



BETTER
COLLECTIVE

CVR. 27652913



24 August 2026 21:00:00 CEST

Major shareholder announcement

Regulatory Release no. 79/2026

Pursuant to Section 30 of the Danish Capital Markets Act, Better Collective A/S hereby announces that, on 21 August 2026, it received a major shareholder notification from BLS Capital Fondsmæglerselskab A/S stating that its holding of voting rights in Better Collective A/S had decreased to 8.31%, thereby crossing below the 10% notification threshold.

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.

Contact

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This information is information which Better Collective is obliged to make public pursuant to the Danish Capital Markets Act. The information was submitted for publication, through the agency of the contact persons set out above, at 2026-08-24 21:00 CEST.

Attachments

[Major shareholder announcement](#)