



Press release
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The winners of Greek Bookmaker Awards by Betarades 2020 announced

At the first Greek Bookmaker Awards by Betarades 2020 held in Athens, the best Greek iGaming operators across 12 categories were honored. One operator took home no less than seven awards.

On January 23rd 2020, the iconic Lighthouse at the Stavros Niarchos Foundation Cultural Center (SNFCC) in Athens, Greece, provided the framework for the first ever edition of the Greek Bookmaker Awards 2020 hosted by Better Collective and its Greek flagship product Betarades.gr. The purpose of the awards is to honor the best Greek operators throughout 12 categories which a focus group of Greek players have stated they find valuable and relevant for their choice of operator.

To bring stardust to the event, Better Collective had teamed up with Alexis Spyropoulos, a leading Greek sportscasters, and Konstantinos 'Kostas' Katsourani, one of the most capped players in Greek football and a key member of the Euro 2004 winning squad, to be the hosts during the evening.

The two celebrities presented the winning operators across the 12 categories as follows:

Best Basketball Odds:	Betrebels
Best Football Odds:	Championsbet
Best Markets Selection:	Stoiximan
Best Customer Service:	Goalbet
Best Social Media Engagement:	Stoiximan
Best Banking Options:	Stoiximan
Best User Experience:	Stoiximan
Best Welcome Offers:	bet365
Best Existing Customer Offers:	Bwin
Best Sports Betting Bookmaker Greece:	Stoiximan
Best Sports Betting Bookmaker Greece Players Choice:	Stoiximan
Best Innovation in Sports Betting Experience:	Stoiximan

All categories excluding the Best Sports Betting Bookmaker Greece Players Choice award and the Best Innovation in Sports Betting Experience award were judged analysing data collected in the period September 2019 to December 2019. Almost 17,000 data points were amassed in the period. All licenced bookmakers in Greece were automatically included and nominated for these awards. The Best Sports Betting Bookmaker Greece Players Choice award was voted for by users on Betarades.gr. To be nominated for The Best Innovation in Sports Betting Experience award it required a written nomination



from the operators. These nominations have been judged by an advisory board consisting of experts from the industry. KPMG Isle of Man partnered to adjudicate the voting to ensure transparency throughout the processes.

Shona O'Donnell, Head of Strategic Events at Better Collective, said:

"I am delighted to see how this initiative has been received by the Greek industry and by the Greek players. Throughout the judging processes we have gathered an extensive amount of data and gained useful market insight on user preferences and demands which we can also utilize to better cater to Greek players and increase the user experience moving forward. I am grateful for the strong collaboration with colleagues and partners that ensured we could build an event such as this."

Contacts

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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).