that period. The websites are expected to contribute with substantial revenue and earnings from H2 2020.

Cost

Quarterly cost excluding special items and amortisations amounted to 10,326 tEUR (Q3 2018: 6,374 tEUR). Special items of -421 tEUR include cost relating to M&A activities. Furthermore, amortisations amounted to 1,285 tEUR (Q3 2018: 1,034 tEUR). Excluding amortisations and depreciations, the remaining cost base increased by 3,802 tEUR or 60%, compared to Q3 2018. The Q3 cost base includes cost in acquired companies, as well as continued resource allocation to product development, new technologies, and new markets.

Direct cost relating to revenue increased to 1,722 tEUR (Q3 2018: 1,226 tEUR), an increase of 40%. Direct cost include hosting fees of websites, content generation, external development, etc.

Personnel cost in Q3 amounted to 5,547 tEUR (Q3 2018: 3,259 tEUR), a year-over-year increase of 70%. The average number of employees increased to 367 (Q3 2018: 223).

Other external cost increased 55% to 2,855 tEUR (Q3 2018: 1,837 tEUR).

Depreciation and amortisations amounted to 1,488 tEUR (Q3 2018: 1,086 tEUR), mainly attributable to acquisitions.

Earnings

Q3 EBITA before special items increased 43% to 6,804 tEUR (Q3 2018: 4,760 tEUR). The EBITA-margin before special items was 40% including an expected downwards impact of 4 %-points from the newly acquired US-businesses that on a consolidated level reached “break-even” in this first full quarter with a low, but positive result.

Including special items, the reported EBITA was 6,383tEUR. (Q3 2018: 4,647 tEUR).

Q3 EBIT before special items increased 48% to 5,519 tEUR (Q3 2018: 3,726 tEUR).

Including special items, the reported EBIT was 5,098 tEUR (Q3 2018: 3,613 tEUR).

Net financial items
Net financial items amounted to -614 tEUR (Q2 2018: -210 tEUR) and included net interest and fees relating to bank credit lines.

Income tax
The Group has a tax-presence in the places where the group entities are incorporated, which are Denmark (where the parent company is incorporated), Austria, France, Greece, Romania, UK, US, Poland, Serbia, and Sweden.

Income tax for Q3 amounted to 1,227 tEUR (Q3 2018: 939 tEUR). The Effective Tax Rate was (ETR) 27% (Q3 2018: 28%). Adjusted for impact of non-deductable cost the tax rate was 25% for Q3 2019 and 27% for Q3 2018.

Net profit
Net profit after tax was 3,258 tEUR (Q3 2018: 2,464 tEUR).

The parent company
Better Collective A/S, Denmark, is the parent company of the Group.

Q3 Revenue increased by 6% to 5,933 tEUR (Q3 2018: 5,582 tEUR).

Total costs in Q3 2019 increased 27% to 6,253 tEUR (Q3 2018: 4,924 tEUR).

Profit after tax was 5,270 tEUR (Q3 2018: 221 tEUR).

Management report

Financial performance first nine months 2019

Revenue
First nine months revenue amounted to 47,870 tEUR (YTD 2018: 28,348 tEUR). The growth was 69% of which organic growth was 27%.

Revenue share accounted for 71% of the revenue (79% of player-related revenue) with 16% coming from CPA, 4% from subscription revenue (US), and 9% from other income.

The number of NDCs was more than 313.000, with an implied growth of 74%. During the first nine months there has been a significant increase in sports betting volume, whereas gross win margins have been on average levels.

Cost
Cost for the first nine months amounted to 27,756 tEUR (YTD 2018: 17,657 tEUR). Amortisation and depreciation amounted to 4,312 tEUR (YTD 2018: 1,994 tEUR). Excluding the growth in amortisation and depreciation the remaining cost base increased by 9,675 tEUR or 55%. The cost base increased with the acquisitive growth and investments in new markets and technologies.

Direct cost relating to revenue increased to 4,628 tEUR (YTD 2018: 3,032 tEUR), an increase of 53%. Direct costs comprise hosting fees of websites, content generation, external programming, etc.

Personnel cost amounted to 14,492 tEUR (YTD 2018: 9,560 tEUR), an increase of 52%. The average number of employees increased to 314 (YTD 2018: 192).

Other external cost increased 3,147 tEUR or 64% to 8,096 tEUR (YTD 2018: 4,950 tEUR).

Depreciation and amortisation amounted to 4,312 tEUR (YTD 2018: 1,994 tEUR), mainly attributable to acquisitions.

Earnings (EBITA)
EBITA before special items in the first nine months of 2019 increased 88% to 20,114 tEUR (YTD 2018: 10,690 tEUR). The EBITA-margin before special items was 42% (YTD 2018: 38%). Excluding the newly acquired US-business the EBITA-margin was 44%.

Including special items, the reported EBITA was 19,510 tEUR. (YTD 2018: 6,724 tEUR).

Operating profit (EBIT)
EBIT before special items for the first nine months of 2019 increased 85% to 16,341 tEUR (YTD 2018: 8,811 tEUR).

Including special items, the reported operating profit was 15,737 tEUR (YTD 2018: 4,845 tEUR).

Net financial items
Net financial items amounted to -1,410 tEUR (YTD 2018: -446 tEUR) and included net interest and fees relating to committed bank credit lines.

Income tax
Better Collective has a tax-presence in the places where the company is incorporated, which are Denmark (where the parent company is incorporated), Austria, France, Greece, Romania, UK, US, Poland, Serbia, and Sweden.

Income tax for the first nine months of 2019 amounted to 3,702 tEUR (YTD 2018: 2,058 tEUR). The Effective Tax Rate (ETR) of 26% was impacted by non-deductible costs for M&A. Adjusted for the impact of non-taxable items, the tax rate was 25%.

Net profit
First nine months Net profit after tax was 10,626 tEUR (YTD 2018: 2,341 tEUR).

Equity

The equity increased to 106,053 tEUR as per September 30, 2019 from 85,858 tEUR on December 31, 2018. The first nine month's profit of 10,626 tEUR, the capital increase of 10,029 tEUR and warrant related transactions of -1,514 tEUR has impacted the equity.

Balance sheet

Total assets amounted to 221,808 tEUR (YTD 2018: 127,397 tEUR), with an equity of 106,053 tEUR (YTD 2018: 82,199). This corresponds to an Equity to assets ratio of 48% (YTD 2018: 65%). The liquidity ratio was 1.42 resulting from current assets of 31,600 tEUR and current liabilities of 22,294 tEUR.

Investments

On May 28, 2019, Better Collective completed the acquisition of 60% of the shares in RiCal LLC (the RotoGrinders Network) for 21 mUSD of which for 17.85 mUSD in cash and the remaining 3.15 mUSD was paid in shares, issued on June 13, 2019. In the period 2022-2024, Better Collective will acquire the remaining 40% of the shares of RotoGrinders at a valuation based upon an EBITDA-multiple between 5x and 10x. The valuation will be determined by the future growth and profitability of RotoGrinders and Better Collective's other business in the United States. RotoGrinders is fully (100%) consolidated into the Better Collective accounts as from June 1, 2019. The value of the assets and remaining committed tranche payments are included in the accounts at an estimated fair value. The remaining share purchase price has been estimated based upon a financial forecast for Rical LLC and a total debt of 22 mEUR is accounted for as Contingent Consideration under non-current liabilities.

On July 23, 2019, Better Collective, through a wholly owned US subsidiary, completed the acquisition of the assets of Florida-based Vegasinsider.com and Scoresandodds.com for a total transaction price of 20 million USD to be paid in cash. Vegasinsider.com and Scoresandodds.com are two of the leading sports betting websites in the United States (US). The brands have been market leading within sports betting information for more than 20 years and are expected to become market leading affiliate websites in those states where online sports betting will be available.

On September 2, 2019, Better Collective completed an acquisition of the shares of the company owning and operating the site mybettingsites.co.uk for up to 2.2 million GBP (2.4 million EUR). The purchase price has been paid in cash, and shares issued on September 9, 2019. In addition, a deferred payment has been recorded.

Investments in tangible assets were 310 tEUR in Q3 and 498 tEUR first nine months including investments in new office space in Serbia and Stockholm.

Cash flow and financing

First nine months Cash Flow from operations before special items was 19,052 tEUR (YTD 2018: 9,747 tEUR).

Cash conversion rate was 65% in Q3 and 90% for the nine month period. In Q3, a higher working capital negatively affected cash flow with approximately 2 mEUR in line with the pattern seen in 2018.

Acquisitions and other investments reduced cash flow with 47.543 tEUR of which 23,690 tEUR was in Q3. In addition, shares have been issued in the value of 9,193 tEUR as payment for acquisitions.

The ratio of net interest bearing debt / EBITDA before special items was 1.80 at the end of the quarter, based on net interest bearing debt at September 30, 2019 of 46,698 tEUR and last twelve months EBITDA before special items. The net debt excludes the contingent consideration of 22 mEUR recorded in relation to the future price of the remaining shares in Rical LLC.

Better Collective has bank credit facilities of total 84 mEUR, of which 44 mEUR was drawn up end of September 2019. As of September 30, 2019, net cash and unused credit facilities amounted to 56 mEUR.

The parent company
Better Collective A/S, Denmark, is the parent company of the Group.

YTD Revenue increased 6% to 18,611 tEUR (YTD 2018: 17,596 tEUR).

Total cost YTD 2019 increased 31% to 19,240 tEUR (YTD 2018: 14,689 tEUR).

YTD Finance items include dividend income from Better Collective Sweden AB.

Profit after tax was 6,262 tEUR (YTD 2018: -1,449 tEUR).

Total Equity ended at 95,408 tEUR by September 30, 2019 (2018: 80,626 tEUR). The equity in the parent company was impacted by the capital increase of 10,029 tEUR, and warrant related transactions reduced the equity by 1,514 tEUR.

Financial targets
In connection with the IPO the Board of Directors decided upon the following Financial Targets for the short-medium term (average for the period 2018-2020). Since the IPO, these targets have been met and remain unchanged:

- Revenue growth; annually between 30-50% p.a. including M&A and including double-digit organic growth.
- Operating margin (EBITA); >40% before special items.
- Capital Structure; Net Debt/EBITDA < 2.5.

Disclaimer

Other

Shares and share capital

Better Collective A/S is listed on Nasdaq Stockholm main market. The shares are traded under the ticker "BETCO". As per September 30, 2019, the share capital amounted to 423,098.99 EUR, and the total number of issued shares was 42,309,899. The company has one (1) class of shares. Each share entitles the holder to one vote at the general meetings.

On September 9, 2019, pursuant to the authorisation stated in section 4.1 of the articles of association of Better Collective A/S, the Board of Directors has resolved to issue 49,277 new ordinary shares in Better Collective A/S, equal to shares with a nominal value of 492.77 EUR. The new shares have been subscribed for by the seller of the mybettingsites.co.uk site.

Shareholder structure

As of September 30, 2019, the total number of shareholders was 846. A list of top 10 shareholders in Better Collective A/S can be found on the company's website.

Nomination committee

Better Collective's nomination committee shall consist of four members, representing the three largest shareholders as per the end of august each year, together with the chairman of the board of directors. The nomination committee was appointed in Q3 and details can be found on the company's website.

General meeting

The annual general meeting 2020 will be held on April 22, 2020.

Incentive programs

In order to attract and retain key competences, the company has established a warrant program for key employees and board members. The 2017 warrant program was established ahead of the IPO and as of September 30, 2019, 1,074,924 warrants are outstanding, all with rights to subscribe for 1 ordinary share. The vesting periods range from 2018-2022. The exercise price is 12.96 DKK (1.74 EUR) (rounded) per share.

The board of directors of Better Collective has on a meeting held on September 13, 2019 resolved to implement the long-term incentive program approved by the extraordinary general meeting held on 24 June 2019 and thereby to issue 1,099,500 warrants to certain key employees and members of management pursuant to the authorisation granted by the aforementioned extraordinary general meeting.

The warrants are issued in accordance with the company's guidelines for incentive-based remuneration and the authorisation set out in section 5.5 and in schedule 4 to the company's articles of association. The vesting periods range from 2020-2023 and the exercise periods range from 2022 to 2024 . The exercise price is 64.78 DKK (8.68 EUR) (rounded) per share.

If all outstanding warrants are subscribed, then the maximum shareholders dilution will be approximately 5%.

Market development and regulatory environment

Regulation of a market usually introduces license requirements for operators and such licenses may come with additional requirements, such as compliance and specific taxes on sports betting and casino operations. These increased requirements for operators affect us indirectly and in some cases directly. Better Collective believes that regulation generally is positive for the markets, as regulation increases transparency, provides predictable rules, and increases awareness and demand. Set out below is a summary of developments and updates in the quarter relevant to Better Collective's scope of business.

USA

On May 19, 2018, the Supreme Court of the United States repealed the PASPA Act, making the legal status of sports betting a discretion of state legislation, thereby removing a federal ban. Multiple states who have been in favour of repealing the act, including New Jersey, have already legalised sports betting within their state. While some states may abstain from legalising altogether, the majority of states are expected to do so over the coming years. Dependent on this process, the US online sports betting market may surpass the European market in terms of sport betting turnover in five to 10 years.

Recent developments in the individual states include:

Better Collective has been licensed in **New Jersey** since 2014, and we keep growing our market presence. **Pennsylvania** and **Indiana** have recently launched sports betting online and Better Collective has started activities in these market. Better Collective is now able to operate on revenue share in all three states. In **West Virginia**, the market has been online since December 2018, but it was recently shut down due to operators facing issues with a third party provider. We expect this to be resolved during the next quarter. **New York** has gone live offline, but is not expected online anytime soon. Similarly, **Rhode Island** is currently not live online, and is not expected to go live until late in the year.

In **Tennessee**, regulation is expected during late 2019 or beginning of 2020. **Iowa** is now online and **Illinois** is expected to go live early next year, however, with the expected requirement for physical personal registration, the business case in these states is less interesting for affiliates.

Risk management

Through an Enterprise Risk Management process, a number of gross risks in Better Collective are identified. Each risk is described, including current risk mitigation in place or planned mitigating actions. The subsequent analysis of the identified risks includes an inherent risk evaluation based on two main parameters: probability of occurrence and impact on future Earnings and Cash Flow.

Better Collective's management continuously monitors risk development in the Better Collective Group. The Risk Evaluation is presented to the Board of Directors annually, for discussion of and any further mitigating actions required. The Board evaluates risk dynamically to cater for this variation in risk impact.

The policies and guidelines in place stipulate how Better Collective management must work with risk management. Better Collective's compliance with these policies and guidelines is also monitored by the management on an ongoing basis.

Better Collective seeks to identify and understand risks and mitigate them accordingly. Also, the company's close and longstanding relationships with customers allow Better Collective to anticipate and respond to market movements and new regulations including compliance requirements from authorities and operators (customers).

With the acquisitions in US, the overall risk profile of Better Collective has changed, and regulatory/compliance as well as financial risk has increased. Better Collective has mitigated the additional risks in US in a number of ways, regulatory and compliance risk through involvement of regulatory bodies in our licensing process for newly established entities, financial risk through a performance based valuation of the acquired entity (RiCal LLC), and organisational risk through establishment of local governance/management, and finance, HR, and Legal organisation dedicated to the US operations.

Other risk factors are described in the Annual Report.

Contact

CEO: Jesper Søgaard
CFO: Flemming Pedersen
Investor Relations: Christina Bastius Thomsen +45 2363 8844, investor@bettercollective.com

This information is such information as Better Collective A/S is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 8.00 a.m. CET on November 7, 2019.

About Better Collective

Better Collective's vision is to empower iGamers through transparency and technology – this is what has made them the world's leading developer of digital platforms for betting tips, bookmaker information and iGaming communities. Better Collective's portfolio includes a range of websites and products, among other bettingexpert.com, the trusted home of tips from expert tipsters and in-depth betting theory. Better Collective is headquartered in Copenhagen, Denmark, and listed on Nasdaq Stockholm (BETCO).

Statement by the Board of Directors and the Executive Management

Statement by the Board of Directors and the Executive Management on the condensed consolidated interim financial statements and the parent company condensed interim financial statements for the period January 1 – September 30, 2019

Today, the Board of Directors and the Executive Management have discussed and approved the condensed consolidated interim financial statements and the parent company condensed interim financial statements of Better Collective A/S for the period January 1 – September 30, 2019.

The condensed consolidated interim financial statements for the period January 1 – September 30, 2019 are prepared in accordance with IAS 34 Interim Financial Reporting as adopted by the EU, and additional requirements of the Danish Financial Statements Act. The parent company condensed interim financial statements has been included according to the Danish Executive Order on the Preparation of Interim Financial Reports.

In our opinion, the condensed consolidated interim financial statements and the parent company condensed interim financial statements give a true and fair view of the Group's and Parent Company's assets, liabilities and financial position at September 30, 2019 and of the results of the Group's and Parent Company's operations and the Group's cash flows for the period January 1 – September 30, 2019.

Further, in our opinion, the Management's review gives a fair review of the development in the Group's and the Parent Company's operations and financial matters and the results of the Group's and the Parent Company's operations and financial position, as well as a description of the major risks and uncertainties, the Group and the Parent Company are facing.

Copenhagen, November 7, 2019

Executive Management

Jesper Søgaard
CEO & Co-founder

Christian Kirk Rasmussen
COO & Co-founder
Executive Vice President

Flemming Pedersen
CFO
Executive Vice President

Board of Directors

Jens Bager
Chairman

Klaus Holse

Søren Jørgensen

Leif Nørgaard

Petra von Rohr

Independent auditor's report

To the shareholders of Better Collective A/S
We have reviewed the condensed consolidated interim financial statements of Better Collective A/S for the period January 1 – September 30, 2019, which comprise a consolidated income statement, consolidated statement of other comprehensive income, consolidated balance sheet, consolidated statement of changes in equity, consolidated cash flow statement and notes as presented on page 16-21 and 27-35. The condensed consolidated interim financial statements are prepared in accordance with IAS 34 Interim Financial Reporting, as adopted by the EU, and additional requirements of the Danish Financial Statements Act.

Management's responsibilities for the condensed consolidated interim financial statements
Management is responsible for the preparation of condensed consolidated interim financial statements in accordance with IAS 34 Interim Financial Reporting, as adopted by the EU, and additional requirements of the Danish Financial Statements Act and for such internal control as Management determines is necessary to enable the preparation of condensed consolidated interim financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's responsibilities
Our responsibility is to express a conclusion on the condensed consolidated interim financial statements. We conducted our review in accordance with the International Standard on Review of Interim Financial Information Performed by the Independent Auditor of the Entity and additional requirements applicable in Denmark.

This requires us to conclude whether anything has come to our attention that causes us to believe that the condensed consolidated interim financial statements, taken as a whole, are not prepared, in all material respects, in accordance with IAS 34 Interim Financial Reporting, as adopted by the EU, and additional requirements of the Danish Financial Statements Act. This standard also requires us to comply with ethical requirements.

A review of the condensed consolidated interim financial statements in accordance with the International Standard on Review of Interim Financial Information Performed by the Independent Auditor of the Entity is a limited assurance engagement. The auditor performs procedures primarily consisting of making enquiries of Management and others within the company, as appropriate, applying analytical procedures and evaluate the evidence obtained.

The procedures performed in a review are substantially less that those performed in an audit conducted in accordance with the International Standards on Auditing. Accordingly, we do not express an audit opinion on the condensed consolidated interim financial statements.

Conclusion
Based on our review, nothing has come to our attention that causes us to believe that these condensed consolidated interim financial statements are not prepared, in all material respects, in accordance with IAS 34 Interim Financial Reporting, as adopted by the EU, and additional requirements of the Danish Financial Statements Act.

Other matters
The condensed consolidated interim financial statements contain actual figures for the period July 1 – September 30, 2019 (Q3 2019), together with comparative figures for the period July 1 – September 30, 2018 (Q3 2018). The actual figures for Q3 2019 and the comparative figures for Q3 2018 have not been subject to review. Accordingly, we do not express an opinion or any other form of assurance on the actual Q3 2019 figures, nor on the comparative figures for Q3 2018.

Copenhagen, November 7, 2019

ERNST & YOUNG
Godkendt Revisionspartnerselskab
CVR no. 30 70 02 28

Jan C. Olsen	Peter Andersen
State Authorised Public Accountant	State Authorised Public Accountant
mne33717	mne34313

Financial statements for the period January 1 – September 30

Consolidated income statement

Note	tEUR	**Q3 2019**	Q3 2018	**YTD 2019**	YTD 2018	2018
2	**Revenue**	**17,131**	**11,134**	**47,870**	**28,348**	**40,483**
	Direct costs related to revenue	1,722	1,226	4,628	3,032	4,350
3	Staff costs	5,547	3,259	14,492	9,560	12,990
	Depreciation	202	52	539	115	169
	Other external expenses	2,855	1,837	8,096	4,950	6,903
	Operating profit before amortisations and special items	**6,804**	**4,760**	**20,114**	**10,690**	**16,072**
6	Amortisation	1,285	1,034	3,773	1,879	2,924
	Operating profit before special items	**5,519**	**3,726**	**16,341**	**8,811**	**13,148**
4	Special items, net	-421	-113	-604	-3,966	-4,080
	Operating profit	**5,098**	**3,613**	**15,737**	**4,845**	**9,068**
	Financial income	412	7	638	40	39
	Financial expenses	1,026	217	2,048	486	657
	Profit before tax	**4,484**	**3,403**	**14,328**	**4,399**	**8,450**
5	Tax on profit for the period	1,227	939	3,702	2,058	3,004
	Profit for the period	**3,258**	**2,464**	**10,626**	**2,341**	**5,446**
	Earnings per share attributable to equity holders of the company					
	Average number of shares*	42,285,261	40,487,111	41,398,505	34,018,470	34,018,470
	Average number of warrants - converted to number of shares	1,087,857	1,913,220	1,453,572	2,026,890	2,024,460
	Earnings per share (in EUR)	0.08	0.06	0.26	0.07	0.16
	Diluted earnings per share (in EUR)	0.08	0.06	0.25	0.06	0.15

*Historic numbers updated with share-split 1:54

Comparative numbers have not been re-stated following the implementation of IFRS16.

Consolidated statement of other comprehensive income

Note	tEUR	**Q3 2019**	Q3 2018	**YTD 2019**	YTD 2018	2018
	Profit for the period	**3,258**	**2,464**	**10,626**	**2,341**	**5,446**
	Other comprehensive income					
	Other comprehensive income to be reclassified to profit or loss in subsequent periods:					
	Currency translation to presentation currency	1,564	47	1,414	52	79
	Income tax	-361	0	-361	0	0
	Net other comprehensive income/loss	1,203	47	1,053	52	79
	Total other comprehensive income/(loss) for the period, net of tax	**4,461**	**2,511**	**11,680**	**2,393**	**5,526**
	Attributable to:					
	Shareholders of the parent	4,461	2,511	11,680	2,393	5,526

Financial statements for the period January 1 – September 30

Consolidated balance sheet

Note	tEUR	YTD 2019	YTD 2018	2018
	Assets			
	Non-current assets			
6	**Intangible assets**			
	Goodwill	33,748	21,693	23,960
	Domains and websites	137,339	55,718	86,844
	Accounts and other intangible assets	13,600	10,022	11,282
		184,687	**87,432**	**122,086**
	Property, plant and equipment			
	Land and buildings	723	741	736
	Right of use assets	2,699	0	0
	Fixtures and fittings, other plant and equipment	1,039	582	657
		4,461	**1,324**	**1,393**
	Other non-current assets			
	Other non-current financial assets	804	0	0
	Deposits	256	253	214
		1,059	**253**	**214**
	Total non-current assets	**190,208**	**89,009**	**123,694**
	Current assets			
	Trade and other receivables	11,829	7,646	7,705
	Corporation tax receivable	1,472	418	624
	Prepayments	1,165	420	636
	Cash	17,134	29,905	15,978
	Total current assets	**31,600**	**38,388**	**24,942**
	TOTAL ASSETS	**221,808**	**127,397**	**148,636**

Comparative numbers have not been re-stated following the implementation of IFRS16.

Financial statements for the period January 1 – September 30

Consolidated balance sheet

Note	tEUR	YTD 2019	YTD 2018	2018
	Equity and liabilities			
	Equity			
	Share Capital	423	405	405
	Share Premium	77,327	67,364	67,316
	Currency Translation Reserve	1,137	56	83
	Retained Earnings	27,166	14,374	18,054
	Total equity	**106,053**	**82,199**	**85,858**
	Non-current Liabilities			
	Debt to mortgage credit institutions	530	550	544
7	Debt to credit institutions	43,530	13,058	8,500
7	Lease liabilities	2,261	0	0
7	Deferred tax liabilities	20,870	13,662	20,534
7	Other long-term financial liabilities	4,277	170	8,937
7	Contingent Consideration	21,993	0	0
	Total non-current liabilities	**93,461**	**27,441**	**38,515**
	Current Liabilities			
	Prepayments received from customers	494	795	478
	Trade and other payables	4,018	3,989	2,564
	Corporation tax payable	4,277	2,755	954
7	Other financial liabilities	11,382	10,199	20,248
	Debt to mortgage credit institutions	20	20	20
	Debt to credit institutions	1,592	0	0
7	Lease liabilities	511	0	0
	Total current liabilities	**22,294**	**17,757**	**24,263**
	Total liabilities	**115,755**	**45,198**	**62,778**
	TOTAL EQUITY AND LIABILITIES	**221,808**	**127,397**	**148,636**

Comparative numbers have not been re-stated following the implementation of IFRS16.

Financial statements for the period January 1 – September 30

Consolidated statement of changes in equity

tEUR	Share capital	Share premium	Currency translation reserve	Treasury shares	Retained earnings	Proposed dividend	Total equity
As of January 1, 2019	**405**	**67,316**	**84**	**0**	**18,054**	**0**	**85,859**
Result for the period	0	0	0	0	10,626	0	10,626
Other comprehensive income							
Currency translation to presentation currency	0	0	1,414	0	0	0	1,414
Tax on other comprehensive income	0	0	-361	0	0	0	-361
Total other comprehensive income	0	0	1,053	0	0	0	1,053
Total comprehensive income for the period	**0**	**0**	**1,053**	**0**	**10,626**	**0**	**11,680**
Transactions with owners							
Capital Increase	18	10,011	0	0	0	0	10,029
Shared based payments	0	0	0	0	137	0	137
Cash settlement of warrants	0	0	0	0	-1,687	0	-1,687
Tax on settlement of warrants	0	0	0	0	36	0	36
Total transactions with owners	**18**	**10,011**	**0**	**0**	**-1,514**	**0**	**8,515**
At September 30, 2019	**423**	**77,327**	**1,137**	**0**	**27,166**	**0**	**106,053**

During the period no dividend was paid.

tEUR	Share capital	Share premium	Currency translation reserve	Treasury shares	Retained earnings	Proposed dividend	Total equity
As of January 1, 2018	**69**	**381**	**4**	**0**	**14,322**	**0**	**14,775**
Result for the period	0	0	0	0	2,341	0	2,341
Other comprehensive income							
Currency translation to presentation currency	0	0	52	0	0	0	52
Tax on other comprehensive income	0	0	0	0	0	0	0
Total other comprehensive income	0	0	52	0	0	0	52
Total comprehensive income for the period	**0**	**0**	**52**	**0**	**2,341**	**0**	**2,393**
Transactions with owners							
Capital Increase	336	66,983	0	0	-207	0	67,112
Disposal of warrants	0	0	0	0	22	0	22
Shared based payments	0	0	0	0	269	0	269
Cash settlement of warrants	0	0	0	0	-2,373	0	-2,373
Total transactions with owners	**336**	**66,983**	**0**	**0**	**-2,288**	**0**	**65,030**
At September 30, 2018	**405**	**67,364**	**56**	**0**	**14,374**	**0**	**82,199**

During the period no dividend was paid.

Financial statements for the period January 1 – September 30

Consolidated statement of changes in equity

tEUR	Share capital	Share premium	Currency translation reserve	Treasury shares	Retained earnings	Proposed dividend	Total equity
As of January 1, 2018	**69**	**381**	**4**	**0**	**14,322**	**0**	**14,775**
Result for the period	0	0	0	0	5,446	0	5,446
Other comprehensive income							
Currency translation to presentation currency	0	0	79	0	0	0	79
Tax on other comprehensive income	0	0	0	0	0	0	0
Total other comprehensive income	0	0	79	0	0	0	79
Total comprehensive income for the period	**0**	**0**	**79**	**0**	**5,446**	**0**	**5,526**
Transactions with owners							
Capital Increase	336	68,410	0	0	-207	0	68,539
Transaction cost	0	-1,475	0	0	0	0	-1,475
Acquisition/disposal of treasury shares and warrants	0	0	0	0	22	0	22
Shared based payments	0	0	0	0	319	0	319
Cash settlement of warrants	0	0	0	0	-2,371	0	-2,371
Tax on settlement of warrants	0	0	0	0	522	0	522
Total transactions with owners	**336**	**66,935**	**0**	**0**	**-1,714**	**0**	**65,557**
At December 31, 2018	**405**	**67,316**	**83**	**0**	**18,054**	**0**	**85,858**

During the period no dividend was paid.

Financial statements for the period January 1 – September 30

Consolidated statement of cash flows

Note	tEUR	Q3 2019	Q3 2018	YTD 2019	YTD 2018	2018
	Profit before tax	4,484	3,403	14,328	4,399	8,450
	Adjustment for finance items	614	210	1,410	446	618
	Adjustment for special items	421	113	604	3,966	4,080
	Operating Profit for the period before special items	5,519	3,726	16,341	8,811	13,148
	Depreciation and amortisation	1,488	1,086	4,312	1,994	3,092
	Other adjustments of non cash operating items	58	51	137	269	319
	Cash flow from operations before changes in working capital and special items	7,065	4,863	20,790	11,075	16,560
	Change in working capital	-2,174	-1,331	-1,738	-1,328	-1,402
	Cash flow from operations before special items	4,892	3,532	19,052	9,747	15,158
	Special items, cash flow	-414	-1,725	-1,066	-5,442	-4,080
	Cash flow from operations	4,478	1,806	17,986	4,305	11,078
	Financial income, received	634	7	638	40	39
	Financial expenses, paid	-1,173	-217	-1,590	-486	-657
	Cash flow from ordinary activities before tax	3,939	1,596	17,034	3,859	10,460
	Income tax paid	-1,168	-825	-3,089	-1,574	-3,957
	Cash flow from operating activities	**2,771**	**771**	**13,945**	**2,285**	**6,503**
8	Acquisition of business combinations*	-1,605	-3,326	-25,435	-39,122	-51,117
	Acquisition of intangible assets**	-22,085	-1,140	-22,108	-8,825	-8,853
	Acquisition of property, plant and equipment	-310	-118	-498	-535	-669
	Sale of property, plant and equipment	0	2	0	4	13
	Change in rental deposits	-24	-39	-41	-41	-2
	Cash flow from investing activities	**-24,024**	**-4,622**	**-48,081**	**-48,519**	**-60,629**
	Repayment of borrowings	-38,508	0	-38,517	-5,323	-18,401
	Proceeds from borrowings	60,028	-29	75,143	13,043	21,572
	Lease liabilities	-98	0	-290	0	0
	Capital increase	0	0	834	68,588	68,547
	Transaction cost	0	0	0	0	-1,475
	Warrant settlement, sale of warrants	-163	0	-1,686	-2,350	-2,349
	Cash flow from financing activities	**21,259**	**-29**	**35,483**	**73,957**	**67,895**
	Cash flows for the period	6	-3,880	1,346	27,723	13,769
	Cash and cash equivalents at beginning	17,170	33,772	15,978	2,129	2,129
	Foreign currency translation of cash and cash equivalents	-41	13	-190	52	80
	Cash and cash equivalents period end	**17,134**	**29,905**	**17,134**	**29,905**	**15,978**
	*** Acquisition of business combinations:**					
	Net Cash outflow from business combinations at acquisition (see note 8)	-1,588	-3,326	-16,729	-31,906	-43,114
	Business Combinations deferred payments from current period	0	0	0	-7,216	-788
	Deferred payments - business combinations from prior periods	-17	0	-8,706	0	-7,216
	Total cashflow from business combinations	**-1,605**	**-3,326**	**-25,435**	**-39,122**	**-51,117**
	**** Acquisition of intangible assets:**					
	Acquisitions through asset transactions (see note 6)	-23,145	60	-23,145	-12,047	-12,084
	Deferred payments related to acquisition value	0	0	0	3,713	3,713
	Deferred payments - acquisitions from prior periods	-3,210	0	-3,210	0	-482
	Intangible assets with no cash flow effect	5,063	0	5,063	0	0
	Other investments	-793	-1,200	-815	-492	0
	Total cashflow from intangible assets	**-22,085**	**-1,140**	**-22,108**	**-8,825**	**-8,853**

Comparative numbers have not been re-stated following the implementation of IFRS16.

Financial statements for the period January 1 – September 30

Income statement – Parent company

tEUR	Q3 2019	Q3 2018	YTD 2019	YTD 2018	2018
Revenue	**5,933**	**5,582**	**18,611**	**17,594**	**23,715**
Other operating income	1,186	0	3,557	0	2,944
Direct costs related to revenue	551	707	2,044	1,992	2,731
Staff costs	2,687	2,263	8,057	7,063	9,284
Depreciation and amortisation	328	224	955	578	805
Other external expenses	2,686	1,731	8,184	5,055	6,817
Operating profit before special items	**867**	**658**	**2,928**	**2,907**	**7,022**
Special items, net	-137	-124	43	-3,381	-3,382
Operating profit	**729**	**534**	**2,972**	**-474**	**3,639**
Financial income	5,877	7	5,964	28	26
Financial expenses	834	223	1,840	524	710
Profit before tax	**5,772**	**318**	**7,096**	**-970**	**2,956**
Tax on profit for the period	502	97	834	479	1,405
Profit for the period	**5,270**	**222**	**6,262**	**-1,449**	**1,551**

Comparative numbers have not been re-stated following the implementation of IFRS16.

Statement of other comprehensive income

tEUR	Q3 2019	Q3 2018	YTD 2019	YTD 2018	2018
Profit for the period	**5,270**	**222**	**6,262**	**-1,449**	**1,551**
Other comprehensive income					
Other comprehensive income to be reclassified to profit or loss in subsequent periods:					
Currency translation to presentation currency	-37	-7	6	-22	-90
Income tax	0	0	0	0	0
Net other comprehensive income/loss	-37	-7	6	-22	-90
Total other comprehensive income/(loss) for the period, net of tax	**5,233**	**215**	**6,268**	**-1,471**	**1,461**

Financial statements for the period January 1 – September 30

Balance sheet – Parent company

Note	tEUR	YTD 2019	YTD 2018	2018
	Assets			
	Non-current assets			
	Intangible assets			
	Domains and websites	14,326	14,399	14,325
	Accounts and other intangible assets	6,081	1,711	1,622
		20,406	**16,110**	**15,947**
	Property, plant and equipment			
	Land and building	723	741	736
	Right of use assets	1,272	0	0
	Fixtures and fittings, other plant and equipment	407	390	400
		2,402	**1,131**	**1,136**
	Financial assets			
	Investments in subsidiaries	103,024	65,328	100,088
	Receivables from subsidiaries	37,726	0	0
	Other non-current financial assets	815	0	0
	Deposits	156	153	153
		141,721	**65,482**	**100,241**
	Total non-current assets	**164,529**	**82,723**	**117,324**
	Current assets			
	Trade and other receivables	4,467	3,616	3,026
	Receivables from subsidiaries	5,118	144	3,086
	Corporation tax receivable	0	4	0
	Prepayments	627	284	449
	Cash	3,002	22,760	2,162
	Total current assets	**13,215**	**26,807**	**8,723**
	TOTAL ASSETS	**177,743**	**109,530**	**126,046**

Comparative numbers have not been re-stated following the implementation of IFRS16.

Financial statements for the period January 1 – September 30

Balance sheet – Parent company

Note	tEUR	**YTD 2019**	YTD 2018	2018
	Equity and liabilities			
	Equity			
	Share Capital	423	405	405
	Share Premium	77,327	67,364	67,316
	Currency Translation Reserve	-79	-16	-84
	Treasury shares	0	0	0
	Retained Earnings	17,737	9,416	12,989
	Proposed Dividends	0	0	0
	Total equity	**95,408**	**77,168**	**80,626**
	Non-current Liabilities			
	Debt to mortgage credit institutions	530	526	544
	Debt to credit institutions	43,530	13,082	8,500
	Lease liabilities	1,024	0	0
	Deferred tax liabilities	852	184	451
	Other non-current financial liabilities	4,277	170	8,937
	Total non-current liabilities	**50,213**	**13,963**	**18,432**
	Current Liabilities			
	Prepayments received from customers	10	406	417
	Trade and other payables	2,298	2,177	1,962
	Payables to subsidiaries	16,522	4,303	4,209
	Corporation tax payable	62	1,295	133
	Other current financial liabilities	11,343	10,199	20,248
	Debt to mortgage credit institutions	20	20	20
	Debt to credit institutions	1,592	0	0
	Lease liabilities	276	0	0
	Total current liabilities	**32,122**	**18,399**	**26,989**
	Total liabilities	**82,335**	**32,362**	**45,421**
	TOTAL EQUITY AND LIABILITIES	**177,743**	**109,530**	**126,046**

Comparative numbers have not been re-stated following the implementation of IFRS16.

Financial statements for the period January 1 – September 30

Statement of changes in equity – Parent company

tEUR	Share capital	Share premium	Currency translation reserve	Treasury shares	Retained earnings	Proposed dividend	Total equity
As of January 1, 2019	**405**	**67,316**	**-84**	**0**	**12,989**	**0**	**80,626**
Result for the period	0	0	0	0	6,262	0	6,262
Other comprehensive income							
Currency translation to presentation currency	0	0	6	0	0	0	6
Tax on other comprehensive income	0	0	0	0	0	0	0
Total other comprehensive income	0	0	6	0	0	0	6
Total comprehensive income for the period	**0**	**0**	**6**	**0**	**6,262**	**0**	**6,268**
Transactions with owners							
Capital Increase	18	10,011	0	0	0	0	10,029
Shared based payments	0	0	0	0	137	0	137
Cash settlement of warrants	0	0	0	0	-1,687	0	-1,687
Tax on settlement of warrants	0	0	0	0	36	0	36
Total transactions with owners	**18**	**10,011**	**0**	**0**	**-1,514**	**0**	**8,515**
At September 30, 2019	**423**	**77,327**	**-79**	**0**	**17,737**	**0**	**95,408**

tEUR	Share capital	Share premium	Currency translation reserve	Treasury shares	Retained earnings	Proposed dividend	Total equity
As of January 1, 2018	**69**	**381**	**6**	**0**	**13,066**	**0**	**13,521**
Result for the year	0	0	0	0	-1,449	0	-1,449
Other comprehensive income							
Currency translation of foreign entities	0	0	-22	0	0	0	-22
Tax on other comprehensive income	0	0	0	0	0	0	0
Total other comprehensive income	0	0	-22	0	0	0	-22
Total comprehensive income for the period	**0**	**0**	**-22**	**0**	**-1,449**	**0**	**-1,471**
Transactions with owners							
Capital Increase	336	66,983	0	0	-207	0	67,112
Disposal of warrants	0	0	0	0	22	0	22
Shared based payments	0	0	0	0	269	0	269
Cash settlement of warrants	0	0	0	0	-2,373	0	-2,373
Merger - Subsidiaries*	0	0	0	0	87	0	87
Total transactions with owners	**336**	**66,983**	**0**	**0**	**-2,201**	**0**	**65,117**
At September 30, 2018	**405**	**67,364**	**-16**	**0**	**9,416**	**0**	**77,168**

Financial statements for the period January 1 – September 30

Statement of changes in equity – Parent company

tEUR	Share capital	Share premium	Currency translation reserve	Treasury shares	Retained earnings	Proposed dividend	Total equity
As of January 1, 2018	**69**	**381**	**6**	**0**	**13,066**	**0**	**13,521**
Result for the period	0	0	0	0	1,551	0	1,551
Other comprehensive income							
Currency translation to presentation currency	0	0	-90	0	0	0	-90
Tax on other comprehensive income	0	0	0	0	0	0	0
Total other comprehensive income	0	0	-90	0	0	0	-90
Total comprehensive income for the period	**0**	**0**	**-90**	**0**	**1,551**	**0**	**1,461**
Transactions with owners							
Capital Increase	336	68,410	0	0	-207		68,539
Transaction cost	0	-1,475	0	0	0		-1,475
Acquisition/disposal of treasury shares and warrants	0	0	0	0	22		22
Share based payments	0	0	0	0	319		319
Cash settlement of warrants	0	0	0	0	-2,371		-2,371
Tax on settlement of warrants	0	0	0	0	522		522
Merger - Subsidiaries*	0	0	0	0	87		87
Total transactions with owners	**336**	**66,935**	**0**	**0**	**-1,627**	**0**	**65,644**
At December 31, 2018	**405**	**67,316**	**-84**	**0**	**12,989**	**0**	**80,626**

* Liquidation of dormant subsidiaries Ploomo ApS and Scatterweb ApS.

Notes

1 General information

Better Collective A/S is a limited liability company and is incorporated in Denmark. The parent company and its subsidiaries (referred to as the "Group" or "Better Collective") engage in online affiliate marketing. Better Collective's vision is to empower iGamers by leading the way in transparency and technology.

Basis of preparation
The condensed consolidated interim financial statements for the period January 1 - September 30, 2019 have been prepared in accordance with IAS 34 "Interim financial statements" as adopted by the EU and additional requirements in the Danish Financial Statements Act. The parent company condensed interim financial statements has been included according to the Danish Executive Order on the Preparation of Interim Financial Reports.

These condensed consolidated interim financial statements incorporate the results of Better Collective A/S and its subsidiaries.

The condensed consolidated interim financial statements and the Parent Company condensed interim financial statements refer to certain key performance indicators, which Better Collective and others use when evaluating the performance of Better Collective. These are referred to as alternative performance measures (APMs) and are not defined under IFRS. The figures and related subtotals give management and investors important information to enable them to fully analyse the Better Collective business and trends. The APMs are not meant to replace, but to complement the performance measures defined under IFRS.

Accounting policies
Except for the changes below, the condensed consolidated interim financial statements and the Parent Company condensed interim financial statements have been prepared using the same accounting policies as set out in note 1 of the 2018 Annual Report which contains a full description of the accounting policies for the Group and the parent company. The Annual Report for 2018 can be found on Better Collective's web-site: https://bettercollective.com/wp-content/uploads/2019/03/BetterCollective_AR18_web.pdf.

Changes in accounting policies:

Effective January 1, 2019 Better Collective has adopted IFRS16 leases, using the modified retrospective method.

IFRS 16
Upon adoption of IFRS 16, the Group applied a single recognition and measurement approach for all leases that it is the lessee, except for short-term leases and leases of low-value assets. The Group recognised lease liabilities to make lease payments and right-of-use assets representing the right to use the underlying assets.

In accordance with the modified retrospective approach the comparative information in this interim condensed consolidated financial statements has not been restated. Comparative figures are presented according to IAS 17.

The impact on the financial position as at January 1, 2019:

Right of use assets at January 1, 2019 was 2.6 mEUR (Parent company: 1.4 mEUR) with a corresponding increase in liabilities of 2.6 mEUR (Parent Company: 1.4 mEUR.

The Group and parent company have applied the weighted average incremental borrowing rate of 4% as discount rate. The right-of-use assets are depreciated over the contractual lease period, up to 5 years from reporting date.

tEUR	Group	Parent
Operating lease commitments as at December 31, 2018	1,719	544
Weighted average incremental borrowing rate as at January 1, 2019	4%	4%
Discounted operating lease commitments at January 1, 2019	1,596	524
Adjustments:		
Less commitments relating to short-term leases	-65	0
Less commitments relating to leases of low-value assets	0	0
Add Payments in optional extension period not recognised as at December 31, 2018	1,091	907
Lease liabilities as at January 1, 2019	**2,622**	**1,431**

Significant accounting judgements, estimates, and assumptions
The preparation of condensed consolidated interim financial statements and the Parent Company condensed interim financial statements requires management to make judgements, estimates and assumptions that affect the reported amounts of revenue, expenses, assets and liabilities.

Beyond the estimates and assumptions described in this report related to the US, the significant accounting judgements, estimates and assumptions applied in these consolidated interim financial statements and the parent company condensed interim financial statements are the same as disclosed in note 2 in the 2018 Annual Report which contains a full description of significant accounting judgements, estimates and assumptions.

Notes

2 Revenue specification – affiliate model

In accordance with IFRS 15 disclosure requirements, total revenue for Q3-2019 is split on revenue share, Cost per Acquisition (CPA), Subscription revenue, and other, as follows:

tEUR	Q3 2019	Q3 2018	YTD 2019	YTD 2018	2018
Revenue					
Revenue share	11,821	9,309	34,207	23,026	33,140
CPA	2,427	1,074	7,426	3,441	4,520
Subscription revenue	1,321	0	1,797	0	
Other	1,562	750	4,440	1,880	2,823
Total Revenue	**17,131**	**11,134**	**47,870**	**28,348**	**40,483**

%-split	Q3 2019	Q3 2018	YTD 2019	YTD 2018	2018
Revenue					
Revenue share	69	84	71	81	82
CPA	14	10	16	12	11
Subscription revenue	8	0	4	0	0
Other	9	7	9	7	7
Total Revenue	**100**	**100**	**100**	**100**	**100**

3 Share-based payment plans

2017 Warrant program:
During the third quarter of 2019 the company did not grant any warrants under this program.

During the quarter employees have exercised warrants corresponding to 26,406 shares. The exercised warrants were settled in cash at a value of 1,218 tDKK.

2019 Warrant programs:
On September 13th, two new warrant programs with 3 and 4-year vesting periods were implemented. Both of the programs can be exercised from the last vesting date of the respective program and until September 2024.

1,099,500 warrants were granted under the programs.

The total share based compensation expense recognised for Q3 2019 is 58 tEUR, of which 2019 program 40 tEUR (Q3 2018: 51 tEUR), and for YTD 2019 137 tEUR, of which 2019 program 40 tEUR (YTD 2018: 269 tEUR).

Notes

4 Special items

Significant expenses, which Better Collective consider non-recurring are presented in the Income statement in a separate line item labelled 'Special items'. Special items consist of costs related to IPO, acquisitions, and adjustment of Earn-outs. The impact of special items is specified as follows:

tEUR	Q3 2019	Q3 2018	YTD 2019	YTD 2018	2018
Operating profit	**5,098**	**3,613**	**15,737**	**4,845**	**9,068**
Special items related to IPO	0	-120	0	-3,377	-3,379
Special items related to M&A	-421	8	-1,074	-589	-702
Special items related to Earn-out	0	0	471	0	0
Operating profit before special items	**5,519**	**3,726**	**16,341**	**8,811**	**13,148**
Amortisations	1,285	1,034	3,773	1,879	2,924
Operating profit before amortisations and special items (EBITA before special items)	**6,804**	**4,760**	**20,114**	**10,690**	**16,072**
Depreciation	202	52	539	115	169
Operating profit before depreciation, amortisations, and special items (EBITDA before special items)	**7,007**	**4,812**	**20,653**	**10,806**	**16,241**

5 Income tax

Total tax for the year is specified as follows:

tEUR	Q3 2019	Q3 2018	YTD 2019	YTD 2018	2018
Tax for the period	1,227	939	3,702	2,058	3,004
Tax on other comprehensive income	-361		-361	0	0
Total	**866**	**939**	**3,341**	**2,058**	**3,004**

Income tax of profit from the year is specified as follows:

tEUR	Q3 2019	Q3 2018	YTD 2019	YTD 2018	2018
Deferred tax	145	-180	-390	-142	-98
Current tax	989	1,119	3,999	2,200	3,102
Adjustment from prior years	92	0	92	0	0
Total	**1,227**	**939**	**3,702**	**2,058**	**3,004**

Tax on the profit for the year can be explained as follows:

tEUR	Q3 2019	Q3 2018	YTD 2019	YTD 2018	2018
Profit for the year:					
Calculated 22% tax of the result before tax	987	749	3,152	968	1,859
Adjustment of the tax rates in foreign subsidiaries relative to the 22%	250	155	444	306	296
Tax effect of:					
Non-taxable income	-127	-1	-135	-41	-61
Non-deductible costs	117	37	240	832	910
	1,227	**939**	**3,702**	**2,058**	**3,004**
Effective tax rate	**27.4%**	**27.6%**	**25.8%**	**46.8%**	**35.5%**

Notes

6 Intangible assets

tEUR	Goodwill	Domains and websites	Accounts and other intangible assets	Total
Cost or valuation				
As of January 1, 2019	**23,960**	**86,844**	**14,891**	**125,695**
Additions	0	18,067	5,078	23,145
Acquisitions through business combinations	9,362	30,610	1,000	40,972
Currency Translation	426	1,818	1	2,245
At September 30, 2019	**33,748**	**137,339**	**20,970**	**192,057**
Amortisation and impairment				
As of January 1, 2019	**0**	**0**	**3,609**	**3,609**
Amortisation for the period	0	0	3,773	3,773
Currency translation	0	0	-12	-12
At September 30, 2019	**0**	**0**	**7,370**	**7,370**
Net book value at September 30, 2019	**33,748**	**137,339**	**13,600**	**184,687**
Cost or valuation				
As of January 1, 2018	**7,178**	**20,085**	**4,162**	**31,425**
Acquisitions through asset transactions	0	10,621	1,426	12,047
Acquisitions through business combinations	14,515	25,019	7,000	46,534
Currency Translation	0	-7	-1	-9
At September 30, 2018	**21,693**	**55,718**	**12,586**	**89,997**
Amortisation and impairment				
As of January 1, 2018	**0**	**0**	**686**	**686**
Amortisation for the period	0	0	1,879	1,879
At September 30, 2018	**0**	**0**	**2,565**	**2,565**
Net book value at September 30, 2018	**21,693**	**55,718**	**10,022**	**87,432**

Notes

7 Non-current liabilities and other current financial liabilities

Debt to credit institutions:
As per September 30, 2019 Better Collective has drawn 43.5 mEUR on the credit facility established with Nordea.

Lease liabilities:
Non-current and current lease liabilities, of 2.3 mEUR and 0.5 mEUR respectively, originate from the implementation of IFRS16 leases.

Deferred Tax:
Deferred tax as of September 30, 2019 amounted to 21 mEUR. The change from January 1, 2019 originates from amended opening balance from the acquisition of Ribacka Group, changes in deferred tax related to amortisation of accounts from acquisitions, and deferred tax changes in Parent Company.

Contingent Consideration:
As per September 30, 2019 non-current contingent consideration amounted to 22 mEUR due to the remaining purchase price related to the acquisition of RiCal LLC. The fair value of the contingent consideration has been estimated based upon a financial forecast applied to the committed tranche payments for the remaining 40% of the shares in RiCal LLC. See also note 8, Business combinations.

Other current financial liabilities:
As per September 30, 2019 other current financial liabilities amounted to 11.4 mEUR due to deferred and short-term variable payments related to the acquisition of assets and WBS I.K.E. Online Marketing Services Ltd., KAPA Ltd Ribacka Group, and MOAR Performance Ltd. The decline from January 1, 2019 relates to payments made related to Bola Webinformation GmbH, WBS I.K.E. Online Marketing Services Ltd., KAPA Ltd, and Ribacka Group, as well as an adjustment and payment of the earn-out value related to assets of Xpert Ltd. acquired in 2018.

8 Business combinations

The acquisition of Ribacka Group was included in the balance sheet as per December 31, 2018 based on estimates. The opening balance was amended as per March 31, 2019 and a revised PPA is therefore included in this report. The change is considered immaterial and no correction has therefore been made to comparative figures.

Acquisition of Ribacka Group.
On December 21, 2018, Better Collective acquired all shares in Ribacka Group AB, which owns a strong network of leading Swedish sports betting and casino marketing platforms, including www.speltips.se. Ribacka Group is incorporated and headquartered in Sweden.

The transferred consideration is paid with cash, a deferred payment, and an estimated conditional purchase amount.

tEUR	Fair value determined at acquisition
Acquired net assets at the time of the acquisition	
Domains and websites	31,235
Accounts & other intangible assets	2,200
Deposits	2
Trade and other receivables	2,335
Cash and cash equivalents	4,699
Deferred tax liabilities	-7,225
Corporate tax payables	-1,045
Trade and other payables	-564
Identified net assets	**31,637**
Goodwill	2,609
Total consideration	**34,246**

Notes

8 Business combinations, continued

A goodwill of 2,609 tEUR emerged from the acquisition of Ribacka as an effect of the difference between the transferred consideration and the fair value of acquired net assets. Goodwill is primarily connected to the future growth expectations given the strong brands acquired, the regulation of the Swedish market, and leveraging Better Collective's existing operator agreements. The goodwill is not tax deductible.

Transaction costs related to the acquisition of Ribacka AB amounts to 113 tEUR in 2018 and 29 tEUR in 2019. Transaction costs are accounted for in the income statements under "special items".

The fair value of the trade receivables amounts to 2,234 tEUR. The gross amount of trade receivables is 2,434 tEUR and an impairment of 200 tEUR has been recorded.

tEUR	
Effect on cash flow regarding acquisition of Ribacka	
Purchase amount	34,246
Regards to:	
Cash and cash equivalents	3,903
Deferred payment	10,451
Estimated conditional purchase amount (at fair value)	8,766
Net cash outflow	11,125

An additional conditional consideration depends on the development of the results in the acquired company. At the date of the acquisition, the debt assigned to the conditional consideration amounted to 9 mEUR (fair value of 8,766 tEUR). The maximum amount of the conditional payment is 9 mEUR.

The purchase price allocation is provisional due to uncertainties regarding measurement of acquired intangible assets.

Acquisition of RiCal LLC. (Rotogrinders)
On May 28, 2019 Better Collective acquired 60% of shares in Rical LLC ("RotoGrinders") which operates rotogrinders.com, pocketfives.com, sportshandle.com, usbets.com, and pennbets.com) for 21 mUSD of which 17.85 mUSD was paid in cash and the remaining 3.15 mUSD was paid in shares, issued on June 13, 2019. The agreement regarding the acquisition of RotoGrinders contains a put- and call option related to acquisition of the remaining 40% of the shares, therefore it is management assessment that RotoGrinders should be fully (100%) consolidated into the Better Collective consolidated results as from May 28, 2019. Due to the put and call option Better Collective will acquire the remaining 40% of the shares of RotoGrinders during the period 2022-2024 at a valuation based upon an EBITDA-multiple between 5x and 10x. The valuation will be determined by the future growth and profitability of RotoGrinders and Better Collective's other business in the United States. Up to 35% of the future payments may be paid in the form of shares in Better Collective, at the discretion of Better Collective. The value of the assets and remaining committed tranche payments are included in the accounts at an estimated fair value. The remaining share purchase price has been estimated based upon a financial forecast for Rical LLC and a total debt of 22 mEUR is accounted for as Contingent Consideration under non-current liabilities.

tEUR	Fair value determined at acquisition
Acquired net assets at the time of the acquisition	
Domains and websites	29,014
Accounts & other intangible assets	300
Office machinery & Other assets	42
Trade and other receivables	963
Cash and cash equivalents	509
Deferred tax assets	21
Corporate tax payables	0
Trade and other payables	-883
Identified net assets	**29,965**
Goodwill	9,448
Total consideration	**39,413**

Notes

8 Business combinations, continued

A goodwill of 9,448 tEUR emerged from the acquisition of RiCal LLC as an effect of the difference between the transferred consideration and the fair value of acquired net assets. Goodwill is primarily connected to the future growth expectations given the strong brands acquired, the regulation of the US market, the contingent consideration, and leveraging Better Collective's existing operator relationships. The goodwill is tax deductable.

Transaction costs related to the acquisition of RiCal amounts to 335 tEUR in 2019. Transaction costs are accounted for in the income statements under "special items".

The fair value of the trade receivables amounts to 854 tEUR. The gross amount of trade receivables is 954 tEUR and an impairment of 100 tEUR has been recorded.

tEUR	
Effect on cash flow regarding acquisition of Rical LLC	
Purchase amount	39,413
Regards to:	
Cash and cash equivalents	509
Estimated contingent consideration amount (at fair value)	20,960
Share capital issued	2,803
Net cash outflow	15,141

An additional conditional consideration depends on the development of the results in the acquired company. At the date of the acquisition, the debt assigned to the conditional consideration amounted to 21.0 mEUR, to be paid in USD.

The acquisition was completed on May 28, 2019. If the acquisition would have taken place on January 1, 2019 the Group's revenue YTD would have amounted to 51,018 tEUR and result after tax YTD would have amounted to 10,810 tEUR.

The purchase price allocation is provisional due to uncertainties regarding measurement of acquired intangible assets and the contingent consideration.

Notes

8 Business combinations, continued

Acquisition of MOAR Performance Ltd (mybettingsites.co.uk)

On September 1, 2019, Better Collective acquired 100% of shares in MOAR Performance Ltd. which owns mybettingsites.co.uk.

The transferred consideration was paid with cash, a deferred payment, and an estimated conditional purchase amount.

tEUR	Fair value determined at acquisition
Acquired net assets at the time of the acquisition	
Domains and websites	1,562
Accounts & other intangible assets	700
Office machinery & Other assets	1
Trade and other receivables	86
Cash and cash equivalents	921
Deferred tax liabilities	-430
Corporate tax payable	-151
Trade and other payables	0
Identified net assets	**2,689**
Goodwill	592
Total consideration	**3,280**

A goodwill of 592 tEUR emerged from the acquisition of MOAR Performance Ltd. as an effect of the difference between the transferred consideration and the fair value of acquired net assets. Goodwill is primarily connected to the future growth expectations given the strong brand acquired and leveraging Better Collective's existing operator relationships. The goodwill is not tax deductible.

Transaction costs related to the acquisition of MOAR Performance Ltd. amounts to 34 tEUR in 2019. Transaction costs are accounted for in the income statements under "special items".

The fair value of the trade receivables amounts to 83 tEUR. The gross amount of trade receivables is 83 tEUR and no impairment has been recorded.

tEUR	
Effect on cash flow regarding acquisition of MOAR Performance Ltd.	
Purchase amount	3,280
Regards to:	
Cash and cash equivalents	921
Deferrede payment	165
Estimated conditional purchase amount (at fair value)	216
Share Capital issued	390
Net cash outflow	1,588

An additional conditional consideration depends on the development of the results in the acquired company. At the date of the acquisition, the debt assigned to the conditional consideration amounted to 0.2 mEUR.

The acquisition was completed on September 1, 2019. If the acquisition would have taken place on January 1, 2019 the Group's revenue YTD would have amounted to 48,480 tEUR and result after tax YTD would have amounted to 10,881 tEUR.

The purchase price allocation is provisional due to uncertainties regarding measurement of acquired intangible assets.

Definitions

Unless defined otherwise, in this report the terms below have the following meaning:

Earnings per share (EPS)	=	Profit for the period / Average number of shares
Diluted earnings per share	=	Profit for the period / (Average number of shares + Average number of warrants converted to number of shares)
Operating profit before amortisations and special items margin (%)	=	Operating profit before amortisations and special items / Revenue
Operating profit before amortisations margin (%)	=	Operating profit before amortisations / Revenue
Operating profit margin (%)	=	Operating profit margin / Revenue
Net Debt / EBITDA before special items:	=	(Interest bearing debt, including earn-outs from acquisitions, excl. contingent consideration, minus cash and cash equivalents) / EBITDA before special items on rolling twelve months basis
Liquidity ratio	=	Current assets / Current liabilities
Equity to assets ratio	=	Equity / Total assets
Cash conversion rate before special items	=	(Cash flow from operations before special items + Cash from CAPEX) / EBITDA before special items
Liquidity ratio	=	Current assets / Current liabilities

Operating profit before amortisations (EBITA)
Operating profit plus amortisations

Board
The Board of Directors of the company

Executive management
Executives that are registered with the Danish Company register

Company
Better Collective A/S, a company registered under the laws of Denmark

Equity/assets ratio
Equity at the end of period in relation to total assets at the end of period

Group / Better Collective
The company and its subsidiaries

NDC
New Depositing Customers

Organic growth
Revenue growth compared to same period previous year. Organic growth from acquired companies or assets are calculated from the date of acquisition measured against historical baseline performance

SEO
Search Engine Optimisation

Special items
Cost related to IPO and acquisitions

BETTER COLLECTIVE

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