



1	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	Jesper Søgaard				
2.	Reason for the notification					
a)	Position/Status	Co-Founder and CEO				
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 Identification code	Warrants related to shares in Better Collective A/S ISIN DK0060952240				
b)	Nature of the transaction	Cash settlement of warrants from 2019-4 program - warrants delivered against cash payment to employee				
c)	Price(s) and volume(s)	<table border="1"> <thead> <tr> <th>Price(s)</th> <th>Volume(s)</th> </tr> </thead> <tbody> <tr> <td>SEK 230.5</td> <td>150,000</td> </tr> </tbody> </table>	Price(s)	Volume(s)	SEK 230.5	150,000
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SEK 230.5	150,000					
d)	Aggregated information - Aggregated volume - Price	SEK 34,575,000				
e)	Date of transaction	September 5, 2024				
f)	Place of the transaction	Outside a trading venue				



1	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	Christian Kirk Rasmussen				
2.	Reason for the notification					
a)	Position/Status	Co-Founder and COO				
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	2549001EPXH6NK712R78				
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					
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1	Details of the person discharging managerial responsibilities/person closely associated					
a)	Name	Flemming Pedersen				
2.	Reason for the notification					
a)	Position/Status	CFO				
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	2549001EPXH6NK712R78				
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