



BETTER
COLLECTIVE

CVR. 27652913



21 February 2025 10:29:00 CET

Major shareholder announcement: BLS Capital Fondsmæglerselskab A/S flags above 15% in Better Collective

Pursuant to Section 30 of the Danish Capital Markets Act, Better Collective A/S hereby announces that BLS Capital Fondsmæglerselskab A/S has notified Better Collective A/S that, as of 20 February 2025, BLS Capital Fondsmæglerselskab A/S holds 9,531,811 voting rights in Better Collective A/S, corresponding to 15.111% of the total voting rights in Better Collective A/S.

Regulatory release 04/2025

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.

Contacts

Investor Relations

Mikkel Munch Jacobsgaard
Investor@bettercollective.com

Media Relations

Morten Cullborg-Kalum
Press@bettercollective.com
+45 2349 1009

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 2025-02-21 10:29 CET.

Attachments

Major shareholder announcement: BLS Capital Fondsmæglerselskab A/S flags above 15% in Better Collective