



# 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 Better Collective and persons closely associated with them in Better Collective's shares.

Regulatory release 40/2024

1	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	Jens Bager				
2.	Reason for the notification					
a)	Position/Status	Chair of the Board of Directors of Better Collective A/S				
b)	Initial notification/Amendment	Initial notification				
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor					
a)	Name	Better Collective A/S				
b)	LEI	2549001EPXH6NK7I2R78				
4.	Details of the transaction(s): section to be repeated for (i) each type of instrument; each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted					
a)	Description of the financial instrument, type of instrument	Shares				
	Identification code	ISIN DK0060952240				
b)	Nature of the transaction	Sale of shares				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>DKK 152.12</td> <td>150,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	DKK 152.12	150,000
Price(s)	Volume(s)					
DKK 152.12	150,000					
d)	Aggregated information - Aggregated volume - Price	DKK 22,818,000				
e)	Date of transaction	August 28, 2024				
f)	Place of the transaction	Nasdaq Copenhagen A/S				