



BETTER
COLLECTIVE

CVR. 27652913



28 March 2025 08:01:00 CET

Notice to convene Annual General Meeting

The Board of Directors of Better Collective A/S (the “Company”) hereby convenes the Annual General Meeting to be held by electronic procedure on Tuesday 22 April 2025 at 4.00 pm CEST.

Regulatory release 12/2025

The Annual General Meeting will be held as an electronic general meeting without the possibility of physical attendance in accordance with section 6.4 of the Company’s articles of association.

Agenda

1. Appointment of Chair of the general meeting.
2. The Board of Directors’ report on the activities of the Company during the past financial year.
3. Presentation of the audited annual report and the consolidated financial statements for adoption.
4. Proposal by the Board of Directors concerning the appropriation of profits or covering of losses as recorded in the approved annual report.
5. Resolution to grant discharge of liability to members of the Board of Directors and the executive management.
6. Election of members of the Board of Directors, including the Chair and Vice Chair of the Board of Directors.
7. Presentation of the remuneration report for the most recent financial year for advisory vote.
8. Approval of the Board of Directors’ remuneration for the current financial year.
9. Election of auditor and determination of remuneration for the auditor.
10. Any proposals from the Board of Directors or the shareholders.
 - a. Reduction of the Company’s share capital by cancellation of treasury shares.
 - b. Proposal to delete section 11 and schedule 6 of the Company’s articles of association.
 - c. Proposal to make certain minor changes to the articles of association of an editorial /clarifying nature.
 - d. Proposal to renew the Board of Directors’ authorizations to:
 - i. Increase the share capital of the Company.
 - ii. Acquire treasury shares.
 - iii. Increase the share capital of the Company by issue of convertible loan instruments.
 - e. Proposal to amend the Company’s remuneration policy.

- f. Proposal to grant 25,000 stock options to the new member of the board of directors.
11. Proposal on authorisation to the Chair of the meeting.

Re item 1. Appointment of Chair of the general meeting

The Nomination Committee proposes that attorney-at-law Andreas Nielsen is appointed as Chair of the meeting. Accordingly, the Board of Directors will at the general meeting appoint Andreas Nielsen as Chair of the meeting in accordance with section 6.8.1 of the Company's articles of association.

Re item 2. The Board of Directors' report on the activities of the Company during the past financial year

Re item 3. Presentation of the audited annual report and the consolidated financial statements for adoption

The audited annual report for 2024 is available at the Company's website www.bettercollective.com and is enclosed as Schedule 1 to this notice.

The Board of Directors proposes that the audited annual report is adopted.

Re item 4. Proposal by the Board of Directors concerning the appropriation of profits or covering of losses as recorded in the approved annual report

The Board of Directors proposes that the year's profit of EURm 34.014 is transferred to the Company's reserves and that no dividend is paid out for the financial year 2024.

Re item 5. Resolution to grant discharge of liability to members of the Board of Directors and the executive management

The Board of Directors proposes that the Board of Directors and the executive management are discharged from liability for the performance of their duties.

Re item 6. Election of members of the Board of Directors, including the chair and vice chair of the Board of Directors

Currently, the Board of Directors consists of the following members:

- Jens Bager (Chair of the Board of Directors)
- Therese Hillman (Vice Chair of the Board of Directors)
- René Efraim Rechtman
- Leif Nørgaard
- Britt Ingrid Boeskov
- Petra Von Rohr
- Todd Dunlap

Petra Von Rohr has expressed a wish to step down as member of the board of directors with effect from the date of the ordinary general meeting.

The Nomination Committee that has been composed of (i) Søren Jørgensen (Chair), appointed by Chr. Dam Holding ApS, (ii) Troels Bisgaard Vig, appointed by J. Søgaard Holding ApS, (iii) Anders Lund, appointed by BLS Capital Fondsmæglerselskab A/S and (iv) Jens Bager, Chair of the board of directors, proposes re-election of the remaining members of the Board of Directors elected by the general meeting, including re-election of Jens Bager as Chair of the Board of Directors and Therese Hillman as Vice Chair of the Board of Directors.

Additionally, the Nomination Committee proposes to elect Thomas Plenborg as a new member of the Board of Directors. For an overview of the management level posts held by the nominated candidate, in accordance with section 120 (3) of the Danish Companies Act, please see the attached Schedule 2.

For an overview of management level posts held by the current members of the Board of Directors up for election in other commercial enterprises, please see pages 36-38 of the annual report.

A statement issued by the Nomination Committee regarding the Board of Directors and the proposals of the Nomination Committee for the annual general meeting 2025 is available on www.bettercollective.com.

Re item 7. Presentation of the remuneration report for the most recent financial year for advisory vote

Presentation by the Board of Directors of the remuneration report for 2024 (enclosed as Schedule 3 to this notice).

The Board of Directors proposes an advisory vote on the remuneration report 2024 in accordance with section 139b (4) of the Danish Companies Act.

Re item 8. Approval of the Board of Directors' remuneration for the current financial year

The Nomination Committee proposes that the general meeting approves an annual remuneration of EUR 141,750 for the Chair of the Board of Directors, EUR 94,500 for the Vice Chair of the Board of Directors, and an annual remuneration of EUR 47,250 for each of the other members of the Board of Directors until the next annual general meeting. The annual remuneration proposed for the current financial year corresponds to the amounts of annual remuneration for the previous year.

Furthermore, the Nomination Committee proposes that the general meeting approves an annual remuneration of EUR 32,200 (same amount as in the previous year) for the Chair position in the Audit Committee and the Chairman of the Remuneration Committee, respectively. An annual remuneration of EUR 16,100 (same amount as in the previous year) for a regular membership of the Audit Committee and an annual remuneration of EUR 10,750 (same amount as in the previous year) for a regular membership of the Remuneration Committee, respectively.

Re item 9. Election of auditor and determination of remuneration for the auditor

The Nomination Committee proposes, in accordance with the recommendation from the Audit Committee, that i) Ernst & Young Godkendt Revisionspartnerselskab is re-appointed as the auditor of the Company, ii) Ernst & Young Godkendt Revisionspartnerselskab's audit assignment also includes the issue of an assurance report on the sustainability reporting in the management review, and iii) the remuneration to Ernst & Young Godkendt Revisionspartnerselskab will be paid in accordance with accounts approved by the Company.

Re item 10a. Reduction of the Company's share capital by cancellation of treasury shares

The Company has carried out two share buy-back programmes throughout 2024. The treasury shares acquired through the first programme have all been applied to cover share delivery obligations relating to the acquisition of AceOdds. The second programme, which was extended and modified on 6 September 2024, was carried out for the purpose of covering potential future obligations relating to acquisitions and long-term incentive (LTI) programs as well as potentially optimizing and improving the capital structure of the company by reducing the capital.

The Board of Directors proposes to reduce the Company's share capital to the effect that all treasury shares acquired under the second programme in 2024 are cancelled.

The share buyback programmes covered the period from 21 May 2024 to 7 June 2024 and 24 June 2024 to 27 November 2024, respectively. Reference is made to the company announcements available on the Company's website www.bettercollective.com.

The Company's treasury shares acquired under the Company's ongoing share buy-back programme in 2025, cf. regulatory release no. 3/2025, are not proposed to be cancelled, and will be kept for the purposes stated in that programme.

Accordingly, the Board of Directors proposes that the Company's share capital be reduced by a nominal amount of EUR 11,177.57 by cancellation of 1,117,757 treasury shares of EUR 0.01, equal to approximately 1.77% of the Company's total share capital. The purpose of the reduction is to cancel a part of the Company's portfolio of treasury shares, cf. section 188 of the Danish Companies Act. According to the Danish Business Authority's practice, this purpose may be compared to a capital reduction to be distributed to the shareholders, cf. section 188 (1)(2) of the Danish Companies Act. To that end, the Board of Directors states that the 1,117,757 treasury shares (nominally EUR 11,177.57 shares) that are proposed to be cancelled have been acquired in the period between 24 June 2024 and 27 November 2024 for a total amount of EUR 26,848,754.35, based on an SEK to EUR exchange rate of 11.458, meaning that in addition to reduction of nominally EUR 11,177.57 shares, an amount of EUR 26,837,576.78 has been distributed.

Following the capital reduction, the Company's nominal share capital will be EUR 619,588.70.

As a result of the capital reduction, the Board of Directors proposes that article 3.1 of the articles of association is amended to read as follows after expiry of the time limit prescribed in section 192 (1) of the Danish Companies Act:

"The share capital of the Company amounts to EUR 619,588.70 and is divided into shares of EUR 0.01 each or multiples thereof. The share capital is paid in full."

Before the capital reduction is implemented, the Company's creditors will, through the IT system of the Danish Business Authority (*Erhvervsstyrelsen*), be requested to file their claims within a time limit four weeks in accordance with section 192 (1) of the Danish Companies Act. The implementation of the capital reduction and the resulting amendment to the Articles of Association will be finally registered upon the expiry of the time limit.

Re item 10b. Proposal to delete article 11 and schedule 6 of the Company's articles of association

The Board of Directors propose to delete article 11 and schedule 6 of the Company's articles of association concerning the nomination committee which is appointed by the Company's three largest shareholders.

The nomination committee in its current form was introduced in connection with the Company's 2018 IPO and listing on Nasdaq Stockholm as part of the Company's broader observation of Swedish corporate governance recommendations and practices for publicly traded companies. In 2023, however, the Company completed its Nasdaq Copenhagen dual-listing. As explained in

the Company's regulatory release 2/2025 of 19 February 2025, the Company will seek to generally align with the Danish corporate governance recommendations and practices which, among others, do not include a nomination committee feature that is anchored in the articles of association.

Subject to adoption of the proposal, the Board of Directors expects to establish a nomination committee consisting of members of the Board of Directors following the Annual General Meeting.

The proposal, if adopted, would entail that all subsequent articles are numbered accordingly following deletion of article 11, as set out in further details in the draft articles of association enclosed as Schedule 4 to this notice.

Re item 10c. Proposal to make certain minor changes to the articles of association of an editorial/clarifying nature

The Board of Directors proposes that the references to "Euronext Securities A/S" in the Company's articles of association are deleted and replaced with "VP Securities A/S". If adopted, the proposal would entail a minor amendment to articles 3.5, 4.1, no. 4 and 5.6, no. 4 in the Company's articles of association.

Additionally, the Board of Directors proposes to amend article 4.3, no. 4, in the Company's articles of association so that the reference to "(Euronext Securities)" is deleted and replaced with "(Euronext Securities Copenhagen)".

The proposed changes are solely of an editorial and clarifying nature and will not change the substance of the articles of association. The draft articles of association enclosed as Schedule 4 to this notice include the proposed changes.

Re item 10d i). Proposal to renew the Board of Directors' authorization to increase the share capital of the Company

The Board of Directors proposes that the general meeting in the period until the annual general meeting to be held in 2026 authorises the Board of Directors to increase the share capital in the Company without pre-emption rights for the existing shareholders in one or more issues by up to a nominal amount of EUR 123,917.74 corresponding to 20% of the share capital after completion of the proposed reduction of the share capital and a maximum dilution of 20% of the outstanding share capital on a non-diluted basis. The capital increase (s) shall take place at market price and may be completed against cash payment, by contribution in kind or by conversion of debt.

For the issuance of shares on the basis of the above authorisation the following shall apply:

1. Partial payment of the subscription amount is not permitted.
2. The new shares will be issued without pre-emption rights for existing shareholders, and the pre-emption rights relating to the new shares will not be restricted in respect of future capital increases other than as provided for in the Company's articles of association.
3. There are no restrictions on the transferability of the shares. No shareholder is obliged to have his or her shares redeemed in full or in part.

4. The new shares will be issued through VP Securities A/S (Euronext Securities Copenhagen) and will (in the discretion of the Board of Directors) be admitted to trading and official listing on Nasdaq Copenhagen and/or Nasdaq Stockholm.

5. The new shares will be issued in the name of the holder and will be negotiable instruments.

It is proposed that the authorisation to increase the share capital without pre-emption rights will replace the lapsed authorisation in section 4.1 in the articles of association as set out in the draft new articles of association enclosed as Schedule 4 to this notice.

The purpose of the authorisation is to make it possible for the Company to (i) settle part of the purchase price and/or earn-out payments related to acquisitions (ii) finance future acquisitions in the Company, (iii) make it possible to procure capital in the future.

Re item 10d ii). Proposal to renew the Board of Directors' authorization to acquire treasury shares

It is proposed to authorise the Board of Directors to pass a resolution on acquisition of treasury shares on the following terms:

1. The Company may acquire up to nominally EUR 61,958.87 treasury shares corresponding to 10% of the share capital after completion of the proposed reduction of the share capital in the period until the annual general meeting to be held in 2026.

2. Acquisitions of treasury shares shall be made (in the discretion of the Board of Directors) on Nasdaq Copenhagen and/or Nasdaq Stockholm (the "**Exchange**") at a price per share within the band of prices (spread) applying on the Exchange, or to the extent the Company assigns a member of the Exchange to accumulate a certain amount of the Company's shares by proprietary trading during a certain time period on the day of delivery pay the volume weighted average price for the market as a whole for such period of time, even if the volume weighted average price falls outside the range of prices on the day of delivery.

All acquisitions of treasury shares shall be made in accordance with the applicable rules at the Exchange.

It is proposed that the authorisation to the Board of Directors to acquire treasury shares will replace the lapsed authorisation in section 4.2 in the articles of association as set out in the draft articles of association, enclosed as Schedule 4 to this notice.

Re item 10d iii). Proposal to renew the Board of Directors' authorizations to increase the share capital of the Company by issue of convertible loan instruments

The Board of Directors proposes that the general meeting in the period until the annual general meeting to be held in 2026 authorises the Board of Directors to raise funds against issuance of convertible loan instruments in one or more issues with a right for the lender(s) to convert the loan(s) into shares in the Company with a nominal value of up to EUR 61,958.87, corresponding to 10% of the share capital after completion of the proposed reduction of the share capital and a maximum dilution of 10% of the outstanding share capital on a non-diluted basis. Such issuance of convertible loan instruments shall take place without pre-emptive rights for the existing shareholders.

Convertible loans may be raised in EUR or the equivalent in foreign currency computed at the applicable rate of exchange on the day the loan is issued. The Board of Directors is also authorised to effect the consequential increase of the Company's share capital.

The detailed terms and conditions governing the convertible loan instruments are determined by the Board of Directors, including loan terms, conversion price, conditions and windows for conversion of the loans as well as the holder's legal position in case of capital increase, capital decrease, issuance of new convertible loans, dissolution, merger or demerger of the Company before the expiry of the right of conversion.

For the issuance of shares on the basis of the above authorisation the following shall apply:

1. Partial payment of the subscription amount is not permitted.
2. The new shares will be without pre-emption rights for existing shareholders, and the pre-emption rights relating to the new shares will not be restricted in respect of future capital increases other than as provided for in the Company's articles of association.
3. There are no restrictions on the transferability of the shares. No shareholder is obliged to have his or her shares redeemed in full or in part.
4. The new shares will be issued through VP Securities A/S (Euronext Securities Copenhagen) and will (in the discretion of the Board of Directors) be admitted to trading and official listing on Nasdaq Copenhagen and/or Nasdaq Stockholm.
5. The new shares will be issued in the name of the holder and will be negotiable instruments. The Board of Directors is authorised to make the necessary amendments to the articles of association in connection with the capital increase(s) being effected.

It is proposed that the authorisation to the Board of Directors to increase the share capital of the Company issue of convertible loan instruments will replace the lapsed authorisation in section 4.3 in the articles of association as set out in the draft articles of association, enclosed as Schedule 4 to this notice.

The purpose of the authorisation is to make it possible for the Company to (i) finance future M&A activities in whole or in part by issuance of convertible loan instruments and (ii) make it possible to procure capital in the future.

Re item 10e. Proposal to amend the Company's remuneration policy.

The Board of Directors proposes to amend the Company's remuneration policy in accordance with the draft new remuneration policy, enclosed as Schedule 5.

Apart from editorial edits, the amendments concerns:

- i. a more detailed description of the relevant criteria that apply to the determination of KPIs including organic growth, operating profit (EBIT), revenue growth, earnings per share, free cash flow;
- ii. a cap on the relative share of LTI grants to a recipient's base salary has been added and described in further detail in paragraph 4.5 of the remuneration policy;
- iii. the option of granting extraordinary remuneration for recruitment purposes (or where appropriate for retention purposes or to reward exceptional performance) has been included in the new paragraph 4.8 of the remuneration policy; and

- iv. further details have been provided on the circumstance under which the Board of Directors may deviate from the remuneration policy and examples of deviations have been provided in paragraph 7 of the remuneration policy.

Re item 10f. Proposal to grant 25,000 stock options to the new member of the board of directors.

Subject to Thomas Plenborg being elected to the board of directors, cf. item 6 on the agenda, the Nomination Committee proposes to grant 25,000 stock options to Thomas Plenborg without consideration. The stock options shall be subject to customary terms and conditions to be set out in a separate stock option agreement. The grant date will be 7 March 2025 and the stock options shall be subject to a three year vesting period from 7 March 2025 to 7 March 2028, with the vesting date being the date falling two weeks after the publication of the 2027 annual report (expectedly in March 2028). The exercise price shall be SEK 115 or DKK 78.2, corresponding to the share trading price as of market close on 7 March 2025.

Re item 11. Proposal on authorisation to the Chair of the meeting.

It is proposed to authorise the Chair of the meeting with full power of substitution to apply for registration of the resolutions passed and to make any such amendments thereto as may be required or requested by the Danish Business Authority or any other public authority as a condition for such registration or approval.

Additional information

Adoption requirements

The approval of the Board of Directors' proposals under agenda items 10a through 10d requires that both 2/3 of the cast votes as well as 2/3 of the share capital represented at the general meeting are in favour of the proposal, except for item 10d ii), which can be adopted by simple majority.

The remaining proposals on the agenda can be adopted by simple majority.

Share capital and voting rights

At the time of this notice, the share capital in Better Collective is nominally EUR 630,766.27 divided into 63,076,627 shares, each of a nominal value of EUR 0.01 each. Each share of EUR 0.01 is entitled to one vote at the general meeting.

Availability of information

This notice with the agenda, the complete proposals and schedules is made public on the Company's website (www.bettercollective.com) as of this date.

Questions to the agenda and other documents for the general meeting may be submitted in writing and must be received by the Company no later than **Tuesday 15 April 2025**. Written questions with clear identification of the shareholder must be sent to agm@bettercollective.com or by regular mail to Better Collective A/S, Sankt Annæ Plads 28, 1250 Copenhagen K, Denmark.

Furthermore, shareholders or proxies, participating in the general meeting, may ask questions to the Board of Directors, the executive management and the Company's auditor on the general meeting.

Admission to the general meeting and granting of proxy

The annual general meeting will be held in accordance with section 6.4 of the Company's articles of association as an electronic general meeting without the possibility of physical attendance.

A shareholder or proxy wishing to attend the general meeting must

- a. if the shareholder has a Danish MitID and holds its shares via Euronext Securities Denmark, register its attendance via InvestorPortal at <https://investor.vp.dk/ip/ctrl/portal/Frontpage.do?command=&asident=22093>; or
- b. request an admission card by submitting the registration form by email (scanned copy) to CPH-investor@euronext.com or by regular mail to Euronext Securities Copenhagen, Nicolai Eigtveds Gade 8, 1402 Copenhagen K, Denmark

In each case so that the Euronext Securities Copenhagen has received the registration form no later than by **Wednesday 16 April 2025 at 11.59 pm CEST**.

The registration form is enclosed to this notice as Schedule 5 and is also available on the website of the Company, www.bettercollective.com.

Attending the general meeting electronically

Electronic participation in the Annual General Meeting will take place through the VGM portal (<https://bcagm2025.portal.vp.dk/logon/>), which can be accessed via a computer, tablet or smartphone using a web browser. It provides the possibility of asking questions and voting (if required) during the AGM.

Registration Date

The shareholders' right to attend and cast their votes at the AGM is determined on basis of the number of shares held by the shareholders on the expiry of the date of registration on **Tuesday 15 April 2025 at 11.59 pm CEST**. Only shareholders holding shares on the registration date are entitled to attend and vote at the general meeting.

If your shares are held through Euronext Securities Copenhagen (i.e. are tradeable on Nasdaq Copenhagen)

The number of shares held by you on the date of registration is calculated at 11.59 pm CEST on the date of registration. The calculation will be based on the registration of shares at that time in the register of shareholders kept by Euronext Securities Copenhagen.

If your shares are held through Euroclear Sweden AB (i.e. are tradeable on Nasdaq Stockholm)

The following information is to shareholders who hold their shares through Euroclear Sweden AB ("Euroclear Sweden").

In order to attend the annual general meeting and exercise your voting rights, you must register your voting rights in the records kept by Euroclear Sweden in sufficient time to allow for Euroclear Sweden to submit the updated records/data to Euronext Securities Copenhagen for registration in the register of shareholders prior to the date of registration. No submission of data /records of updated shareholdings will be submitted by Euroclear Sweden to Euronext Securities Copenhagen for the purpose of being included in the calculation of shareholdings as at 11.59 pm CEST on the date of registration after 10 April 2025. If you have acquired shares after the last submission of data/records by Euroclear Sweden to Euronext Securities Copenhagen, you may submit a duly documented notification to Euronext Securities Copenhagen at CPH-investor@euronext.com regarding your shareholding as at the date of registration for the purpose of being recorded in the register of shareholders. Subject to such notification being received by Euronext Securities Copenhagen before 11.59 pm CEST on the date of registration, your shareholding will then be included in the calculation shareholdings as at 11.59 pm CEST on the date of registration.

If you want to exercise your voting right by proxy, you must also register your voting rights in the records kept by Euroclear Sweden and complete the proxy-absentee vote form (see schedule 6) in accordance with the instructions set out below.

Registration process for voting rights – Direct-registered holders:

Shareholders who hold their shares on an account directly with Euroclear Sweden, a CSD-account (Sw: VP-konto), or Euronext Securities Copenhagen, will, in respect of shareholders holding their shares via Euroclear Sweden subject to the relevant data in this respect being submitted to Euronext Securities Copenhagen prior to of the date of registration, cf. above, automatically be included in the register of shareholders kept by Euronext Securities Copenhagen and do not have to perform any registration regarding voting rights.

Registration process for voting rights – Nominee-registered holders

To be registered and entitled to vote at the general meeting, shareholders who hold shares via a nominee must act in accordance with the instructions set out below:

Nominee-registered shareholders must request the nominee to register their shares temporarily in their own name in the register of shareholders kept by Euronext Securities Copenhagen. The request for registration of voting rights shall be submitted to the nominee in sufficient time to allow the registration to be effective and completed at Euronext Securities Copenhagen in due time before end of business on **Tuesday 15 April 2025**.

Attendance with an adviser

Shareholders may attend the general meeting electronically together with an adviser if they have taken out an admission card for themselves and the accompanying adviser no later than **Wednesday 16 April 2025 at 11.59 pm CEST**.

Voting by proxy / absentee votes

If your shares are held through Euronext Securities Copenhagen (i.e. are tradeable on Nasdaq Copenhagen)

If you do not wish to or are unable to attend the general meeting electronically, you may exercise your rights by completing the proxy/absentee vote form enclosed as Schedule 7 to this notice or via the Euronext InvestorPortal through the following link: <https://investor.vp.dk/ip/ctrl/portal/Frontpage.do?command=&asident=22093>. The completed proxy/absentee vote form must be submitted to and received by Euronext Securities Copenhagen (by e-mail to CPH-investor@euronext.com or by ordinary mail to Euronext Securities Copenhagen, Nicolai Eigtveds Gade 8, 1402 Copenhagen K, Denmark) no later than by **Wednesday 16 April 2025 at 11:59 pm CEST**.

If your shares are held through Euroclear Sweden (i.e. are tradeable on Nasdaq Stockholm)

If you do not wish to or are unable to attend the general meeting electronically, you may exercise your rights by completing the proxy/absentee proxy/absentee vote form enclosed as Schedule 7 to this notice. The completed proxy/absentee vote form must be submitted to and received by Euronext Securities Copenhagen (by e-mail to CPH-investor@euronext.com or by ordinary mail to Euronext Securities Copenhagen, Nicolai Eigtveds Gade 8, 1402 Copenhagen K, Denmark) no later than by **Wednesday 16 April 2025 at 11:59 pm CEST**. Your voting rights will be based on the records of your shareholdings in the register of shareholders kept by Euronext Securities Copenhagen on the registration date (15 April at 11.59 pm CEST), based on the most recent submission of data/records of Euroclear Sweden to Euronext Securities Copenhagen before that time. You may also submit a duly documented notification concerning your shareholding on the registration date (15 April at 11.59 pm CEST) to Euronext Securities Copenhagen, cf. the instructions above under "Registration date".

On the proxy/absentee vote form, shareholders can choose to:

- i. Vote by post (please note, that a vote by post cannot be withdrawn after it has been received by Euronext Securities Copenhagen),
- ii. Grant a proxy to a named third party or;
- iii. Grant a proxy to the Chair of the Board of Directors (votes will be casted in accordance with the Board of Directors' and the nomination committee's recommendations).

Processing of personal data

For information on how your personal data is processed by VP Securities A/S (Euronext Securities Copenhagen) see

www.euronext.com/en/post-trade/euronext-securities/copenhagen/legal-framework/processing-personal-data

For information on how your personal data is processed by Euroclear Sweden, see

<https://www.euroclear.com/dam/ESw/Legal/Privacy-notice-bolagsstammor-engelska.pdf>

Language

The general meeting will be conducted in the English language without any simultaneous translation being offered.

The following schedules are enclosed to this notice:

Schedule 1 – Annual report 2024

Schedule 2 – Management posts held by Thomas Plenborg

Schedule 3 – Remuneration Report

Schedule 4 – Draft articles of association (in clean and redline)

Schedule 5 – Draft remuneration policy (in clean and redline)

Schedule 6 – Registration form

Schedule 7 – Proxy-absentee vote form

Copenhagen, 28 March 2025

On behalf of the Board of Directors

Jens Bager, Chair of the Board of Directors

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.

Contacts

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Attachments

[Notice to convene Annual General Meeting](#)

[Schedule 1 Annual Report](#)

[Schedule 2 Management Posts Held By Thomas Plenborg](#)

[Schedule 3 Remuneration Report](#)

[Schedule 4 Draft Articles Of Association \(clean\)](#)

[Schedule 5 Draft Remuneration Policy \(clean\)](#)

[Schedule 6 Registration Form](#)

[Schedule 7 Proxy Absentee Vote Form](#)