BETTER COLLECTIVE

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Major shareholder announcement: Lind Invest flags above 10% ownership in Better Collective

Regulatory release no. 88/2026

Pursuant to Section 30 of the Danish Capital Markets Act, Better Collective A/S hereby announces that, on 19 November 2026, it received a major shareholder notification from Lind Value II ApS stating that it holds 6,876,828 shares in Better Collective A/S, corresponding to 11.70% of the share capital and voting rights, thereby exceeding the 10% notification threshold.

Better Collective A/S has been informed that Lind Value II ApS is owned by Lind Invest ApS, which in turn is owned by Henrik Lind.

About Better Collective

Better Collective owns leading digital sport media, sports betting media and esports communities, 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 House of Brands includes; **HLTV**, **FUTBIN**, **AceOdds**, **Action Network**, **Playmaker HQ**, **The Nation Network**, and **Bolavip**. 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**.

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Attachments

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