



Press release  
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## Better Collective appoints Adam Rosenberg as Head of Marketing & Communications in the US

World leading sports betting media group, Better Collective, has hired Adam Rosenberg to head the company's PR team in the US and to drive the branding efforts across Better Collective's US assets.

Adam Rosenberg brings with him substantial experience working with digital marketing, branding and communication from various industries including technology, esports and sports betting. One of his first tasks will be to establish a local communications team with focus on branding Better Collective's US brands.

### Marc Pedersen, CEO of Better Collective US, says:

"It is great for Better Collective US to get Adam onboard. He has the skills and experience we are looking for to support our continued strong growth in the US market and to increase the awareness about our many strong US brands including Action Network, Vegas Insider, US Bets and Sports Handle. I look forward to welcoming him".

### Adam Rosenberg says:

"This is a dream opportunity for me as an avid (and unapologetic) Philly sports fan and member of the growing online sports betting community. Sports betting isn't going anywhere and with more US states bringing legalized mobile sports betting online this year, more and more sports fans will be able to mix art and science in making their picks. I am thrilled to be joining Better Collective's family of brands and eager to get in the room and get to work."

Adam Rosenberg joined Better Collective on February 14, 2022.

### Enquiries regarding this announcement should be addressed to:

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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](http://bettercollective.com).