



BETTER
COLLECTIVE

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Registration of share capital increase completed

Better Collective A/S (“Better Collective” or the “Company”) has in connection with its accelerated bookbuild offering today registered with the Danish Business Authority the capital increase of a nominal value of EUR 57,122.84 (corresponding to 5,712,284 shares of EUR 0.01 each) (the “New Shares”), representing 10% of the registered share capital prior to the share capital increase.

Regulatory release no. 08/2024

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The New Shares are expected to be admitted to trading and official listing under the permanent ISIN code DK0060952240 on Nasdaq Copenhagen A/S and Nasdaq Stockholm on 5 March 2024.

Pursuant to section 32 of the Danish Capital Markets Act, Better Collective hereby announces that after registration of the share capital increase, the share capital of the Company amounts to nominally EUR 628,351.31 divided into 62,835,131 shares of EUR 0.01 each. The total number of voting rights in Better Collective is 62,835,131.

Reference is made to company announcement no. 06/2024 of 28 February 2024.

An updated version of the Articles of Association can be found at www.bettercollective.com.

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Solely for the purposes of the product governance requirements contained within: (a) EU Directive 2014/65/EU on markets in financial instruments, as amended ("MiFID II"); (b) Articles 9 and 10 of Commission Delegated Directive (EU) 2017/593 supplementing MiFID II; and (c) local implementing measures (together, the "MiFID II Product Governance Requirements"), and disclaiming all and any liability, whether arising in tort, contract or otherwise, which any "manufacturer" (for the purposes of the MiFID II Product Governance Requirements) may otherwise have with respect thereto, the shares in Better Collective have been subject to a product approval process, which has determined that such shares are: (i) compatible with an end target market of retail investors and investors who meet the criteria of professional clients and eligible counterparties, each as defined in MiFID II; and (ii) eligible for distribution through all distribution channels as are permitted by MiFID II (the "Target Market Assessment"). Notwithstanding the Target Market Assessment, Distributors should note that: the price of the shares in Better Collective may decline and investors could lose all or part of their investment; the shares in Better Collective offer no guaranteed income and no capital protection; and an investment in the shares in Better Collective is compatible only with investors who do not need a guaranteed income or capital protection, who (either alone or in conjunction with an appropriate financial or other adviser) are capable of evaluating the merits and risks of such an investment and who have sufficient resources to be able to bear any losses that may result therefrom. The

Target Market Assessment is without prejudice to the requirements of any contractual, legal or regulatory selling restrictions in relation to the contemplated share issue. Furthermore, it is noted that, notwithstanding the Target Market Assessment, Danske Bank A/S, Jefferies GmbH and Nordea Danmark, filial af Nordea Bank Abp, Finland will only procure investors who meet the criteria of professional clients and eligible counterparties.

For the avoidance of doubt, the Target Market Assessment does not constitute: (a) an assessment of suitability or appropriateness for the purposes of MiFID II; or (b) a recommendation to any investor or group of investors to invest in, or purchase, or take any other action whatsoever with respect to the shares in Better Collective. Each distributor is responsible for undertaking its own target market assessment in respect of the shares in Better Collective and determining appropriate distribution channels.

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 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 2024-03-04 09:19 CET.

Attachments

[Registration of share capital increase completed](#)