



BETTER
COLLECTIVE

CVR. 27652913



02 December 2024 19:18:00 CET

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 (the "Company"), CVR no. 27652913, hereby notifies receipt of information of the following transactions made by persons discharging managerial responsibilities in the Company and persons closely associated with them in Better Collective's shares.

Regulatory release 61/2024

Todd Dunlap, member of the Company's Board of Directors, has on Thursday 28 November 2024 exercised 25,000 warrants under the 2020 warrants program.

The exercised warrants have been cash settled in accordance with the enclosed table and, accordingly, no new shares have been or will be issued in connection with the warrant exercise.

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

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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 2024-12-02 19:18 CET.

Attachments

**Reporting of transactions made by persons discharging managerial responsibilities and persons closely associated with them in Better Collective A/S' shares
Schedule To Release 61 2024**