BETTER COLLECTIVE

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Major shareholder announcement: BLS Capital flags below 5% in Better Collective

Regulatory release no. 89/2026

Pursuant to Section 30 of the Danish Capital Markets Act, Better Collective A/S hereby announces that it has received a major shareholder notification from BLS Capital Fondsmæglerselskab A/S stating that, as of 19 November 2026, its holding of voting rights in Better Collective A/S had decreased to 1,379,100 voting rights, corresponding to approximately 2.35% of the total voting rights, thereby crossing below the 5% 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**.

Contacts

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Attachments

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