



BETTER
COLLECTIVE

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06 March 2024 18:49:00 CET

Major shareholder announcement: Re-delivery of shares

This is a technical release following the share lending agreement made in connection with the capital raise announced on 28 February 2024, hence Jesper Søgaaard has (indirectly) only on a temporary basis lent out a number of shares for the purpose of settling the share capital increase. Better Collective A/S (“Better Collective” or the “Company”) hereby announces that it has received the following notification according to the Danish Capital Markets Act section 38 regarding J. Søgaaard Holding ApS and Jesper Søgaaard’s respectively direct and indirect holding of shares in the Company. The information contained in this release is based on a share capital of the Company amounting to 62,835,131 shares, each with a nominal value of EUR 0.01.

Regulatory release no. 13/2024

Pursuant to Section 30 of the Danish Capital Markets Act, Better Collective hereby announces that J. Søgaaard Holding ApS, the individual holding company of CEO, Jesper Søgaaard, on 5 March 2024 increased its shareholding in the Company with 2,856,142 shares due to a redelivery of lent shares from Nordea Danmark, Filial af Nordea Bank Abp, Finland, as part of the lending arrangements related to the directed share issue. Reference is made to regulatory release no. 10 /2024 “Major shareholder announcement: share lending arrangement”.

Following the redelivery of lent shares, J. Søgaaard Holding ApS holds 10,671,179 shares in the Company corresponding to approximately 16.98% per cent of the total outstanding shares and voting rights in the Company. As a consequence of the above arrangement, the indirect ownership of Jesper Søgaaard amounts to approximately 16.98% per cent of the total outstanding shares and voting rights in the Company.

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 2024-03-06 18:49 CET.

Attachments

[Major shareholder announcement: Re-delivery of shares](#)