



BETTER
COLLECTIVE

CVR. 27652913



06 June 2024 21:37:00 CEST

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 25/2024

Flemming Pedersen, Chief Financial Officer of the Company, has on 5 June 2024 exercised 150,000 warrants under the 2019 program in accordance with the terms of the LTIP 2019. The 150,000 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.

Following the exercise, Flemming Pedersen has 150,000 warrants left under the 2019 program and his shareholding in the Company remains at 311,966 shares.

The program expires on 13 September 2024, hence the remaining warrants completely expire in the window after the Q2 2024 report.

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.

Contact

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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 2024-06-06 21:37 CEST.

Attachments

Reporting of transactions made by persons discharging managerial responsibilities and persons closely associated with them in Better Collective A/S' shares
Attachment