



BETTER  
COLLECTIVE

CVR. 27652913



29 August 2024 19:11:00 CEST

## Reporting of transactions made by persons discharging managerial responsibilities and persons closely associated with them in Better Collective A/S' shares

Pursuant to the Market Abuse Regulation article 19, Better Collective A/S (the "Company"), CVR no. 27652913, hereby notifies receipt of information of the following transactions made by persons discharging managerial responsibilities in the Company and persons closely associated with them in Better Collective's shares.

Regulatory release 40/2024

Jens Bager, Chair of the Board of Directors of Better Collective has on August 28, 2024 executed a sale of 150,000 shares. The objective of the sale was to finance the payment of accumulated tax on unrealized gains referred to as inventory tax.

Jens Bager holds 850,000 shares in Better Collective following the sale.

### About Better Collective

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Better Collective owns global and national sport media, with a vision to become the leading digital sports media group. We are on a mission to excite sports fans through engaging content and foster passionate communities worldwide. Better Collective's portfolio of digital sports media brands includes; **HLTV**, **FUTBIN**, **Betarades**, **Soccernews**, **Tipsbladet**, **SvenskaFans**, **Action Network**, **Playmaker HQ**, **VegasInsider**, **Bolavip** and **Redgol**. The company is headquartered in Copenhagen, Denmark, and dual listed on Nasdaq Stockholm (BETCO) and Nasdaq Copenhagen (BETCO DKK). To learn more about Better Collective please visit [bettercollective.com](https://bettercollective.com).

### Contact

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#### Investor Relations

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This information is information that Better Collective 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 2024-08-29 19:11 CEST.

## Attachments

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**Reporting of transactions made by persons discharging managerial responsibilities and persons closely associated with them in Better Collective A/S' shares**  
**PDMR Release No 40**