



BETTER
COLLECTIVE

CVR. 27652913



09 September 2024 07:01:00 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, 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 44/2024

Co-founder and CEO, Jesper Søgaard, Co-Founder and COO, Christian Kirk Rasmussen, and CFO, Flemming Pedersen has on Thursday 5th of September 2024 exercised 150,000 warrants each (450,000 in the aggregate) under the 2019 program in accordance with the terms of the 2019 Long Term Incentive Program (LTIP 2019).

As the program expired, this was the final window to exercise the warrants related to the LTIP 2019.

The exercised warrants have been cash settled in accordance with the enclosed tables and, accordingly, no new shares have been or will be issued in connection with the warrant exercise.

Following the exercise, the shareholdings remain unchanged. Jesper Søgaard and Christian Kirk Rasmussen each own 10,671,179 shares, while Flemming Pedersen owns 311,966 shares.

About Better Collective

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.

Contact

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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 2024-09-09 07:01 CEST.

Attachments

**Reporting of transactions made by persons discharging managerial responsibilities and persons closely associated with them in Better Collective A/S' shares
Regulatory Release No 44 Attachment**