



Press release
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Better Collective is *Sports Affiliate of the Year 2021*

As 2021 is coming to an end, sport betting media group, Better Collective, brings another award back to the headquarters in Copenhagen. At the SBC Award show in London Better Collective received the ‘Sports Affiliate of the Year’ award for the third time in as many years.

The award is given to the affiliate *that has been the most innovative and successful in its activities in 2021*. Among various parameters the judging panel has a particular focus on *quality and scale of traffic generated, differentiation and innovation*.

At the same show Better Collective subsidiary, **Mindway AI**, won the ‘*Industry Innovation of the Year*’-award for its dedicated work to develop responsible gambling solutions for the industry.

Jesper Søgaard, CEO and Co-Founder of Better Collective says:

- We are proud to see our tireless efforts to keep being as relevant to the operators as possible is being recognised by the industry for the third time in three years. At the same time I am also very pleased that Mindway AI’s focus on solutions that promote safer gambling is being honoured with this award.

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About Better Collective

[Better Collective](#) is a global sports betting media group providing platforms that empower and enhance the betting experience for sports fans and iGamers. Aiming to make betting and gambling more entertaining, transparent and fair, Better Collective offers a range of editorial content, bookmaker information, data insights, betting tips, iGaming communities and educational tools. Its portfolio of platforms include [bettingexpert.com](#), [VegasInsider.com](#), [HLTV.org](#) and [Action Network](#). Better Collective is headquartered in Copenhagen, Denmark, and listed on Nasdaq Stockholm (BETCO). More information at [bettercollective.com](#).